

SPONSORSHIP X

THE SPONSORSHIP EXPERIENCE FORUM

2018 SCHEDULE PREVIEW



WHEN	WHAT'S HAPPENING		WHERE
ARRIVAL DAY • WEDNESDAY, AUGUST 15			
8:00 AM – 10:00 PM	Welcome	Airport Welcome	Vancouver International Airport
3:00 PM – 9:00 PM	Gear Up	Registration	sponsorshipX Headquarters – Whistler Conference Centre
3:30 PM – 5:30 PM	Get Stoked	Crankworx Fox Air Downhill One by one, some 400 racers sprint down the mountains, scrubbing bumps and airing 1,200 vertical feet of non-stop bank and boost.	Base of Whistler Mountain & Longhorn Patio
8:30 PM – 9:45 PM	Get Stoked	Crankworx Deep Summer Photo Challenge	Whistler Olympic Plaza

SPONSORSHIPX 2018 SCHEDULE PREVIEW

WHEN	WHAT'S HAPPENING	WHERE
DAY 1 • THURSDAY, AUGUST 16		
7:00 AM – 8:00 AM	Warm Up Morning Trail Run	Whistler Area Trails
8:00 AM – 5:00 PM	Gear Up Registration	sponsorshipX Headquarters – Whistler Conference Centre
9:30 AM – 4:00 PM	sponsorshipX Tech Lounge	sponsorshipX Headquarters – Whistler Conference Centre
9:00 AM – 9:30 AM	Launch Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX</i> Darren Kinnaird , <i>General Manger, Crankworx</i>	Whistler Mountain
10:15 AM – 11:00 AM	Single Track Don Mayo , <i>Global Managing Partner, IMI International &</i> Sarah Stovold , <i>VP, Content & Emerging Media, IMI International</i>	sponsorshipX Headquarters – Whistler Conference Centre
11:15 AM – 12:00 PM	Double Track Kristen Gambetta , <i>Sports and Entertainment, Rakuten &</i> Zaileen Janmohamed , <i>Senior VP, Client Consulting + Services, GMR</i>	sponsorshipX Headquarters – Whistler Conference Centre
		Pam Hollander , <i>Vice President, Consumer Marketing, Allstate &</i> Kami Taylor , <i>Senior Vice President, Octagon</i>
12:00 PM – 1:00 PM	Fuel Up Lunch Reception	sponsorshipX Headquarters – Whistler Conference Centre
1:15 PM – 2:45 PM	Tune Up Mathea Olin , <i>Professional Surfer</i> Connecting with people through the power of bicycles David Zimmeroff , <i>VP of Marketing, SRAM</i> Alexander Gwilliam , <i>Senior Copywriter and Creative Strategist, KEMMLER KEMMLER</i> Robbie Deeks , <i>Director of Ecommerce Sales, VaynerMedia</i>	Multiple Locations in Whistler
3:15 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
7:00 PM – 10:00 PM	Get Stoked Ultimate Pump Track Challenge Tailgate presented by IMI International Join IMI International at the Pump Track Challenge Tailgate as you get ready to cheer on the best riders in the world!	Whistler Mountain
	Crankworx Ultimate 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.	

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WHEN	WHAT'S HAPPENING		WHERE
DAY 2 • FRIDAY, AUGUST 17			
7:00 AM – 8:00 AM	Warm Up	Morning Trail Run	Whistler Area Trails
8:00 AM – 5:00 PM	Gear Up	Registration	sponsorshipX Headquarters – Whistler Conference Centre
8:30 AM – 9:00 AM	Brake	Coffee & Light Snack	sponsorshipX Headquarters – Whistler Conference Centre
8:30 AM – 12:30 PM	sponsorshipX Tech Lounge		sponsorshipX Headquarters – Whistler Conference Centre
9:00 AM – 9:30 AM	Opening	Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX</i>	sponsorshipX Headquarters – Whistler Conference Centre
9:30 AM – 10:15 AM	Single Track	The changing landscape of global sponsorship Ricardo Fort , <i>VP, Global Sport Sponsorships, Coca-Cola</i>	sponsorshipX Headquarters – Whistler Conference Centre
10:15 AM – 11:00 AM	Double Track	Ripping up the rule book to extract impact and value in sponsorship If sponsorship is the answer, what is the question? Matthew Leopold , <i>Director, European Sponsorship Association</i>	sponsorshipX Headquarters – Whistler Conference Centre
11:00 AM – 12:00 PM	Fuel Up	Brunch Reception – How to recover from a major setback Roundtables with Coaches	sponsorshipX Headquarters – Whistler Conference Centre
12:00 PM – 1:00 PM		Gondola up Whistler Mountain	Whistler Village Gondola
1:00 PM – 1:30 PM	Single Track	Inclusion & Ever-Changing Perceptions	Whistler Mountain – Roundhouse
1:30 PM – 2:15 PM	Double Track	Alice Petzold , <i>Professional Certified Coach and Trainer, A Game Coaching Accomplishment Coaching</i> Global sponsorships – How to engage the individual through a global lens	Whistler Mountain – Roundhouse
2:30 PM – 5:00 PM	PEAK 2 PEAK Gondola Sessions	Dive into the British Gas Pools 4 Schools initiative Matthew Leopold , <i>Director, European Sponsorship Association</i> Virtual sponsorships (online gaming, esports, etc.) How the global expansion of brands and franchises has impacted sponsorship Brand measurement / decision making with a data-driven innovation Leslie Blachford , <i>Director, Events Canada, Hudson's Bay</i>	PEAK 2 PEAK Gondola (1,427 ft in the air) Whistler Blackcomb Mountain
2:30 PM – 5:00 PM	Live it!	Take a ride on the World Record Breaking PEAK 2 PEAK Gondola, grab a pair of hiking shoes or your yoga mat to take it all in as you explore the coastal mountains.	Whistler Blackcomb Mountain
5:00 PM – 6:30 PM	Après	Après on the Mountain featuring SaulPaul, A Musician with a Message	Whistler Mountain – Roundhouse
6:30 PM – 7:30 PM		Gondola down to Whistler Village	Whistler Village Gondola

SPONSORSHIP X 2018 SCHEDULE PREVIEW

WHEN	WHAT'S HAPPENING		WHERE
DAY 3 • SATURDAY, AUGUST 18			
7:00 AM – 8:00 AM	Warm Up	Morning Trail Run	Whistler Area Trails
8:00 AM – 5:00 PM	Gear Up	Registration	sponsorshipX Headquarters – Whistler Conference Centre
8:00 AM – 5:00 PM		sponsorshipX Tech Lounge	sponsorshipX Headquarters – Whistler Conference Centre
8:00 AM – 9:00 AM	Fuel Up	Breakfast Reception	sponsorshipX Headquarters – Whistler Conference Centre
9:00 AM – 9:30 AM	Opening	Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX</i>	sponsorshipX Headquarters – Whistler Conference Centre
9:45 AM – 12:00 PM	Tune Up	Hamish Acland , <i>CEO & Founder, Mons Royale</i>	Multiple Locations in Whistler
		Sponsorship transactions you can trust	
		Jason Robertc , <i>CEO & Co-Founder, HelloSugoi</i>	
		Chad Seigler , <i>Vice President International Business Development & Partnerships, NASCAR</i>	
		Rebecca Shanks , <i>VP Account Management, The T1 Agency</i>	
12:15 PM – 1:15 PM	Fuel Up	Lunch Reception	sponsorshipX Headquarters – Whistler Conference Centre
1:15 PM – 2:00 PM	Double Track	Global Sponsorship Landscape Study Norm O'Reilly , <i>Partner Consultant, The T1 Agency & Professor, Ohio University & Elisa Beselt</i> , <i>Director, Consulting, The T1 Agency</i>	sponsorshipX Headquarters – Whistler Conference Centre
		U.S. soccer vs. European football: Different name, same sponsorship game? Bruce Bundrant , <i>CEO & Founder, Riviera Sports Marketing</i>	sponsorshipX Headquarters – Whistler Conference Centre
2:15 PM – 3:00 PM	Double Track	Cristian Cook , <i>Founder / CEO, Designwerk</i>	sponsorshipX Headquarters – Whistler Conference Centre
		Cyndie Wang , <i>Head of Global Sponsorships & Alliances, Hewlett Packard Enterprise</i>	
3:15 PM – 4:00 PM	Single Track	Creating action, one goal at a time Alison Désir , <i>Founder, Harlem Run & Run 4 All Women</i>	sponsorshipX Headquarters – Whistler Conference Centre
4:00 PM – 4:15 PM	Sneak Peek	Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX 2019 Host Partner</i>	sponsorshipX Headquarters – Whistler Conference Centre
5:00 PM – 7:30 PM	Get Stoked	Red Bull Joyride The best riders in the world bring their A-game to this invitational showcase.	Whistler Mountain – Red Bull Joyride VIP Area
8:30 PM – 9:30 PM	Get Stoked	Crankworx World Tour Awards	sponsorshipX Headquarters – Whistler Conference Centre
9:30 PM – Onward	Après	After Party	sponsorshipX Headquarters – Whistler Conference Centre

SPONSORSHIP 2018 SCHEDULE PREVIEW

WHEN

WHAT'S HAPPENING

WHERE

DEPARTURE DAY • SUNDAY, AUGUST 19

8:30 AM - 10:00 AM

Fuel Up

Coach Coffee Talk

Whistler Village