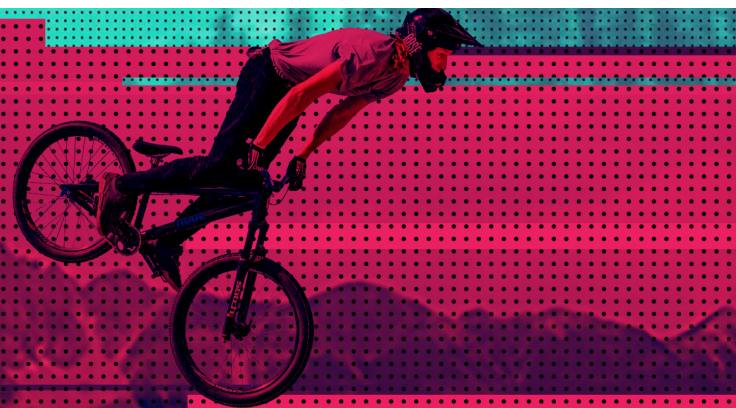


# SPONSORSHIP X

THE SPONSORSHIP EXPERIENCE FORUM

## 2018 SCHEDULE PREVIEW



WHEN	WHAT'S HAPPENING	WHERE
<b>ARRIVAL DAY • WEDNESDAY, AUGUST 15</b>		
8:00 AM – 5:00 PM	<b>Welcome</b> Airport Welcome	Vancouver International Airport
3:00 PM – 9:00 PM	<b>Gear Up</b> Registration	sponsorshipX Headquarters – Whistler Conference Centre
3:30 PM – 5:30 PM	<b>Get Stoked</b> <b>Crankworx Fox Air Downhill</b> 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	<b>Get Stoked</b> <b>Crankworx Deep Summer Photo Challenge</b> 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	<b>Warm Up</b> Morning Trail Run	Whistler Area Trails
7:30 AM – 5:00 PM	<b>Gear Up</b> Registration	sponsorshipX Headquarters – Whistler Conference Centre
9:30 AM – 3:15 PM	<b>XLounge</b>	sponsorshipX Headquarters – Whistler Conference Centre
9:00 AM – 9:30 AM	<b>Launch</b> Opening remarks by: <b>Mark Harrison</b> , <i>President &amp; CEO, The T1 Agency &amp; Chair, sponsorshipX &amp; Darren Kinnaird</i> , <i>General Manager, Crankworx</i>	Whistler Mountain
10:15 AM – 10:45 AM	<b>Single Track</b> Global Update – IMI SponsorPulse™ & NextWave July 2018 <b>Don Mayo</b> , <i>Global Managing Partner, IMI International &amp; Sarah Stovold</i> , <i>VP, Content &amp; Emerging Media, IMI International</i>	sponsorshipX Headquarters – Whistler Conference Centre
10:45 AM – 11:15 AM	<b>Single Track</b> The Changing Landscape Of Global Sponsorship <b>Ricardo Fort</b> , <i>VP, Global Sport Sponsorships, Coca-Cola</i>	sponsorshipX Headquarters – Whistler Conference Centre
11:30 AM – 12:00 PM	<b>Double Track</b> How To Build A Global Brand While Staying True To Its Local Roots <b>Kristen Gambetta</b> , <i>Sports and Entertainment, Rakuten &amp; Zaileen Janmohamed</i> , <i>Senior VP, Client Consulting + Services, GMR</i> The Power of Active Partnership <b>Todd Allen</b> , <i>Vice President Marketing, Labatt Breweries of Canada &amp; David Thomson</i> , <i>Managing Director, NFL</i>	sponsorshipX Headquarters – Whistler Conference Centre

# SPONSORSHIP X 2018 SCHEDULE PREVIEW

WHEN	WHAT'S HAPPENING	WHERE
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## DAY 1 • THURSDAY, AUGUST 16

12:00 PM – 1:00 PM	<b>Fuel Up/ Single Track</b>	Lunch Reception (12:00 PM – 1:00 PM) The Growth of Esports and Sponsorship Influence (12:30 PM – 1:00 PM) <b>Neil Duffy</b> , Vice President, WorldGaming & Collegiate StarLeague <b>Matt Levitan</b> , Co-Owner & Partner at Press Start Marketing Moderator: <b>Sean Karoonian</b> , Senior Marketing Manager, Cineplex Entertainment	sponsorshipX Headquarters Whistler Conference Center – Sea to Sky A
1:15 PM – 2:45 PM	<b>Tune Up</b>	Next-Generation Sponsorship: How Technology Is Reshaping The Sponsorship Market <b>Tori Stevens</b> , Senior Vice President, Sports Innovation Lab  Connecting With People Through The Power Of Bicycles <b>David Zimmeroff</b> , VP of Marketing, SRAM  Making Wonder, Using Interactive Technology in Sponsorship <b>Mark Stewart</b> , President & Chief Innovation Officer, wonderMakr  How Fanatics Became The Brand Of The Fan <b>Ryan Baise</b> , Sr. Manager – Partner Solutions, Fanatics, Inc.  Old Problem, New Solution: Innovation in Mobility <b>Brenden Mallette</b> , VP, Partnerships & Business Development, San Francisco Giants & <b>Gabriel Scheer</b> , Director of Government Affairs & Strategic Development, LimeBike	sponsorshipX Headquarters Whistler Conference Center – Rainbow Theater  SRAM Tent – Base of Whistler Mountain  sponsorshipX Headquarters Whistler Conference Center – Grand Foyer (XLounge)  Audain Art Museum  sponsorshipX Headquarters Whistler Conference Center – Sea to Sky A
3:15 PM – 6:00 PM	<b>Live It!</b>	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	<b>Get Stoked</b>	<b>Ultimate Pumptrack Challenge Tailgate presented by IMI International</b> Join IMI International to kick-off a fun evening at the Crankworx Ultimate Pump Track Challenge  <b>RockShox Crankworx Ultimate Pumptrack Challenge</b> 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

## DAY 2 • FRIDAY, AUGUST 17

7:00 AM – 8:00 AM	<b>Warm Up</b>	Morning Trail Run	Whistler Area Trails
8:00 AM – 3:00 PM	<b>Gear Up</b>	Registration	sponsorshipX Headquarters – Whistler Conference Centre
8:30 AM – 1:00 PM		<b>XLounge</b>	sponsorshipX Headquarters – Whistler Conference Centre
9:00 AM – 9:15 AM	<b>Opening</b>	Opening remarks by: <b>Mark Harrison</b> , President & CEO, The TI Agency & Chair, sponsorshipX	sponsorshipX Headquarters – Whistler Conference Centre
9:15 AM – 9:45 AM	<b>Single Track</b>	The New World of Cannabis in Canada <b>Alison Gordon</b> , CEO, 48 North Cannabis Co.	sponsorshipX Headquarters – Whistler Conference Centre

# SPONSORSHIP X 2018 SCHEDULE PREVIEW

WHEN	WHAT'S HAPPENING	WHERE
<b>DAY 2 • FRIDAY, AUGUST 17</b>		
9:45 AM – 10:15 AM	<b>Single Track</b> If Sponsorship Is The Answer, What Is The Question? <b>Matthew Leopold</b> , <i>Director, European Sponsorship Association</i>	sponsorshipX Headquarters – Whistler Conference Centre
10:30 AM – 11:00 AM	<b>Double Track</b> B2B Technology Business, Sponsorship's Next Frontier <b>Cyndie Wang</b> , <i>Head of Global Sponsorships &amp; Alliances, Hewlett Packard Enterprise</i> People's Attention. How To Get It And How To Keep It <b>Pam Hollander</b> , <i>Vice President, Consumer Marketing, Allstate &amp; Kami Taylor</i> , <i>Senior Vice President, Octagon</i>	sponsorshipX Headquarters – Whistler Conference Centre
11:00 AM – 12:00 PM	<b>Fuel Up/ Roundtable</b> 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	<b>Single Track</b> Unlocking Esports, The Keys To Successful Partnerships <b>Nathan Lindberg</b> , <i>Esport Sponsorship Sales, Twitch</i> <b>Wendy Lecot</b> , <i>Head of Strategic Alliances and Digital Marketing Innovation, HyperX</i> <b>Dave Rosenberg</b> , <i>Chief Strategic Officer, GMR Marketing</i> <b>Valéria Herzer</b> , <i>VP, Strategy and Partnerships, Havas Sports &amp; Entertainment</i> Moderator: <b>Mark Harrison</b> , <i>President &amp; CEO, The T1 Agency &amp; Chair, sponsorshipX</i>	Whistler Mountain – Roundhouse – Glacier View Room
1:45 PM – 2:15 PM	<b>Double Track</b> The Climb: Accessing Game-Changing Results to Reach New Heights! <b>Alice Petzold</b> , <i>Professional Certified Coach and Trainer, A Game Coaching   Accomplishment Coaching</i> Sponsorship Transactions You Can Trust <b>Jason Robert</b> , <i>CEO &amp; Co-Founder, HelloSugoi</i>	Whistler Mountain – Roundhouse – Steep's Grill Whistler Mountain – Roundhouse – Glacier View Room
2:30 PM – 5:00 PM	<b>PEAK 2 PEAK Gondola Sessions</b> Dive Into The British Gas Pools 4 Schools Initiative <b>Matthew Leopold</b> , <i>Director, European Sponsorship Association</i> Pushing Your Personal Limits <b>Mathea Olin</b> , <i>Professional Surfer</i> Moderator: <b>Rebecca Shanks</b> , <i>VP Account Management, The T1 Agency</i> How To Build A Modern Trojan Horse For Attention <b>Robbie Deeks</b> , <i>Director of Ecommerce Sales, VaynerMedia</i> How Sponsorship Can Be An Agent For Change <b>Liz DeAngelis</b> , <i>Director, Growth and Emerging Media, Ad Council</i> One 360-Degree View Deserves Another <b>Leslie Blachford</b> , <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	<b>Live it!</b> 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	<b>Après</b> 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
<b>DAY 3 • SATURDAY, AUGUST 18</b>		
7:00 AM – 8:00 AM	<b>Warm Up</b> Morning Trail Run	Whistler Area Trails
8:00 AM – 5:00 PM	<b>Gear Up</b> Registration	sponsorshipX Headquarters – Whistler Conference Centre
8:30 AM – 3:00 PM	<b>XLounge</b>	sponsorshipX Headquarters – Whistler Conference Centre
8:00 AM – 9:00 AM	<b>Fuel Up</b> Breakfast Reception	sponsorshipX Headquarters – Whistler Conference Centre
9:00 AM – 9:15 AM	<b>Opening</b> Opening remarks by: <b>Mark Harrison</b> , <i>President &amp; CEO, The T1 Agency &amp; Chair, sponsorshipX</i>	sponsorshipX Headquarters – Whistler Conference Centre
9:15 AM – 9:45 AM	<b>Opening Panel</b> What Do Sponsors Really Want? Moderator: <b>Mark Harrison</b> , <i>President &amp; CEO, The T1 Agency &amp; Chair, sponsorshipX</i> Panel: <b>Jake Annear</b> , <i>Manager, Digital Marketing and Innovation, Moët Hennessy</i> <b>Krista K. Massey</b> , <i>SVP – Marketing Activation and Engagement at SunTrust</i> <b>Josh Epstein</b> , <i>Managing Director, Sponsorship, BMO Financial Group</i>	sponsorshipX Headquarters – Whistler Conference Centre
10:00 AM – 10:30 AM	<b>Double Track</b> Finding Sponsorship Success in Esports Streaming <b>Nathan Lindberg</b> , <i>Esport Sponsorship Sales, Twitch</i>	sponsorshipX Headquarters – Whistler Conference Centre
	Why Fashion Is The Next Great Sponsorship Opportunity Among Men <b>Alexander Gwilliam</b> , <i>Senior Creative Concept, KEMMLER KEMMLER</i>	
10:45 AM – 12:00 PM	<b>Tune Up</b> Your Future Customers Love Esports More Than Traditional Sports <b>John Pierce</b> , <i>Partner, Player 2 Studios</i>	Multiple Locations in Whistler
	Spreading the Track, How NASCAR is Becoming a Global Brand <b>Chad Seigler</b> , <i>Vice President International Business Development &amp; Partnerships, NASCAR</i>	
	Women And Sport: Gender Equity In Sport, How Sponsorship Can Help <b>Rebecca Shanks</b> , <i>VP Account Management, The T1 Agency</i>	
12:00 PM – 1:00 PM	<b>Fuel Up</b> Lunch Reception	sponsorshipX Headquarters – Whistler Conference Centre
1:00 PM – 1:30 PM	<b>Double Track</b> The Launch Of The New Global Sponsorship Landscape Study <b>Norm O'Reilly</b> , <i>Partner Consultant, The T1 Agency &amp; Assistant Dean of Executive Programs &amp; Professor at the University of Guelph</i> <b>Elisa Beselt</b> , <i>Director, Consulting, The T1 Agency</i>	sponsorshipX Headquarters – Whistler Conference Centre
	U.S. soccer vs. European football: Different name, same sponsorship game? <b>Bruce Bundrant</b> , <i>CEO &amp; Founder, Riviera Sports Marketing</i>	
1:45 PM – 2:15 PM	<b>Single Track</b> Creating Action, One Goal At A Time <b>Alison Désir</b> , <i>Founder, Harlem Run &amp; Run 4 All Women</i>	sponsorshipX Headquarters – Whistler Conference Centre
2:15 PM – 2:45 PM	<b>Closing</b> Closing remarks by: <b>Mark Harrison</b> , <i>President &amp; CEO, The T1 Agency &amp; Chair, sponsorshipX</i>	sponsorshipX Headquarters – Whistler Conference Centre
4:30 PM – 7:00 PM	<b>Get Stoked</b> <b>Red Bull Joyride</b> 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	<b>Get Stoked</b> 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