

The Sponsorship Mastery Summit

The 5th Annual Sponsorship Mastery Summit will be hosted Sept. 27-29, 2023, at the luxurious [JW Marriott Hotel](#) in Chicago. Created as a place for sponsorship marketers to find inspiration, discover new insights and exchange ideas, the Summit is where innovative conversations happen, and meaningful connections are made.

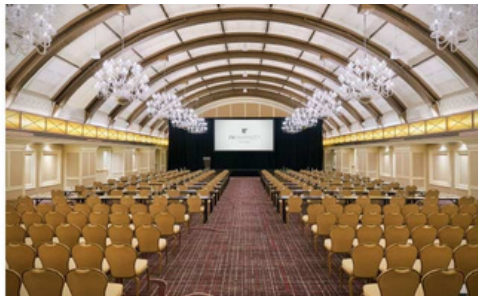
The Experience

A 2 ½-day, first-class, immersive learning, and networking experience.

This is where the industry comes together to stay on the cutting-edge and shape the future of sponsorship. Attendees represent every aspect of the industry, from rights-holders, sponsors, agencies and vendors to global brands and sporting events, regional music festivals and community celebrations.

Attendees will receive opportunities to:

- Join the Pre-Summit virtual happy hour and get insider tips on how to make the most of their visit to the Windy City.
- Attend the Welcome Reception and mingle with like-minded sponsorship professionals.
- Get access to the Summit app, the one-stop-shop for event info and networking.
- Attend more than 20 sessions and hear 25 industry leaders who were invited specifically to expand your knowledge and skills.
- Book 1-on-1, 15-minute coaching sessions with speakers and SMA board members to get personalized advice.
- Attend an immersive, interactive 2 ½ hour pre-Summit Sponsorship Mastery Training Session.
- Participate in "Talking (Sponsor)Ship" roundtables and expand your professional network.
- Enjoy two plated lunches and breakfast buffets - because good food makes for great conversations!
- Attend the Summit Soiree and Awards Ceremony and celebrate with your peers.
- Join our Sponsorship in Action tour and experience sponsorship from a sponsor's POV.
- Receive post-Summit cliff notes with three key takeaways from every session - so you can put your new knowledge into action right away!



The Speakers & Topics

Rapid keynote presentations, interactive workshops, in-depth fireside conversations.

Industry thought leaders will share revolutionary ideas and insights. Attendees will learn from each other, exchange ideas, share successes and solve real-time challenges during each session.

Confirmed speakers include:

Amy Potter, Director of North American Sponsorships, **BMO**
Ashley Facchini, Director of Partnership Development, **Chicago Cubs**
Christine Boisen, Sponsorship Manager, **Phoenix Zoo**
Elizabeth Lindsey, President Brands and Properties, **Wasserman**
Frank Nakano, Managing Director, **JPMorgan Chase & Co.**
Gail Alofsin, Director of Partnerships & Community Relations, **Newport Intl. Boat Show**
Gina Scott, VP, Group Licensing & Partner Services, **NFL Players Association**
Ishveen Jolly, Founder & CEO, **OpenSponsorship**
Jeff Hansen, General Manager, Strategic Partnerships, **Microsoft**
Jennifer Schuder, Senior Vice President of Marketing, **State Fair of Texas**
June Ashley, Senior Manager Partnerships, **Starbucks**
Kathleen Francis, President, **WISE**
Lesa Ukman, Founder, **ProSocial Valuation**
Marques Jackson, Sr. Director, Corp. Partnerships & Media, **Miami Dolphins & Hard Rock Stadium**
Matt Artin, VP, Partnership Insights, **Golden State Warriors**
Megan Donovan, Vice President of Partnership Marketing, **Chicago Bulls**
Megan Sheffield, Director Brand Partnerships, **Zappos**
Mark Giovino, CEO & Founding Partner, **Allionce Group**
Mike McCann, Head of Global Sponsorships, **Amazon**
Rajiv Khanna, SVP, Partnerships, **SponsorUnited**
Steve Tseng, Executive Vice President, **Pac-12 Networks**
Tony Wells, Former Verizon Chief Media Officer and 4X CMO

The tough topics, cool trends and innovative ideas we'll be talking about at the Summit:

- The Changing Media Landscape • Building & Activating Partnerships
- Emerging Technology from AI to the through DEI
Metaverse • Cultivate a High-Performance
- Purpose Driven Partnerships Mindset
 - Simple & Transparent Valuation • Navigating Economic Conditions
Methods • Embracing Change & Driving Growth
- Data Driven Decisions Deliver • Finding your Personal Purpose
Results • Success Metrics and Determining
- Mastering the Art & Science of ROI
Selling Sponsorship • Partnerships that Win Hearts &
Minds

The General Schedule

WEDNESDAY, SEPTEMBER 27

8:00 – 10:30 Pre-Summit Sponsorship Mastery Training Session
11 a.m. Check-in and Opening Reception
Noon Lunch & Featured Speaker
1 p.m. Four Breakout Sessions
3 p.m. Three Rapid Keynote Speaker Presentations
4 p.m. Panel Conversation

THURSDAY, SEPTEMBER 28

8 a.m. Breakfast Buffet, Roundtables, 1:1 Coaching Conversations
10 a.m. Panel Discussion
11 a.m. Four Breakout Sessions
12:30 p.m. Lunch & Featured Speaker
2 p.m. Panel Discussion
4 p.m. Three Rapid Keynote Presentations
5 p.m. SMA Soiree and Awards Ceremony

FRIDAY, SEPTEMBER 29

8 a.m. Breakfast Buffet, Roundtables, 1:1 Coaching Conversations
9:30 a.m. Panel Conversation
11 a.m. Sponsorship in Action Tour
Noon Summit Closes

Who Attends the Summit

The Sponsorship Mastery Summit is for seasoned-pros and industry newcomers. representing rights-holders, sponsors, agencies, and vendors who serve the industry.

We strive to invite a broad representation of the sponsorship industry on the stage and to the audience.