



# THE PNW RESILIENCE CHALLENGE

[pnwresilience.org](http://pnwresilience.org)

**The Pacific Northwest Resilience Challenge is a three-year regional initiative to address the pressing social, economic and environmental risks of urbanization and climate change.**

## JOIN THE RESILIENCE CHALLENGE

Annually, at a summit with over 200 regional leaders in attendance, Sustainable Seattle hosts the PNW Resilience Challenge. Leaders mobilize to design solutions that help address the vulnerabilities of our increasingly dense urban communities, our infrastructure and our businesses.

Business leaders, government experts, insurers, urban planners, researchers and others talk about policy issues, climate change forecasts, and other threats of concern. This cross-sector initiative provides a forum for initiating discussions of key questions about our regional risks due to adapting for changing weather patterns, resource constraints and crowded living situations.

Attendees explore our interdependencies across functional areas and sectors, gaining knowledge, resources and the contacts needed to help them think about resiliency in their businesses and communities. All are encouraged to join an action team that meets throughout the year.

## WHY MOBILIZE FOR RESILIENCY

We are no longer able to address our challenges using static models and experience from the past. Instead, resilience is dynamic. This is a paradigm shift and our approaches to meet our collective challenges must reflect a new model of collaboration. Cities around the world are talking about resilience, it's time all the cities in the Pacific Northwest region do too.

## THE THREE-YEAR PLAN

2014	2015	2016
<b>Identify a Shared Agenda and Priorities</b>	<b>Describe Success</b> What does it look like? How is progress measured?	<b>Develop Strategies</b> How do we reach our goals?
<b>2017 Report Back</b> Assess work, appraisal, lessons learned and next steps.		

### AUDIENCE

Roughly 200 business, government, non-profit and academic leaders from the Puget Sound region attended the summit. Over 50 of these attendees have joined an action team. We expect another 50 to join during the year.

### ACTION TEAMS

- Key Communications Pathways
- Making Resilience a Political, Economic, and Social Issue
- Enhancing Distributed Systems
- Incentivizing Resilience Planning and Innovation
- Creating Connections between Resilience Frameworks and Resources
- Increasing Social Infrastructure
- Metrics for Shared Measurement

### SPONSORSHIP

Sponsors of the conference can expect visibility with a large number of business, non-profit, government and education leaders in the Pacific Northwest. Opportunities range from \$10,000-\$250. Support for the program or summit welcomed.

For more information please contact:  
Terri Butler Ph.D.  
Executive Director, Sustainable Seattle  
[terri@sustainableseattle.org](mailto:terri@sustainableseattle.org)  
(206) 622-3522 office  
(425) 417-1862 mobile

**SUSTAINABLE  
SEATTLE** [sustainableseattle.org](http://sustainableseattle.org)

# The PNW Resilience Challenge Summit Sponsorship Opportunities



## THE PNW RESILIENCE CHALLENGE

This three-year initiative will address major issues of increasing urbanization and climate change. By mobilizing and designing innovative solutions, we will minimize disruptions to our region's urban communities, infrastructure and businesses.

**HS**  
Headlining Sponsor  
\$10,000

**BS**  
Break Sponsor  
\$5,000

**ES**  
Event Sponsor  
\$2,500

**SA**  
Sustainability Advocate  
\$1,000

**SP**  
Partner  
\$500

**SS**  
Sustainability Supporter  
\$250

Sponsorship Benefits at Event	HS	BS	ES	SA	SP	SS
Introduce Keynote	●					
Logo on official event banner	●					
Logo on each place setting	●					
Choice of sponsoring lunch, workshops or reception		●				
Logo on stage	●	●				
Prominent verbal recognition	●	●				
Exhibitor table	●	●	●			
Company description, logo & link on event webpage	●	●	●			
Logo on promotional materials* & printed program	●	●	●	●	●	
Logo recognized in slide show	●	●	●	●	●	●
Logo recognized on event webpage	●	●	●	●	●	●
Conference ticket(s)	5	4	3	2	1	
Additional Year-Round Benefits						
Homepage presence on S2 and PNWRC websites for 12 months with logo and link to your website	●	●				
One year Sustainable Seattle membership**	●	●	●	●	●	●
Membership page listing with organizational profile & link to your website	●	●	●	●		
Membership page listing					●	●

● during lunch, workshop or reception

**Our Reach**  
We have over 6,500 engaged newsletter subscribers and reach more than 80,000 through our event and community partnerships.

**Blog**  
2,500+ views/month

4,500+

9,100+

\*Promotional materials include: Calendar Listings on community and marketing partners' websites, E-Mail invites & reminders, Newsletter 2/month, Social Media blasts, Facebook event page & ads  
\*\*Members receive discounts to all S2 events + other benefits. Visit our website for more.