

TORONTO | MAY 22-24, 2019

SPONSORSHIP X SCHEDULE



WHEN	WHAT'S HAPPENING	WHERE	PASS TYPE
DAY 1 • WEDNESDAY, MAY 22			
12:00 PM – 4:00 PM	Registration Open	Guerrilla Cube Registration Station, Stackt	EXPERIENCE PASS & WEDNESDAY DAY PASS
12:00 PM – 1:30 PM	sponsorshipX Kickoff BBQ Lunch	Stackt Patio	EXPERIENCE PASS & WEDNESDAY DAY PASS
1:30 PM – 1:50 PM	Every Brand has a Heart Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX	Stackt Main Hall	EXPERIENCE PASS & WEDNESDAY DAY PASS
1:50 PM – 2:00 PM	SickKids Foundation Introduction & Welcome Lisa Charendoff, Associate Director of Community Stakeholder Relations, SickKids	Stackt Main Hall	EXPERIENCE PASS & WEDNESDAY DAY PASS
2:00 PM – 2:30 PM	Find Meaning (on the Run) and Spark a Movement While You're at it! Alison Désir, Founder, Harlem Run and Run 4 All Women	Stackt Main Hall	EXPERIENCE PASS & WEDNESDAY DAY PASS
2:30 PM – 2:45 PM	Break	Stackt	EXPERIENCE PASS & WEDNESDAY DAY PASS
	The Power of Paralympic Sport Karen O'Neill, CEO, Canadian Paralympic Committee	Stackt Studio	EXPERIENCE PASS & WEDNESDAY DAY PASS
2:45 PM – 3:15 PM	Gaming with Non Profits Christina Verdurmen, Sr. Integrated Product Marketing / Marcom Lead, Xbox Canada at Microsoft Steve Merker, Vice President, Corporate & Community Partnerships, Princess Margaret Cancer Foundation Mike Armstrong, VP, Global Head of Marketing at OverActive Media Hayley MacFarlane, Integrated Marketing Consultant, The T1 Agency	Stackt Main Hall	EXPERIENCE PASS & WEDNESDAY DAY PASS
	WORKSHOP Sponsorship Valuation – How to Value a Sponsorship Property T1 Consulting Group	T1 Consulting Classroom, Stackt	EXPERIENCE PASS & WEDNESDAY DAY PASS



WHEN	WHAT'S HAPPENING	WHERE	PASS TYPE
------	------------------	-------	-----------

DAY 1 • WEDNESDAY, MAY 22

3:30 PM – 4:00 PM	Driving Consumer Action through Engagement Don Mayo, Managing Partner, IMI International	Stackt Main Hall	EXPERIENCE PASS & WEDNESDAY DAY PASS
4:00 PM – 4:30 PM	Fyre-Side Chat with Andy King Andy King, Former Event Producer, Fyre Festival	Stackt Main Hall	EXPERIENCE PASS & WEDNESDAY DAY PASS
5:00 PM – 8:00 PM	sponsorshipX Kickoff Party Presented by IMI International	Fort York Rebellion Barracks Patio	EXPERIENCE PASS & WEDNESDAY DAY PASS
8:00 PM – Onward	Destination Bar	Downtown Toronto	EXPERIENCE PASS & WEDNESDAY DAY PASS

DAY 2 • THURSDAY, MAY 23

7:00 AM – 8:00 AM	Morning Yoga Practice	Flow Wellness Space, Stackt	EXPERIENCE PASS & THURSDAY DAY PASS
8:00 AM – 4:00 PM	Registration	Guerrilla Cube Registration Station, Stackt	EXPERIENCE PASS & THURSDAY DAY PASS
8:00 AM – 9:00 AM	Breakfast	Stackt Patio	EXPERIENCE PASS & THURSDAY DAY PASS
9:00 AM – 9:30 AM	SickKids VS Trauma Dr. Jason Fischer, Division Head of Emergency Medicine, SickKids	Stackt Main Hall	EXPERIENCE PASS & THURSDAY DAY PASS
	Modern Branding Matters: How to be a Brand with Swagger Howard Laubscher, VP Strategy Director, Barkley Julie Barr, Brand Director, Barkley	Stackt Studio	EXPERIENCE PASS & THURSDAY DAY PASS
9:45 AM – 10:15 AM	The Future of Women's Sport in Canada: A Look at Women's Hockey Chelsea Purcell, Director of Strategic Partnerships, CWHL & General Manager, Markham Thunder Laura Stacey, Athlete & Olympian Allison Sandmeyer-Graves, CEO, Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)	Stackt Main Hall	EXPERIENCE PASS & THURSDAY DAY PASS



WHEN	WHAT'S HAPPENING	WHERE	PASS TYPE
------	------------------	-------	-----------

DAY 2 • THURSDAY, MAY 23

9:45 AM – 10:15 AM	<p>WORKSHOP Unlocking the Power of Philanthropy – Capitalizing on your Assets to Seize Opportunities in the Market Samantha Rogers, Co-Founder, Relate Social Capital</p>	T1 Consulting Classroom, Stackt	EXPERIENCE PASS & THURSDAY DAY PASS
10:30 AM – 11:00 AM	<p>Aligning Purpose with Performance Krista Massey, SVP, Marketing Purpose Activation & Engagement, SunTrust Bank</p>	Stackt Main Hall	EXPERIENCE PASS & THURSDAY DAY PASS
11:00 AM – 11:30 AM	Coffee Break Presented by Event Architecture	Stackt Patio	EXPERIENCE PASS & THURSDAY DAY PASS
11:30 AM – 12:00 PM	<p>Leveraging the Purpose/Profit Loop & Winning with Gen Z Jeff Fromm, President, FutureCast and Author, Marketing to Gen Z</p>	Stackt Main Hall	EXPERIENCE PASS & THURSDAY DAY PASS
12:00 PM – 1:00 PM	Lunch Jeff Fromm Book Signing	Stackt Patio	EXPERIENCE PASS & THURSDAY DAY PASS
1:00 PM – 1:30 PM	<p>13th Annual Canadian Sponsorship Landscape Study Special Edition: Diving Deep Into Not-For Profit Sponsorship Norm O'Reilly, Partner Consultant, The T1 Agency and Assistant Dean of Executive Programs & Professor, University of Guelph</p>	Stackt Main Hall	EXPERIENCE PASS & THURSDAY DAY PASS
1:30 PM – 2:00 PM	Break or Transition to SickKids Foundation		
1:45 PM – 2:45 PM	<p>WORKSHOP Deep Dive into the Canadian Sponsorship Landscape Study T1 Consulting Group</p>	T1 Consulting Classroom, Stackt	EXPERIENCE PASS & THURSDAY DAY PASS
2:00 PM – 4:00 PM	<p>Offsite Session at SickKids Foundation SickKids Foundation Lab Tour Brandon Peel, 3D Printing Manager, SickKids Dr Nabil Hussein</p>	SickKids Foundation	EXPERIENCE PASS & THURSDAY DAY PASS
	<p>Offsite Session at SickKids Foundation From Charity Brand to Performance Brand Kate Torrance, Director, Integrated Brand Marketing, SickKids</p>	SickKids Foundation	EXPERIENCE PASS & THURSDAY DAY PASS
2:00 PM – 2:20 PM	Mid-Day Meditation Session	Flow Wellness Space, Stackt	EXPERIENCE PASS & THURSDAY DAY PASS
2:00 PM – 2:30 PM	<p>Cause Marketing's Impact on Sports Sponsorship Adam Grossman, CEO, Block Six Analytics</p>	Stackt Main Hall	EXPERIENCE PASS & THURSDAY DAY PASS



WHEN	WHAT'S HAPPENING	WHERE	PASS TYPE
------	------------------	-------	-----------

DAY 2 • THURSDAY, MAY 23

2:00 PM – 2:30 PM	Spark your Purpose: Unlocking Purpose for your Organization Kayla Rochkin, Trec Brands	Stackt Studio	EXPERIENCE PASS & THURSDAY DAY PASS
2:30 PM – 2:45 PM	Break	Stackt	EXPERIENCE PASS & THURSDAY DAY PASS
2:40 PM – 3:00 PM	Mid-Day Meditation Session	Flow Wellness Space, Stackt	EXPERIENCE PASS & THURSDAY DAY PASS
2:45 PM – 3:15 PM	Cause Marketing's Impact on Sports Sponsorship Adam Grossman, CEO, Block Six Analytics	Stackt Main Hall	EXPERIENCE PASS & THURSDAY DAY PASS
	Spark your Purpose: Unlocking Purpose for your Organization Kayla Rochkin, Trec Brands	Stackt Studio	EXPERIENCE PASS & THURSDAY DAY PASS
3:00 PM – 4:00 PM	WORKSHOP Accelerate Your Sponsorship Sales Performance Gavin Roth, Founder & Managing Partner, Gavin Roth + Associates Revenue Consultants Inc.	T1 Consulting Classroom, Stackt	EXPERIENCE PASS & THURSDAY DAY PASS
	The Legacy Coaching Workshop: What is my Purpose? Vince Luciani, Founder, The Legacy Coaching	Stackt North Hall	EXPERIENCE PASS & THURSDAY DAY PASS
3:30 PM – 4:00 PM	Community – Your Brand's Biggest Investment Clay Charters, Executive Director, Santa Claus Parade	Stackt Main Hall	EXPERIENCE PASS & THURSDAY DAY PASS
	Nick D'Amico, Co-Founder, The Anne Marie D'Amico Foundation	Stackt Studio	EXPERIENCE PASS & THURSDAY DAY PASS
4:15 PM – 4:45 PM	The Legacy Coaching Workshop: What is my Purpose? Vince Luciani, Founder, The Legacy Coaching	Stackt North Hall	EXPERIENCE PASS & THURSDAY DAY PASS
	Community – Your Brand's Biggest Investment Clay Charters, Executive Director, Santa Claus Parade	Stackt Main Hall	EXPERIENCE PASS & THURSDAY DAY PASS
	Nick D'Amico, Co-Founder, The Anne Marie D'Amico Foundation	Stackt Studio	EXPERIENCE PASS & THURSDAY DAY PASS
5:00 PM – 7:00 PM	Evening Break		EXPERIENCE PASS & THURSDAY DAY PASS
7:30 PM – 12:00 AM	Party Like it's 1994	Steam Whistle Locomotive Hall	EXPERIENCE PASS & THURSDAY DAY PASS



WHEN	WHAT'S HAPPENING	WHERE	PASS TYPE
DAY 3 • FRIDAY, MAY 24			
7:00 AM – 8:00 AM	Morning Yoga Practice	Flow Wellness Space, Stackt	EXPERIENCE PASS & FRIDAY DAY PASS
8:00 AM – 4:00 PM	Registration	Guerrilla Cube Registration Station, Stackt	EXPERIENCE PASS & FRIDAY DAY PASS
8:00 AM – 9:00 AM	Networking Breakfast Presented by CauseForce	Stackt Patio	EXPERIENCE PASS & FRIDAY DAY PASS
9:00 AM – 9:30 AM	Attitude is Everything – Perspective can Trump Paraplegia Robert Buren, Athlete & Speaker <i>Presented by CauseForce</i>	Stackt Main Hall	EXPERIENCE PASS & FRIDAY DAY PASS
	Following Your Heart Ellen Hyslop, Co-Founder, The GIST Sawyer Hannay, Creator/Operator, Country Liberty Vince Luciani, Founder, The Legacy Coaching Rebecca Shanks, VP, Account Management, The T1 Agency	Stackt Main hall	EXPERIENCE PASS & FRIDAY DAY PASS
9:45 AM – 10:15 AM	How the World's Big Brands Activate Through Merchandise Jennifer Roney, Senior Manager, Brand & Creative Strategy, Staples	Stackt Studio	EXPERIENCE PASS & FRIDAY DAY PASS
	WORKSHOP Unlocking the Power of Philanthropy – Capitalizing on your Assets to Seize Opportunities in the Market Samantha Rogers, Co-Founder, Relate Social Capital	T1 Consulting Classroom, Stackt	EXPERIENCE PASS & FRIDAY DAY PASS
10:15 AM – 10:45 AM	Coffee Break Presented by Selffee	Stackt	EXPERIENCE PASS & FRIDAY DAY PASS
10:45 AM – 11:15 AM	What Sponsors Want Ash Molaei, Senior Brand Manager, LG Tania Crecco, Head of Corporate Partnerships, Dairy Farmers of Canada Sarah Bishop, VP Marketing, Bevi Dante Anderson, Director, Lotto Marketing, Regional & All Lottery, OLG Mark Harrison, President & CEO of the T1 Agency and Chairperson, sponsorshipX	Stackt Main Hall	EXPERIENCE PASS & FRIDAY DAY PASS
11:15 AM – 11:45 AM	Marketing with a Heart Nancy Marcus, Chief Marketing Officer, Kruger	Stackt Main Hall	EXPERIENCE PASS & FRIDAY DAY PASS



WHEN	WHAT'S HAPPENING	WHERE	PASS TYPE
------	------------------	-------	-----------

DAY 3 • FRIDAY, MAY 24

11:45 AM – 12:15 PM	<p>Sponsorship Marketing Awards: A Look into 2019 Winning Programs Akram Sharkawy, Brand Communications Marketing Manager, Mattel Mark Soder, Director, Brand Marketing – Golf, RBC Dana Gladstone, Vice President, Business Development and Partnerships, Hockey Canada Imran Choudhry, VP, Account Management, The T1 Agency</p>	Stackt Main Hall	EXPERIENCE PASS & FRIDAY DAY PASS
12:15 PM – 1:15 PM	Lunch	Stackt Patio	EXPERIENCE PASS & FRIDAY DAY PASS
1:30 PM – 2:00 PM	<p>Do Brands Have a Heart? Steve Levy, Chief Operating Officer, Ipsos Canada</p>	Stackt Main Hall	EXPERIENCE PASS & FRIDAY DAY PASS
1:30 PM – 2:00 PM	<p>WORKSHOP Sponsorship Evaluation – How to Assess if a Sponsorship Worked T1 Consulting Group</p>	T1 Consulting Classroom, Stackt	EXPERIENCE PASS & FRIDAY DAY PASS
2:15 PM – 2:45 PM	<p>Using Metrics to Achieve A Mission Roger A. Breum, Director of Marketing, Hookit Camille Wallace, Specialist, Digital and Social Media, Canadian Olympic Committee</p>	Stackt Studio	EXPERIENCE PASS & FRIDAY DAY PASS
2:15 PM – 3:15 PM	<p>How to Get Influencers to Love your Brand Rachel David, Founder, Hashtag Communications</p>	Stackt Main Hall	EXPERIENCE PASS & FRIDAY DAY PASS
2:15 PM – 3:15 PM	<p>WORKSHOP Accelerate Your Sponsorship Sales Performance Gavin Roth, Founder & Managing Partner, Gavin Roth + Associates Revenue Consultants Inc.</p>	T1 Consulting Classroom, Stackt	EXPERIENCE PASS & FRIDAY DAY PASS
3:00 PM – 3:30 PM	<p>Head & Heart: Where the Consumer, Data & Creative Intersect Alyson Walker, VP, Brand Partnerships & Client Strategy, Bell Media</p>	Stackt Studio	EXPERIENCE PASS & FRIDAY DAY PASS
3:00 PM – 3:30 PM	<p>From Grassroots to Professional: An Ecosystem Approach to Sponsorship Lisa Ferkul, Director, Hockey Sponsorship, Scotiabank</p>	Stackt Main Hall	EXPERIENCE PASS & FRIDAY DAY PASS
3:45 PM – 6:00 PM	2020 Announcement and Closing Reception	Stackt Main Hall	EXPERIENCE PASS & FRIDAY DAY PASS
7:00 PM – Onward	Destination Bar		EXPERIENCE PASS & FRIDAY DAY PASS