

RTRX2025

Priming Optimists
for Action

PARTNER WITH US **AS A SPONSOR**

Mobilize your business
development to inspire, educate
and empower your team

Priming Optimists for Action

We believe that together, we can solve the world's biggest challenges.

THE EXPERIENCE

RTRX redefines the conference experience. Be immersed in an unexpected mix of leadership, connection, and learning.

With attendees from startups to Fortune 500 companies and across 28 states, we mobilize businesses and individuals to create a better, brighter future through a focus on leadership, innovation and well-being.

RTRX brings together the inherently curious—people who want to learn, build relationships, and improve their life and the world around them.

RTRX proceeds benefit Pelotonia's innovative cancer research with more than \$7M invested to date.

ABOUT RTRX

RTRX is driven by a unique partnership between Rockbridge, Pelotonia and the Columbus Partnership. Our shared commitment to innovation, leadership, and challenging the status quo enables us to make a powerful impact on individuals and businesses, and the future of innovative cancer research.

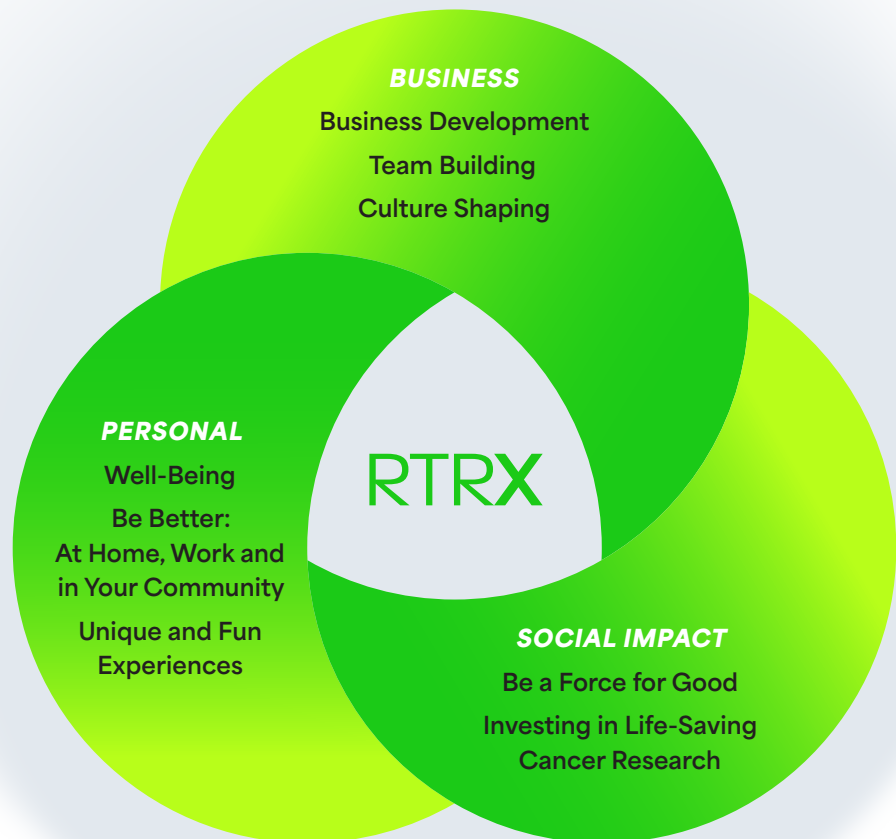
Created by Rockbridge Co-Founder & CEO Jimmy Merkel in 2012, RTRX began as a hospitality industry leadership event. Under Jimmy's leadership, the experience grew exponentially and expanded to include additional industries and public and private sector businesses.



Leverage the multi-day learning and development experience to grow your business, your team and your culture.

Learn from world-class speakers, participate in cutting-edge thought leadership workshops, and gain exposure to other businesses and industries. Select opportunities aligned with your brand to create a custom experience for your team.

**BUILDING AT THE
INTERSECTION OF
LEADERSHIP,
INNOVATION AND
WELL-BEING.**



PARTNER WITH US

Create connections. Drive business.
Empower your team. Inspire solutions.

We provide a pathway to unlocking individual and business potential to redefine what's possible.



ENGAGEMENT

Our best-in-class experience is curated with you in mind. We create relevant, timely conversations that make an impact. Select from our mainstage and masterclass options to create a customized leadership and learning journey.



INVESTMENT

Grow skill sets, shape thinking and drive leadership development for you and your team.



INSPIRATION

Fuel your personal goal planning, team building or business strategic development with unexpected programming that piques curiosity and challenges thinking.



CONNECTION

Come together with a like-minded community across businesses and industries to make connections and build relationships.

PROGRAMMING SCHEDULE



Tuesday, July 29

5:30PM Welcome Party at The Junto

Wednesday, July 30

9:00AM Kemba Live Mainstage Programming

11:45AM Food Trucks on The Junto Lawn

1:30PM Masterclass Workshop Session #1

3:00PM Masterclass Workshop Session #2

4:00PM Happy Hour on The Junto Lawn



Thursday, July 31

9:00AM Kemba Live Mainstage Programming

11:45AM Food Trucks on The Junto Lawn

1:30PM Masterclass Workshop Session #3

3:00PM Masterclass Workshop Session #4

6:00PM Happy Hour on The Junto Lawn

Friday, August 1

10:00AM Kemba Live Mainstage Programming

2:00PM Team RTRX Bike Pick-Up

6:30PM Pelotonia's Opening Ceremony

Saturday & Sunday,
August 2-3

Pelotonia's 2025 Ride Weekend

OUR IMPACT



\$7M

INVESTED IN
INNOVATIVE CANCER
RESEARCH

4,500

ATTENDEES SINCE
OUR INCEPTION

**COLLEGE
STUDENTS TO
C-SUITE EXECUTIVES**

65% OF ATTENDEES
ARE C-SUITE
AND ABOVE

28

STATES
REPRESENTED



**HOSPITALITY
HEALTHCARE
TECHNOLOGY
PRIVATE EQUITY
NON-PROFIT
DESIGN
LEGAL
REAL ESTATE
FINANCIAL SERVICES
RETAIL**

KEY INDUSTRIES
REPRESENTED

*Aimbridge Hospitality
Blocktrain
Cameron Mitchell Restaurants
Columbus Partnership
Commerce Bank
COSI
Deloitte
Diamond Hill
Edwards Companies
Elford Construction
Eli Lilly and Company
Fifth Third Bank
First American Title
Insurance Company
Focus Brands
Gilbane
Haslam Sports Group
Hilton
HRI Hospitality
Huntington
HVMG
IGS Energy
InnoSource
JPMorgan Chase
Marriott
M/I Homes, Inc.
The Ohio State University
OSUCCC-James
Makeready
Pelotonia
Rockbridge
Wyndham Hotels & Resorts*

SELECTION
OF COMPANIES
REPRESENTED

2025 PROGRAMMING

Possibility is the path forward.

Where potential meets action, opportunity is discovered. Where curiosity fuels movement, possibility turns into progress. Join us to create impact we've only dared to envision. **Welcome to RTRX 2025.**



Sharon McMahon

NEW YORK TIMES BESTSELLING AUTHOR + PODCAST HOST

Creating Possibility with Civil Discourse

Sharon McMahon, known as "America's Government Teacher," educates Americans on democracy and history through non-partisan facts on Instagram, where she has over a million "Governerd" followers. A former high school government teacher, she hosts the "Here's Where It Gets Interesting" podcast and has led her community in raising over \$6 million for various charitable causes. As a trusted source for truth in an era of misinformation, she has appeared on CNN, The Daily Show, and Good Morning America. In 2022, she won PRWeek's Communicator of the Year Award and was featured in The Atlantic.



Angus Fletcher, PhD

PROFESSOR OF STORY SCIENCE AT OHIO STATE'S PROJECT NARRATIVE

The Science of Possibility

Angus Fletcher is a professor of story science at Ohio State's Project Narrative, the world's leading academic think-tank for the study of stories. He has dual degrees in neuroscience and literature, received his PhD from Yale, taught Shakespeare at Stanford, and has published two books and dozens of peer-reviewed academic articles on the scientific workings of novels, poetry, film, and theater. His research has been supported by the National Science Foundation, the Mellon Foundation, and the Academy of Motion Picture Arts and Sciences. He has done story-consulting for projects for Sony, Disney, the BBC, Amazon, PBS, and Universal and is the author/presenter of the Audible/ Great Courses Guide to Screenwriting.

2025 PROGRAMMING



John Hope Bryant

FOUNDER, CHAIRMAN + CEO OF OPERATION HOPE, INC.

Building Possibility through Economic Empowerment

As a visionary entrepreneur, thought leader, and global authority on financial literacy, economic empowerment, and inclusive capitalism, Bryant has dedicated his career to transforming economic systems for underserved communities and ensuring inclusive growth in the AI-driven future. Bryant's impact has been recognized with numerous awards, including Oprah Winfrey's "Use Your Life" Award, American Banker's "Innovator of the Year," and inclusion in TIME's 50 Leaders for the Future. He is a LinkedIn Influencer with over 3 million social media followers and has amassed over 300 million views across digital platforms through his "Straight Talk with John Hope Bryant" series.

PREVIOUS SPEAKERS

Globally recognized thinkers, doers, innovators, and optimists choose RTRX.

Each year, our speakers challenge our thinking, open our minds and hearts to new ideas, and empower us to shape the future.



Danny Meyer



Golriz Lucina



David Brooks



Michelle Gethers



Tom Izzo



David Gergen



Tucker Bryant



Ingrid Fettell Lee



Dr. Robert Livingston



Jimmy Chin



Jim Tressel



Shabnam Mogharabi



Bill Walton



Damon West



Admiral Hugh
W. Howard III



Shola Richards

PARTNERSHIP LEVELS

Benefits

	CURATOR \$5,000	PARTNERSHIP \$10,000	LEADERSHIP \$15,000	PRESIDENTIAL \$25,000	DIFFERENCE MAKER \$50,000
RTRX Credentials	2	4	6	8	10
Logo on Website	●	●	●	●	●
Logo in RTRX Materials	●	●	●	●	●
Inclusion in Press Release	×	●	●	●	●
Premiere Signage Recognition	×	×	●	●	●
Premiere Logo in RTRX Materials	×	×	●	●	●
Verbal Recognition at Event	×	×	×	●	●
Super Peloton Jersey Logo Placement (worn by 250+ riders, seen by 15,000+ on Ride Weekend)	×	×	×	●	●
Access to Exclusive Events during RTRX	×	×	×	×	●

POWERED BY



ROCKBRIDGE

COLUMBUS
PARTNERSHIP

PELOTONIA®

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