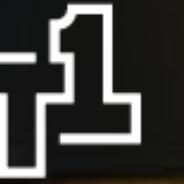


# SPONSORSHIP X

powered by 

WILLIAM GRAY



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

Join us at the Hotel William Gray and throughout the beautiful city of Montréal for a multi-media experience for marketers, business owners, and forward thinkers to come together to celebrate, listen, and learn. Forge new relationships, get inspired, and leave with new knowledge so that together, we can work toward making the world a better place.

# SP<sup>X</sup> Montréal

*Era of belonging*

November 22-24, 2022

Montréal, Quebec

SP<sup>X</sup>

**MONDAY, NOVEMBER 21**

- 11:00 AM - 9:00 PM Registration  
8:00 PM - 11:00 PM Opening Cocktails

**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

**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

**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 some of our speakers for *Montréal!*



**Mark  
Harrison**

Founder  
SponsorshipX



**Hannes  
Kirchbaumerz**

Co-Founder  
Athletes On Tour



**Leah  
MacNab**

Managing Director  
NBA



**Aalum  
Jaffer**

Partner and VP Brand  
Strategy, Victory



**Nithya  
Ramachandran**

Interim General Manager & Head of  
Strategy and Creative, T1 Agency



**Ian  
Malcolm**

President & CEO  
Lumency Inc



**Julie  
Adam**

Chair, CARAS/The Juno Awards &  
Former President, News and  
Entertainment, Rogers Sports & Media



**Norm  
O'Reilly**

Dean, Graduate School  
of Business, University  
of Maine & Partner, T1



**Hildah  
Juma**

Executive Director  
Black Talent Initiative



**Jennifer  
Bishop**

Business Law Partner and Chair, Sports,  
Media & Entertainment Group, Aird &  
Berlis LLP, Tennis Board of Canada



**Phil  
Cook**

Chief Marketing Officer, Women's  
National Basketball Association



**Peter  
Cosentino**

President, DEC Sports &  
Entertainment



**Marco  
Di Buono**

President, Canadian Tire  
Jumpstart Charities



**Leonard  
Edwards**

VP & Head of Global Partnerships,  
Evil Geniuses



**Yoeri  
Geerits**

Contractor, Senior Consultant,  
YouGov Sports Canada



**Ryan  
Hughes**

Vice President, Head of Strategy,  
Humanity



**Asif  
Khan**

Founder & CEO, GroundLevel  
Insights Inc



**Darren  
Kinnaird**

Managing Director, Crankworx  
Events Inc

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**Nagma  
Siddiqui**

Director, Strategy,  
Humanity



**Arthur  
Sylvestre**

Director of Media, Digital &  
E-Commerce, Danone



**Naveed  
Tagari**

Strategic Programs &  
Partnerships Lead, The DMZ



**Tim  
McGhee**

Principal - Strategic  
Partnerships  
Sweet



**Stephen  
Coakley**

VP, Global Partnerships  
T1



**Nick  
D'Urbano**

Co-Founder and Chief Operating  
Officer  
RareCircles



**Samantha  
Nutt**

Founder and President  
War Child Canada/USA



**Mike  
DeGagné**

President and CEO  
Indspire



**Kerrie  
Palmer**

Director of Marketing and  
CRM  
Reitmans Canada Ltd



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Here's a little of  
what you can  
expect...

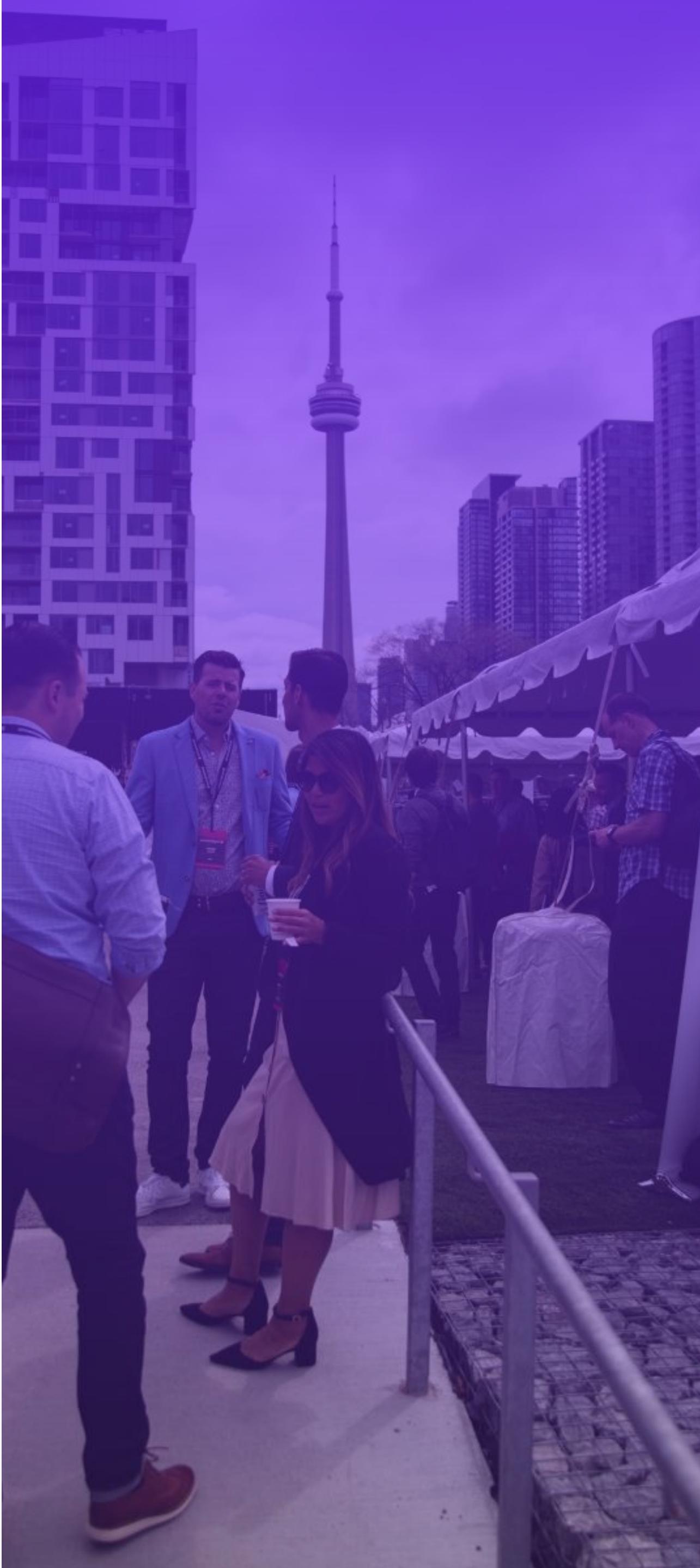
*SponsorshipX Montréal is about exploring how we can all contribute to and build a new era of belonging. Fundamentally, sponsorship is about brands creating opportunities for customers to enjoy the things they love. In fact, sponsorship is often the reason why our favourite festivals, events, and games can happen—but it's no longer enough for organizations and brands to simply cut a cheque. In our current era and reality, the sponsorship industry has a tremendous opportunity to do more. To shape culture. To create the conditions where no matter what you look like, who you love, how you identify, you feel like you belong.*

## The Era of Belonging

*Under the overall theme of ‘Sponsoring the Era of Belonging’, we divide our sessions into themes so you can choose the topics you’re most interested in.*

**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.



**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.

**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.

**We go beyond the standard format of a podium flanked by a couple of screens at the front of a stuffy conference room. Our sessions are dynamic, innovative, and experiential.**

**Talk Show:** Talk Show sessions feature 1:1 interviews, debates, panels, and reports from around the world hosted by a diverse range of moderators and facilitators. These sessions take place in the Salle Edward and are designed to be a collaborative and interactive experience for everyone.

**C-Suite Keynotes:** These sessions delivered by changemakers, c-level executives, and collaborators take place on the main stage with a life-size screen in a theatre-style room, the Salle Margaret. Expect big thinking and big ideas to be explored in new and engaging ways.

**Classroom:** This is your chance to roll up your sleeves and do a deep dive on a particular subject or topic. In small, intimate groups, these sessions take place in either the Bibliothéque or the Cabinette and are curated to provide the professional development you need to help advance your career.

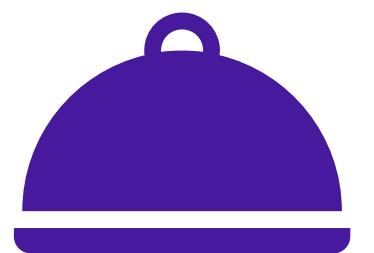
# X PERIENCE IT.

These are the moments that truly make SPX unique—take part in a variety of experiences that are designed to engage your body and your mind!



## NFL Viewing Party: Detroit Lions vs Buffalo Bills

Join us in the Salle Edward for lunch and to cheer on your favourite NFL team as the Detroit Lions kick off against the Buffalo Bills.



## SPX Diner à Montréal

Head out for a group dinner at one of Old Montréal's incredible restaurants—the exact location is still TBD but it will be close enough to the hotel to stroll the charming cobblestone streets.



## FIFA World Cup Qatar 2022TM Viewing Party.

### Canada vs. Belgium.

Come root for the home team and watch the Canada vs Belgium game in your choice of official language. We'll have screens in both Salle Edward and Salle Margaret.



**SP<sup>X</sup>**

We hope you'll join us for  
**SPX YUL.** Ticket prices are  
as follows:

**\$895**

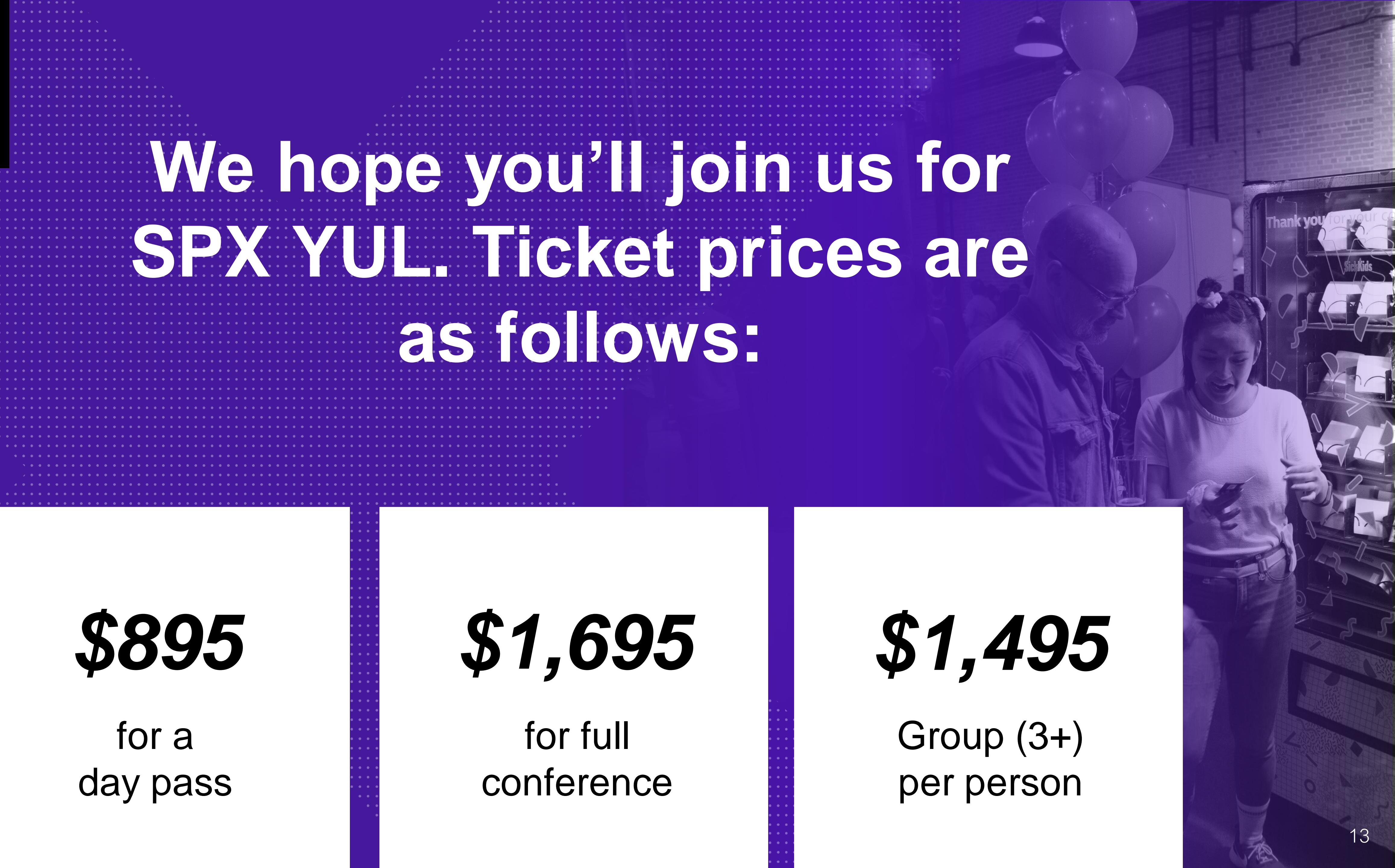
for a  
day pass

**\$1,695**

for full  
conference

**\$1,495**

Group (3+)  
per person





ERA 2020

Inspire  
Educate  
Experience

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**SP<sup>X</sup>**

Register  
now.

[SponsorshipX.com](http://SponsorshipX.com)

E-mail: [info@sponsorshipx.com](mailto:info@sponsorshipx.com)

