

## CASE STUDY



# THINK MARKETING

## ***Marketing That Turns Dreams into Reality***

*Think Marketing helps The Pasadena Marathon get up and running*

When Pasadena Forward decided to organize a world-class marathon event in order to raise funds for local aid organizations, Think Marketing was there to help. Think Marketing assisted Pasadena Forward, a small non-profit organization focused on assisting local charities in the greater Pasadena, CA area, to turn what was just an idea into a successful sporting event with over 8,000 participants from around the country.

Reaching this remarkable milestone took years of persistent hard work. Getting community support and approval for such a major event from a city that already shuts itself down for the world famous Rose Bowl parade and football game proved to be a tremendous challenge. However, Think Marketing worked with Pasadena Forward to create simple, polished marketing programs that created the buzz and community support needed to convince the Pasadena City Council to unanimously approve plans for the inaugural Pasadena Marathon. On November 16 2008, Pasadena Forward held what we hope is just the first of many successful marathons and fund-raising events to come.

Whether you're in business to make a profit or working to share the wealth, Think Marketing can help you successfully harness the power of marketing to turn your ideas into reality.





**“Think Marketing has been the catalyst for the Pasadena Marathon and Bike Tour. Their team of talented and dedicated professionals has served to promote a community effort as a world class event. They are a pleasure to work with, and it is relief to know they are on our side.”**

**Israel Estrada, Executive Director, Pasadena Forward**

## Challenge

In order to raise money for local charity groups, Pasadena Forward decided to hold a world-class marathon. The event required obtaining the support and approval from the community, civic leaders and the Pasadena City Council. In order to do this, Pasadena Forward needed to demonstrate that they were serious, well organized and had the support of Pasadena area businesses and residents. As a small, non-profit organization, creating excitement and interest for the event was a tremendous challenge. Added to this, was the pressure to expedite City Council approval so that actual event planning and PR could begin without loss of momentum. Specifically, Pasadena Forward was looking for help with:

- Community Outreach Programs
- Business System Development
- Direct Marketing Campaigns
- Email Campaigns
- Presentation Materials
- Strategic Planning
- Website Development

## Approach

Think Marketing worked with Pasadena Forward to deliver cost-effective but powerful marketing tools that could demonstrate their seriousness and professionalism, as well as quickly engage the community. Think Marketing created a sophisticated Business System and Design Guide to ensure that all communication materials, business correspondence and forms adhered to a uniform, branded look. Additionally, Think Marketing developed their website as well as programs and campaigns designed to engage local area business and residents. These included the creation and marketing of the Pasadena Marathon Founders' Club which offered community members and organizations a way to show their support while providing Pasadena Forward with the funds they needed to kick-off the event. The campaign included direct mail and email campaigns as well as community events and meetings.

Additionally, Think Marketing consulted with Pasadena Forward on event management planning and strategies to ensure that their event planning took advantage of marketing best practices.

## Results

**Community Support & Revenue:** Within three months, Pasadena Forward was able to sign up over 90 support organizations as well as nearly 400 Founders' Club members.

**Brand Creation:** By providing Pasadena Forward with powerful marketing and presentation materials, Pasadena Marathon had an instantly recognizable brand that helped drive over 8,000 participants to sign-up for the event.

**Goal Achieved:** In light of the overwhelming community support that Pasadena Forward was able to generate, the Pasadena City Council approved plans for the inaugural Pasadena Marathon for the fall of 2008. Today, Think Marketing continues to provide marketing support to Pasadena Forward and looks forward to helping this great organization in the years to come.

## Contact Us, We Can Help

At Think Marketing, we believe that if your marketing efforts are not propelling business growth they are a waste of your business capital. To find out how Think Marketing can help you create marketing momentum for your company, contact us at: [info@thinkmktg.com](mailto:info@thinkmktg.com)