

NASHVILLE | APRIL 23-25, 2019

SPONSORSHIP X SCHEDULE



WHEN

WHAT'S HAPPENING

WHERE

ARRIVAL DAY • TUESDAY, APRIL 23

7:00 PM – 10:00 PM sponsorshipX Kickoff Party Presented by IMI International Holston House Rooftop

DAY 1 • Wednesday, April 24

9:00 AM – 1:00 PM Networking Breakfast & Registration The Bridge Building, Cumberland Room

Under the Lights

Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX
Butch Spyridon, President & CEO, Nashville Convention & Visitors Corporation

The Bridge Building,
Cumberland Room

NFL Leaders Panel

Julie Haddon, SVP, Global Brand & Consumer Marketing, NFL
Maryann Turcke, Chief Operating Officer, NFL
Renie Anderson, Chief Revenue Officer & EVP, NFL Partnerships
Moderator: Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX

The Bridge Building,
Cumberland Room

ROI ReIMAGINED: My Two-Year Journey to Sponsorship

Jackie Heinricher, Founder & President, Booshoot Technology
and Professional Race Car Driver

The Bridge Building,
Cumberland Room

10:00 AM – 12:30 PM

Esports Panel Discussion

Wendy Lecot, Head of Strategic Alliances & Digital Marketing Innovation, HyperX
John Davidson, Head of GameStop Partnerships, GameStop
Jason Lake, Founder & CEO, Complexity Gaming

The Bridge Building,
Cumberland Room

Sponsor Spotlight

Krista Massey, SVP, Marketing Purpose Activation & Engagement, SunTrust Bank
Bridget Sponsky, Senior Director, Enterprise Marketing, Ally Financial
Derek Ruediger, Brand Director, Glenmorangie & Ardbeg, Moët Hennessy USA
Cassandra Kilaeski, Director, Olympic Marketing, Bridgestone Americas
Moderator: Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX

The Bridge Building,
Cumberland Room



WHEN	WHAT'S HAPPENING	WHERE
DAY 1 • WEDNESDAY, APRIL 24		
12:30 PM – 1:00 PM	Networking Lunch & Flag Football Draft	The Bridge Building, Cumberland Room
1:00 PM – 1:30 PM	Don Mayo, Managing Partner, IMI International	The Bridge Building, Cumberland Room
2:00 PM – 3:30 PM	Panel Discussion Tiffany Kerns, Executive Director, CMA Foundation Chris Lee, Vice President, Head of Sponsorships & Experiential Marketing, U.S. Bank Emily Evans, Senior Director, Strategic Partnerships, Country Music Association (CMA) Moderator: Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX	Country Music Association
	Performance Mini Songwriters Series	Country Music Association
	Exploring the Noteworthy Trends in Music & Entertainment Becca Higgins, Blue Note Entertainment Group Steph Mirsky, Marketing & Creative Director, Kevin Lyman Group Austin Hawkins, Marketing & Sponsorships, Warner Music Nashville Moderator: Sean Goodall, Account Director, The T1 Agency	Country Music Association
4:00 PM – 4:30 PM	The Future of Football Technology Stephen Buzby, CEO, Revel Marketing Jeff Lewis, Founder, American Flag Football League (AFFL) Jennifer Rottenberg, CMO, Fan Controlled Football League	Vanderbilt University, Media Box
4:30 PM – 6:00 PM	sponsorshipX Flag Football Tournament	Vanderbilt University
6:00 PM – 8:00 PM	Evening Break	
8:00 PM – 11:00 PM	NashNotes Presented by SunTrust Bank Curated Music & Dinner Experience featuring Christopher Wray, Director of Music, In House Music + Sound	The Bell Tower



WHEN	WHAT'S HAPPENING	WHERE
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DAY 2 • THURSDAY, APRIL 25

8:30 AM – 9:00 AM	Breakfast	The Bridge Building
9:00 AM – 12:00 PM	<p>NFL as a Platform: Brand Building from Three Different Perspectives Sherí Barros, Strategic Director, Global Sports Alliances, American Cancer Society Jessica Williams, Senior Director, Global Product Marketing, Visa Marquay Baul, Founder, Integra Private Wealth Management Moderator: Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX</p>	The Bridge Building, Cumberland Room
	Ian Ayre, CEO, Nashville Soccer Club	The Bridge Building, Cumberland Room
	Liz Kaiser, Senior Marketing Director, Visa	The Bridge Building, Cumberland Room
	<p>Passion X Culture – 15 Years of the GRAMMYS Putting Brands in the Spotlight Evan Greene, Former CMO, The Recording Academy (The GRAMMYS) and Partner, 3 Emerald Marketing</p>	The Bridge Building, Cumberland Room
12:00 PM – 1:00 PM	Lunch	The Bridge Building, Cumberland Room
1:00 PM – 4:00 PM	<p>Debunking the Myths and Misconceptions of the Working Millennial Moderator: 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 Abby Jacobs, Community Marketing Manager, DICK'S Sporting Goods Darryle Bajomo, Manager, Partnership Sales, Pittsburgh Penguins</p>	The Bridge Building, Cumberland Room
	<p>Sponsor Responsibility: Comparing Esports Fans' and Traditional Sports Fans' Responsiveness to Brands Katrina Palanca, Director, Sponsorship Operations, Twitch Nicole Pike, Managing Director, Nielsen Esports Sam Galey, GM, Evil Geniuses Adam Honig, Senior Director, Strategic Accounts, MVPindex</p>	The Bridge Building, Cumberland Room
	Zach Glare, Global Sports Sales Lead, YouTube	The Bridge Building, Cumberland Room



WHEN	WHAT'S HAPPENING	WHERE
DAY 2 • THURSDAY, APRIL 25		
1:00 PM – 4:00 PM	<p>NFL Partners Panel Justin Toman, Head of Sports Marketing, PepsiCo Rachel Meyer, Director, Sports & Multicultural Marketing, Pizza Hut Jeffrey Rothman, VP Marketing, Danone North America Moderator: Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX</p>	The Bridge Building, Cumberland Room
4:00 PM – 5:00 PM	Afternoon Break	
5:00 PM – 10:00 PM	NashBash Draft Viewing Party	Broadway Strip