

SPONSORSHIP X

THE SPONSORSHIP EXPERIENCE FORUM

2018 SCHEDULE PREVIEW



WHEN	WHAT'S HAPPENING	WHERE
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ARRIVAL DAY • WEDNESDAY, AUGUST 15

8:00 AM – 10:00 PM	Welcome	Airport Welcome	Vancouver International Airport
6:00 PM – 10:00 PM	Gear Up	Registration	sponsorshipX Headquarters
3:30 PM – 5:30 PM	Get Stoked	Fox Air Downhill One by one, some 400 racers sprint down the mountain, scrubbing bumps and airing 1200 vertical feet of non-stop bank and boost.	Whistler Mountain
8:30 PM – 9:45 PM	Get Stoked	Crankworx Deep Summer Photo Challenge Six photographers. Three days in the epicentre of Crankworx. This is one slide showdown to remember.	Whistler Olympic Plaza
9:45 PM	Après	Bar / Lounge / Pub*	Multiple Locations in Whistler

DAY 1 • THURSDAY, AUGUST 16

8:00 AM – 5:00 PM	Gear Up	Registration	sponsorshipX Headquarters
9:00 AM – 9:30 AM	Launch	Mark Harrison , <i>President & CEO, TI & Chair, sponsorshipX</i> Darren Kinnaird , <i>General Manger, Crankworx</i>	Whistler Mountain
10:15 AM – 11:00 AM	Double Track	How to get a new property off the ground The use of data and technology in sponsorship	sponsorshipX Headquarters
11:15 AM – 12:00 PM	Single Track	The decline of stick and ball sports and the rise of Market of One	sponsorshipX Headquarters
12:00PM – 1:00 PM	Fuel Up	Lunch	sponsorshipX Headquarters
1:00 PM – 2:15 PM	Tune Up	Does tech help or hinder the consumer experience? How to reach new heights in your career Building the path to success: Trail building and maintaining Training like a pro	Multiple Locations in Whistler
3:00 PM – 6:00 PM	Live It!	Take in all that Whistler has to offer, grab a bike to rip the Whistler Mountain Bike Park, Cruise along the Valley Trail, Zipline in a Rainforest or just take a moment soaking it all in at the Scandinave Spa.	Multiple Locations in Whistler

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8:00 PM – 10:00 PM	Get Stoked	Pump Track challenge The Pump Track sees riders master a maze chock-full of berms, banks and rollers needed to pump through to the finish line without ever making a pedal stroke in this ultimate stripped-down showcase of a rider's horizontal momentum mettle.	Whistler Mountain
10:00 PM	Après	Pub Crawl*	Multiple Locations in Whistler

DAY 2 • FRIDAY, AUGUST 17

7:00 AM – 8:00 AM	Warm Up	Morning Trail Run	Whistler Trails
9:00 AM – 10:00 AM	Single Track	Sponsorship Landscape Study	sponsorshipX Headquarters
10:00 AM – 11:30 AM	Fuel Up	Brunch with sponsorshipX Coaches - How to recover from a major setback	sponsorshipX Headquarters
12:30 PM – 4:00 PM	Tune Up while Living It!	Tune Up Head up the mountains to reach new heights through Tune Ups and Adventures at the top of the world! 1. Brand measurement / decision making with data-driven innovation 2. Virtual sponsorships (online gaming, esports, etc.) 3. Global sponsorships - how to engage the individual through a global lens 4. Growth for smaller properties - leveraging tech for big gains 5. How the global expansion of brands and franchises has impacted sponsorship 6. Using tech to create unforgettable moments by connecting consumers to the brands they love Living It Take a ride on the World Record Breaking Peak to Peak, grab a pair of hiking shoes or your yoga mat to take it all in as you explore the coastal mountains.	Whistler Mountain
4:00 PM – 5:00 PM	Single Track	Reaching new heights in global sponsorship with measurement, research, and trends	Whistler Mountain
5:00 PM – 8:00 PM	Après	Happy Hour	Whistler Mountain
9:00 PM – 10:00 PM	Get Stoked	Film Night Join sponsorshipX at the Rainbow Theatre for film night.	sponsorshipX Headquarters
10:00 PM	Après	Cocktails*	sponsorshipX Headquarters

DAY 3 • SATURDAY, AUGUST 18

7:00 AM – 8:00 AM	Warm Up	Morning Trail Run	Whistler Trails
8:00 AM – 9:00 AM	Fuel Up	Breakfast	sponsorshipX Headquarters
9:00 AM – 9:45 AM	Single Track	Ripping up the rule book to extract impact and value in sponsorship	sponsorshipX Headquarters

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10:00 AM – 12:00 PM	Tune Up	The globalization within arts & entertainment	Multiple Locations in Whistler
		How creativity and tech work together to enhance sponsorship	
		The rise to KOM (king / queen of the mountain) Crankworx athlete	
		Action sports sponsorship in 2018	
12:15 PM – 1:30 PM	Fuel Up	Lunch	sponsorshipX Headquarters
1:30 PM – 2:15 PM	Double Track	Best practices in sponsorship – tips from the financial sector	sponsorshipX Headquarters
		How the global expansion of properties has impacted sponsorship	
2:30 PM – 3:15 PM	Single Track	Multi-country bids for sports and what it means to sponsorship	sponsorshipX Headquarters
3:15 PM – 3:30 PM	Sneak Peek	2019 Reveal	sponsorshipX Headquarters
5:00 PM – 7:30 PM	Get Stoked	Red Bull Joyride	Whistler Mountain
		The best riders in the world bring their A-game to this invitational showcase, interpreting a custom-built course known as the pinnacle of courses for its creative features and smooth ride.	
8:30 PM	Get Stoked	Bike Night Join the industry, athletes, and fans to recognize and celebrate all things biking! These awards are a stage to honour Crankworx athletes and the accomplishments of contributors in the industry. Oh and it will also be an epic party!	sponsorshipX Headquarters

DEPARTURE DAY • SUNDAY, AUGUST 19

8:00 AM – 10:00 AM	Fuel Up	Informal Breakfast*	Multiple Locations in Whistler
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*Not covered by sponsorshipX