

# RTRX2025

Priming Optimists  
for Action

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## **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

**8:45AM** Kemba Live Mainstage Programming

**12:00PM** 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

**4:00PM** Happy Hour on The Junto Lawn

## Friday, August 1

**10:30AM** Lower.com Field 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 INCEPTIONCOLLEGE  
STUDENTS TO  
C-SUITE EXECUTIVES65% 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**

John Hope Bryant is the founder, chairman, and CEO of Operation HOPE, Inc., the nation's largest on-the-ground financial literacy and economic empowerment nonprofit. Under his leadership, Operation HOPE has directed over \$4.2 billion in capital into marginalized communities, establishing hundreds of financial empowerment centers nationwide.



LaVerne Council

**FOUNDER + CEO OF EMERALD ONE**

**Power + Presence + Possibility: Authentic Leadership in Action**

LaVerne Council is a distinguished technology executive, entrepreneur, and public servant with over 35 years of leadership experience across the private and public sectors. She is currently Chief Executive Officer, Emerald One, a 100% woman-owned IT consulting firm. She served as Assistant Secretary for Information and Technology & CIO, U.S. Department of Veterans Affairs. Appointed by President Obama, Council became the first woman to serve as CIO of a Cabinet-level federal agency.



Dee + Jimmy Haslam

**HASLAM SPORTS GROUP**

**Building What's Possible: Leadership, Family, and Impact**

Together, CEO & Managing Partner Dee Haslam and Chairman & Managing Partner Jimmy Haslam lead Haslam Sports Group (HSG, 2020) in pursuing a mission of creating world-class organizations that achieve sustainable success, provide a best-in-class fan experience, and give back to their regions. The HSG portfolio includes ownership of the Cleveland Browns, operating rights to Major League Soccer's Columbus Crew, and co-ownership of the Milwaukee Bucks, as well as investments in HSG Ventures, HSG Facilities, and other entities.

## Tuesday, July 29

5:30PM Welcome Party at The Junto

## Wednesday, July 30

8:45AM Mainstage Programming at Kemba Live!

- **SHARON MCMAHON**  
CREATING POSSIBILITY WITH CIVIL DISCOURSE  
NEW YORK TIMES BESTSELLING AUTHOR +  
FOUNDER OF THE PREAMBLE
- **DR. JOHN WARNER & DR. KIM RATHMELL**  
POWER OF POSSIBILITY: ADVANCING THE  
FUTURE OF CANCER CARE & RESEARCH  
CEO, THE OHIO STATE UNIVERSITY MEDICAL CENTER  
CEO, THE OHIO STATE JAMES CANCER HOSPITAL  
AND SOLOVE RESEARCH INSTITUTE
- **JOHN HOPE BRYANT**  
BUILDING POSSIBILITY THROUGH  
ECONOMIC EMPOWERMENT  
FOUNDER, CHAIRMAN & CEO, OPERATION HOPE

12:00PM Food Trucks at The Junto & National Veterans Memorial & Museum

1:30PM Masterclass Workshop Session #1

- **CREATING POSSIBILITY FOR YOUR HEALTH**  
MARGUERITE WESTON, M.D.: DIRECTOR OF  
FUNCTIONAL MEDICINE, DONALDSON HEALTH
- **PARENTING ON EMPTY:  
WHY HIGH ACHIEVERS EXPERIENCE BURNOUT**  
DR. MELANIE MCNALLY:  
CLINICAL PSYCHOLOGIST, AUTHOR +  
WHITE HOUSE PANELIST
- **AI/FUTURE OF TECHNOLOGY**  
MICHAEL STICH: PARTNER, COURT AVENUE
- **INNOVATION FOR IMPACT:  
RESHAPING ACCESS TO MEDICINE**  
GEORGE WANG: CO-FOUNDER, SIRUM

3:00PM Masterclass Workshop Session #2

- **LONGEVITY TESTING**  
DONALDSON HEALTH
- **CREATING POSSIBILITY FROM PRESENCE,  
PEACE & PURPOSE**  
JUAN ALVAREZ: CONSCIOUS LEADERSHIP COACH
- **SOUND BATH MEDITATION**  
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- **SILENT DISCO**  
hOm

4:00PM Happy Hour on The Junto Lawn

## Thursday, July 31

9:00AM Mainstage Programming at Kemba Live!

- **LAVERNE COUNCIL**  
POWER + PRESENCE + POSSIBILITY:  
AUTHENTIC LEADERSHIP IN ACTION  
CEO, EMERALD ONE
- **ANGUS FLETCHER**  
THE SCIENCE OF POSSIBILITY  
PROFESSOR + AUTHOR + NEUROSCIENTIST

11:45AM Food Trucks at The Junto & National Veterans Memorial & Museum

1:30PM Masterclass Workshop Session #3

- **CREATING POSSIBILITY FOR YOUR HEALTH**  
MARGUERITE WESTON, M.D.: DIRECTOR OF  
FUNCTIONAL MEDICINE, DONALDSON HEALTH
- **PARENTING ON EMPTY:  
WHY HIGH ACHIEVERS EXPERIENCE BURNOUT**  
DR. MELANIE MCNALLY:  
CLINICAL PSYCHOLOGIST, AUTHOR +  
WHITE HOUSE PANELIST
- **AI/FUTURE OF TECHNOLOGY**  
MICHAEL STICH: PARTNER, COURT AVENUE
- **INNOVATION FOR IMPACT:  
RESHAPING ACCESS TO MEDICINE**  
GEORGE WANG: CO-FOUNDER, SIRUM

3:00PM Masterclass Workshop Session #4

- **LONGEVITY TESTING**  
DONALDSON HEALTH
- **CREATING POSSIBILITY FROM PRESENCE,  
PEACE & PURPOSE**  
JUAN ALVAREZ: CONSCIOUS LEADERSHIP COACH
- **SOUND BATH MEDITATION**  
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- **SILENT DISCO**  
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## Friday, August 1

10:30AM Mainstage Programming at Lower.com Field

- **DEE + JIMMY HASLAM**  
BUILDING WHAT'S POSSIBLE:  
LEADERSHIP, FAMILY, AND IMPACT  
CEO + CHAIRMAN, HASLAM SPORTS GROUP

## 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®

CONTACT

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