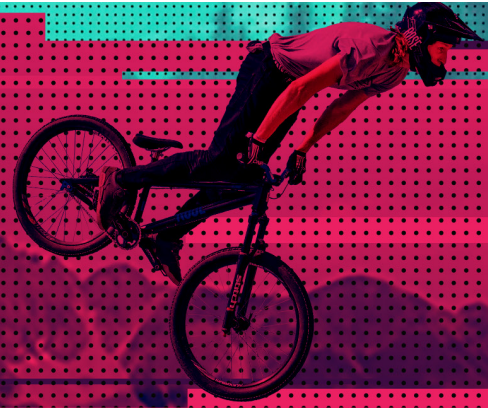


SPONSORSHIP X

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 Six photographers. Three days in the epicentre of Crankworx. This is one slide showdown to remember.	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
8:30 AM – 5:00 PM	Gear Up Registration	sponsorshipX Headquarters – Whistler Conference Centre
9:30 AM – 3:15 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 Kinnaid , <i>General Manger, Crankworx</i>	Whistler Mountain
10:15 AM – 10:45 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
10:45 AM – 11:15 AM	Single Track The changing landscape of global sponsorship Ricardo Fort , <i>VP, Global Sport Sponsorships, Coca-Cola</i>	sponsorshipX Headquarters – Whistler Conference Centre
11:30 AM – 12:00 PM	Double Track How to build a global brand while staying true to its local roots Kristen Gambetta , <i>Sports and Entertainment, Rakuten &</i> Zaileen Janmohamed , <i>Senior VP, Client Consulting + Services, GMR</i> Ripping up the rule book to extract impact and value in sponsorships	sponsorshipX Headquarters – Whistler Conference Centre
12:00 PM – 1:00 PM	Fuel Up/ Single Track Lunch Reception – Esports Panel Sean Karoonian , <i>Senior Marketing Manager, Cineplex Entertainment &</i> Neil Duffy , <i>Vice President, College Network & Business Development, WorldGaming</i>	sponsorshipX Headquarters – Whistler Conference Centre
1:15 PM – 2:45 PM	Tune Up Tori Stevens , <i>Senior Vice President, Sports Innovation Lab</i> Connecting with people through the power of bicycles David Zimmeroff , <i>VP of Marketing, SRAM</i> Mark Stewart , <i>President & Chief Innovation Officer, wonderMakr</i> Ryan Baise , <i>Sr. Manager – Partner Solutions, Fanatics, Inc.</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
6:30 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! 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.	Whistler Mountain

SPONSORSHIPX 2018 SCHEDULE PREVIEW

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 – 3:00 PM	Gear Up Registration	sponsorshipX Headquarters – Whistler Conference Centre
8:30 AM – 1:00 PM	sponsorshipX Tech Lounge	sponsorshipX Headquarters – Whistler Conference Centre
9:00 AM – 9:15 AM	Opening Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX</i>	sponsorshipX Headquarters – Whistler Conference Centre
9:15 AM – 9:45 AM	Single Track Alison Gordon , <i>CEO, 48 North Cannabis Co.</i>	sponsorshipX Headquarters – Whistler Conference Centre
9:45 AM – 10:15 AM	Single Track If sponsorship is the answer, what is the question? Matthew Leopold , <i>Director, European Sponsorship Association</i>	sponsorshipX Headquarters – Whistler Conference Centre
10:30 AM – 11:00 AM	Double Track Cyndie Wang , <i>Head of Global Sponsorships & Alliances, Hewlett Packard Enterprise</i> People's attention. How to get it and how to keep it. Pam Hollander , <i>Vice President, Consumer Marketing, Allstate & Kami Taylor</i> , <i>Senior Vice President, Octagon</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 Esports Panel Nathan Lindberg , <i>Esport sponsorship sales, Twitch</i> Wendy Lecot , <i>Head of Strategic Alliances and Digital Marketing Innovation, HyperX</i> David Rosenberg , <i>Chief Strategic Officer, GMR Marketing</i> Valeria Herzer , <i>VP, Strategy and Partnerships, Havas Sports & Entertainment</i>	Whistler Mountain – Roundhouse
1:45 PM – 2:15 PM	Double Track The Climb: Accessing game-changing results to reach new heights! 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> Mathea Olin , <i>Professional Surfer</i> Moderator: Rebecca Shanks , <i>VP Account Management, The T1 Agency</i> Robbie Deeks , <i>Director of Ecommerce Sales, VaynerMedia</i> Liz DeAngelis , <i>Director, Growth and Emerging Media, Ad Council</i> One 360-degree view deserves another 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

SPONSORSHIPX 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 – 3:30 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 Panel	What Sponsors Want? Moderator: Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX</i> Panel: Krista K. Massey , <i>SVP – Marketing Activation and Engagement at SunTrust</i>	sponsorshipX Headquarters – Whistler Conference Centre
9:45 AM – 10:15 PM	Double Track	Nathan Lindberg , <i>Esport Sponsorship Sales, Twitch</i> Alexander Gwilliam , <i>Senior Creative Concept, KEMMLER KEMMLER</i>	sponsorshipX Headquarters – Whistler Conference Centre
10:30 AM – 12:00 PM	Tune Up	John Pierce , <i>Partner, Player 2 Studios</i> 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>	Multiple Locations in Whistler
12:00 PM – 1:00 PM	Fuel Up	Lunch Reception	sponsorshipX Headquarters – Whistler Conference Centre
1:00 PM – 1:30 PM	Double Track	The launch of the new Global Sponsorship Landscape Study Norm O'Reilly , <i>Partner Consultant, The T1 Agency & Assistant Dean of Executive Programs & Professor at the University of Guelph & Elisa Beselt</i> , <i>Director, Consulting, The T1 Agency</i> 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
1:45 PM – 2:15 PM	Single Track	Dan Fleetwood , <i>Vice President, Global Sponsorships, SAP</i>	sponsorshipX Headquarters – Whistler Conference Centre
2:15 PM – 2:45 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
2:45 PM – 3:00 PM	Closing	Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX</i>	sponsorshipX Headquarters – Whistler Conference Centre
4:30 PM – 7:00 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 – 12:30 AM	Après	Crankworx World Tour After Party	sponsorshipX Headquarters – Whistler Conference Centre

SPONSORSHIP 2018 SCHEDULE PREVIEW

WHEN

WHAT'S HAPPENING

WHERE

DEPARTURE DAY • SUNDAY, AUGUST 19

7:00 AM – 9:00 AM

Fuel Up

Coach Coffee Talk

Westin