

NASHVILLE | APRIL 23-25, 2019

SPONSORSHIP X

SCHEDULE



WHEN	WHAT'S HAPPENING	WHERE
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ARRIVAL DAY • TUESDAY, APRIL 23

7:00 PM - 10:00 PM	sponsorshipX Kickoff Party	Holston House Rooftop
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DAY 1 • WEDNESDAY, APRIL 24

9:00 AM - 1:00 PM	Networking Breakfast & Registration	Bridge Building, Cumberland Room
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10:00 AM - 12:30 PM	Under the Lights Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX Butch Spyridon, President & CEO, Nashville Convention & Visitors Corporation	Bridge Building, Cumberland Room
	NFL Leaders Panel Maryann Turcke, Chief Operating Officer, NFL Renie Anderson, SVP, Partnerships, Sponsorship & Consumer Products, NFL Julie Haddon, SVP, Global Brand & Consumer Marketing, NFL	Bridge Building, Cumberland Room
	Jackie Heinricher, Founder & President, Booshoot Technology and Professional Race Car Driver	Bridge Building, Cumberland Room
	Sponsor Spotlight Wendy Lecot, Head of Strategic Alliances & Digital Marketing Innovation, HyperX Krista Massey, SVP, Marketing Purpose Activation & Engagement, SunTrust	Bridge Building, Cumberland Room
	Don Mayo, Managing Partner, IMI International	Bridge Building, Cumberland Room

12:30 PM - 1:30 PM	Networking Lunch & Flag Football Draft	Bridge Building, Cumberland Room
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DAY 1 • WEDNESDAY, APRIL 24

2:00 PM – 5:00 PM	Flag Football Tournament	Vanderbilt University
5:00 PM – 7:00 PM	Evening Break	
7:00 PM – 10:00 PM	NashNotes Curated Music & Dinner Experience	The Bell Tower

DAY 2 • THURSDAY, APRIL 25

8:30 AM – 9:00 AM	Breakfast	Bridge Building
9:00 AM – 1:00 PM	Debunking the Myths and Misconceptions of the Working Millennial Norm O'Reilly, Partner Consultant, The T1 Agency and Assistant Dean of Executive Programs & Professor, University of Guelph Katie Foglia, Senior Manager, Innovation, 4Front John Nowicki, Senior Manager, Partnerships, Oakland Athletics	Bridge Building, 3rd Floor
	Hosted Conversation with GMR Zaileen Janmohamed, SVP, Client Consulting & Services, GMR	Bridge Building, Cumberland Room
	Sherí Barros, Global Sports Alliances (NFL), American Cancer Society	Bridge Building, 3rd Floor
	Music & Entertainment Panel Becca Higgins, Talent Buyer, Blue Note Entertainment Group Steph Mirsky, Marketing & Creative Director, Kevin Lyman Group	Bridge Building, Cumberland Room
	Passion X Culture – 15 Years of Unlocking Value and Placing Brands in the Spotlight at the GRAMMYS Evan Greene, CMO, The Recording Academy (The GRAMMYS)	Bridge Building, Cumberland Room
	Music in the Marketing Mix Christopher Wray, Director of Music, In House Music + Sound	Bridge Building, Cumberland Room

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WHEN	WHAT'S HAPPENING	WHERE
DAY 2 • THURSDAY, APRIL 25		
9:00 AM – 1:00 PM	Katrina Palanca, Director, Sponsorship Operations, Twitch	Bridge Building, 3rd Floor
	Zach Glare, Global Sports Sales Lead, YouTube	Bridge Building, 3rd Floor
1:00 PM – 1:30 PM	Lunch	Bridge Building, Cumberland Room
2:00 PM – 3:00 PM	NFL Activation Walk	NFL Draft Experience
3:00 PM – 4:00 PM	Afternoon Break	
5:00 PM – 10:00 PM	NashBash	Nudie's Honky Tonk