

SPONSORSHIP X

SPONSORSHIP X MONTREAL

TUESDAY NOVEMBER
22ND - THURSDAY
NOVEMBER 24TH

HOTEL WILLIAM GRAY
MONTRÉAL, QUEBEC

Era of belonging

SponsorshipX YUL—aka SPX YUL—is an opportunity for marketers, business owners, and forward thinkers to **come together to celebrate, listen, and learn as we all work together to make the world a better place.**

It's a chance to forge new relationships, reward a team, and get a fresh perspective on the world of sponsorship marketing. SponsorshipX Montréal offers something for everyone at all levels of their career. In addition to top industry speakers from well known brands, we also hold space for experts and thinkers from grassroots organizations that might not have a seat at the table at other conferences. By having a diverse range of participants and speakers we offer an inclusive experience that makes SPX YUL unlike any other conference you'll attend.

SponsorshipX Montréal 2022 is about exploring how we can all contribute to and build a new era of belonging.

Your ticket to
three days of
great content,
connections, and
experiences

TICKET PRICING

Day Pass

Full Conference

Group (3+)

\$ 895

\$ 1,695

\$ 1,495
/PERSON

SPX YUL

AGENDA 2022

MONDAY, NOVEMBER 21

- | | |
|--------------------|-------------------|
| 11:00 AM - 9:00 PM | Registration |
| 8:00 PM - 11:00 PM | Welcome Cocktails |

TUESDAY, NOVEMBER 22

- | | |
|--------------------|----------------------------|
| 7:00 AM - 9:00 PM | Registration |
| 9:30 AM - 11:30 AM | Morning Activities |
| 11:30 AM - 1:30 PM | Networking Lunch Reception |
| 1:30 PM - 5:45 PM | Afternoon Session |
| 6:00 PM - 9:00 PM | Opening Party |

WEDNESDAY, NOVEMBER 23

- | | |
|--------------------|--|
| 7:00 AM - 6:00 PM | Registration |
| 7:00 AM - 10:00 AM | Morning Activities |
| 7:00 AM - 8:30 AM | Networking Breakfast Reception |
| 9:00 AM - 12:45 PM | Content Sessions |
| 1:00 PM - 5:00 PM | FIFA World Cup Qatar 2022™ Viewing Party: Canada vs. Belgium |
| 6:00 PM - ONWARDS | Evening Activities |

THURSDAY, NOVEMBER 24

- | | |
|--------------------|---|
| 7:00 AM - 5:00 PM | Registration |
| 7:00 AM - 10:00 AM | Morning Activities |
| 7:00 AM - 8:30 AM | Networking Breakfast Reception |
| 9:00 AM - 12:30 PM | Content Sessions |
| 12:30 PM - 3:45 PM | NFL Viewing Party and Networking Lunch Reception: Buffalo Bills vs. Detroit Lions |
| 2:00 PM - 5:00 PM | Afternoon Content Sessions |
| 8:00 PM - 11:00 PM | SPX Dinner Party |

MEET YOUR NEXT PARTNER, CLIENT OR EMPLOYEE

SponsorshipX is attended by corporations, agencies, events, advertisers, educators and consultants. We are one of the largest gatherings of sponsorship marketing decision makers who impact an even larger network of individuals after they leave our conference.



50% have over 10+ years experience



3 of 4 are senior level marketers



90% are senior sponsorship decision makers



SESSION THEMES



Better Together

Hear industry leaders explore emerging trends in sponsorship such as purpose-driven marketing, mental health, DEI, technology, and the growing interest in the beautiful game. Topics will also include discussion around the good, the bad, and the downright ugly when it comes to the challenges of partnership.



Scripts

The best stories are about heroic underdogs overcoming adversity, surmounting impossible challenges, and the dramatic highs and lows that happen along the way. Gather 'round to hear from incredible storytellers—including established and new voices—as they tell real tales that would be right at home on the big screen or in the pages of the next best seller.



Impact

What gets measured gets done, but how we measure business, brand, and impact is rapidly changing. These sessions will consider the question: "what does success look like?"



Collaboration

People are both the most essential and the most complex part of any business. From training volunteers to serving partners and clients, working with new community groups, building internal teams, and everything in between, learn new ways to build a people-first approach.



Engaging Loved Ones

Whether it's by pushing new boundaries with innovative tech, or engaging new stakeholders like employees, these sessions will discuss how the future of activation, engagement, and experiential opportunities will create new ways to build big love for brands.

Join us in 2022!

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