

SPONSORSHIP X

THE SPONSORSHIP EXPERIENCE FORUM

2018 SCHEDULE PREVIEW



WHEN	WHAT'S HAPPENING	WHERE
ARRIVAL DAY • WEDNESDAY, AUGUST 15		
8:00 AM – 5:00 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

DAY 1 • THURSDAY, AUGUST 16

7:00 AM – 8:00 AM	Warm Up Morning Trail Run	Whistler Area Trails
7:30 AM – 5:00 PM	Gear Up Registration	sponsorshipX Headquarters – Whistler Conference Centre
9:30 AM – 3:15 PM	XLounge	sponsorshipX Headquarters – Whistler Conference Centre
9:00 AM – 9:30 AM	Launch Opening remarks by: Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX & Darren Kinnaird</i> , <i>General Manager, Crankworx</i>	Whistler Mountain
10:15 AM – 10:45 AM	Single Track Global Update – IMI SponsorPulse™ & NextWave July 2018 Don Mayo , <i>Global Managing Partner, IMI International & Sarah Stovold</i> , <i>Managing Director, NextWave by IMI</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>Director, Sports and Entertainment, Rakuten & Zaileen Janmohamed</i> , <i>Senior VP, Client Consulting + Services, GMR</i> The Power of Active Partnership Todd Allen , <i>Vice President Marketing, Labatt Breweries of Canada & David Thomson</i> , <i>Managing Director, NFL</i>	sponsorshipX Headquarters – Whistler Conference Centre

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DAY 1 • THURSDAY, AUGUST 16

12:00 PM – 1:00 PM	Fuel Up/ Single Track	Lunch Reception (12:00 PM – 1:00 PM)	sponsorshipX Headquarters Whistler Conference Center – Sea to Sky A
		The Growth of Esports and Sponsorship Influence (12:30 PM – 1:00 PM) Neil Duffy , <i>Vice President, WorldGaming & Collegiate StarLeague</i> Matt Levitan , <i>Co-Owner & Partner at Press Start Marketing</i> John Pierce , <i>Partner, Player 2 Studios</i> Moderator: Sean Karoonian , <i>Senior Marketing Manager, Cineplex Entertainment</i>	
1:15 PM – 2:45 PM	Tune Up	Next-Generation Sponsorship: How Technology Is Reshaping The Sponsorship Market Tori Stevens , <i>Senior Vice President, Sports Innovation Lab</i>	sponsorshipX Headquarters Whistler Conference Center – Rainbow Theater
		Connecting With People Through The Power Of Bicycles David Zimmeroff , <i>VP of Marketing, SRAM</i>	SRAM Tent – Base of Whistler Mountain
		Making Wonder, Using Interactive Technology in Sponsorship Mark Stewart , <i>President & Chief Innovation Officer, wonderMakr</i>	sponsorshipX Headquarters Whistler Conference Center – Grand Foyer (XLounge)
		How Fanatics Became The Brand Of The Fan Ryan Baise , <i>Sr. Manager – Partner Solutions, Fanatics, Inc.</i>	Audain Art Museum
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
		Ultimate Pumptrack Challenge Tailgate presented by IMI International Join IMI International to kick-off a fun evening at the Crankworx Ultimate Pump Track Challenge RockShox Crankworx Ultimate Pumptrack 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
6:30 PM – 10:00 PM	Get Stoked		

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		XLounge	sponsorshipX Headquarters – Whistler Conference Centre
9:00 AM – 9:15 AM	Opening	Opening remarks by: Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX</i>	sponsorshipX Headquarters – Whistler Conference Centre
9:15 AM – 9:45 AM	Single Track	The New World of Cannabis in Canada Alison Gordon , <i>CEO, 48 North Cannabis Co.</i>	sponsorshipX Headquarters – Whistler Conference Centre

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DAY 2 • FRIDAY, AUGUST 17		
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 B2B Technology Business, Sponsorship's Next Frontier 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/ Roundtable Brunch Reception (11:00 AM – 12:00 PM) Forward Thinking About Setbacks (11:30 AM – 12:00 PM) 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 Unlocking Esports, The Keys To Successful Partnerships Nathan Lindberg , <i>Esport Sponsorship Sales, Twitch</i> Wendy Lecot , <i>Head of Strategic Alliances and Digital Marketing Innovation, HyperX</i> Dave Rosenberg , <i>Chief Strategic Officer, GMR Marketing</i> Valéria Herzer , <i>VP, Strategy and Partnerships, Havas Sports & Entertainment</i> Moderator: Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX</i>	Whistler Mountain – Roundhouse – Glacier View Room
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> Sponsorship Transactions You Can Trust Jason Robert , <i>CEO & Co-Founder, HelloSugoi</i>	Whistler Mountain – Roundhouse – Steep's Grill Whistler Mountain – Roundhouse – Glacier View Room
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> Pushing Your Personal Limits Mathea Olin , <i>Professional Surfer</i> Moderator: Rebecca Shanks , <i>VP Account Management, The T1 Agency</i> How To Build A Modern Trojan Horse For Attention Robbie Deeks , <i>Director of Ecommerce Sales, VaynerMedia</i> How Sponsorship Can Be An Agent For Change 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

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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
8:30 AM – 3:00 PM	XLounge	sponsorshipX Headquarters – Whistler Conference Centre
8:00 AM – 9:00 AM	Fuel Up Breakfast Reception	sponsorshipX Headquarters – Whistler Conference Centre
9:00 AM – 9:15 AM	Opening Opening remarks by: Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX</i>	sponsorshipX Headquarters – Whistler Conference Centre
9:15 AM – 9:45 AM	Opening Panel What Do Sponsors Really Want? Moderator: Mark Harrison , <i>President & CEO, The T1 Agency & Chair, sponsorshipX</i> Panel: Jake Annear , <i>Manager, Digital Marketing and Innovation, Moët Hennessy</i> Krista K. Massey , <i>SVP – Marketing Activation and Engagement at SunTrust</i> Josh Epstein , <i>Managing Director, Sponsorship, BMO Financial Group</i>	sponsorshipX Headquarters – Whistler Conference Centre
10:00 AM – 10:30 AM	Double Track Finding Sponsorship Success in Esports Streaming Nathan Lindberg , <i>Esport Sponsorship Sales, Twitch</i>	sponsorshipX Headquarters – Whistler Conference Centre
	Why Fashion Is The Next Great Sponsorship Opportunity Among Men Alexander Gwilliam , <i>Senior Creative Concept, KEMMLER KEMMLER</i>	
10:45 AM – 12:00 PM	Tune Up Your Future Customers Love Esports More Than Traditional Sports John Pierce , <i>Partner, Player 2 Studios</i>	Multiple Locations in Whistler
	Spreading the Track, How NASCAR is Becoming a Global Brand Chad Seigler , <i>Vice President International Business Development & Partnerships, NASCAR</i>	
	Women And Sport: Gender Equity In Sport, How Sponsorship Can Help Rebecca Shanks , <i>VP Account Management, The T1 Agency</i>	
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</i> Elisa Beselt , <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>	
1:45 PM – 2:15 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
2:15 PM – 2:45 PM	Closing Closing remarks by: 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 – 12:30 AM	Get Stoked Crankworx World Tour Awards & 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

Mountain Club –
The Westin Resort & Spa