



RTRX2026

Lead with Courage.

PARTNER WITH RTRX

Courage Activated.
RTRX primes optimists for
action— bringing together
leaders who challenge
assumptions, believe
in what's possible, and build
what doesn't yet exist.

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.



Benefits of Sponsorship

Organizations partner with RTRX because it sits at the intersection of leadership, innovation, connection, and purpose. RTRX is not a traditional conference—it is a curated leadership experience designed to bring together people who are building the future of business, organizations, and communities.

Sponsorship at RTRX positions organizations not just as supporters of an event, but as contributors to important conversations, meaningful relationships, and real impact.

Leadership Influence

RTRX partners have the opportunity to participate in conversations shaping the future of leadership, innovation, and business.

Through speaking opportunities, panels, workshops, and programming participation, partners contribute ideas and perspectives directly to the RTRX audience. For example, Visionary Partners participate in mainstage programming such as keynote or panel discussions. Champion and Executive Partners may lead masterclass workshops or specialized sessions.

These opportunities position partners not simply as sponsors, but as contributors to the leadership dialogue and thought leaders within the RTRX community.

Strategic Connection

RTRX is intentionally curated to bring together leaders across industries and organizations. The audience includes executives, founders, investors, operators, and innovators representing a wide range of companies and industries, with a significant portion of attendees holding senior leadership roles.

Rather than traditional networking, RTRX focuses on **meaningful relationships that lead to real collaboration** — partnerships, ideas, investments, and long-term connections.

Brand Activation

RTRX offers a unique environment for partners to bring their brand to life through experiences that are memorable, authentic, and engaging.

Examples of brand activation opportunities include:

- Welcome reception sponsorships
- Branded experiences and activations throughout programming
- Masterclass workshop sponsorship
- Experiential activations and hosted gatherings
- Signature moments and attendee engagement opportunities

These experiences allow partners to interact with attendees in ways that are **natural, experiential, and relationship-driven**, rather than purely promotional.

Purpose and Impact

RTRX's mission remains one of its most powerful differentiators.

One hundred percent of RTRX proceeds support Pelotonia's innovative cancer research initiatives, with more than \$7 million invested to date. Sponsorship is not only business engagement, but also direct participation in advancing life-saving research.

This intersection of business leadership, community impact, and philanthropic purpose is central to the RTRX identity and one of the primary reasons organizations choose to partner with RTRX year after year.

PARTNERSHIP LEVELS

Benefits

	CHANGE MAKER \$100,000	VISIONARY \$50,000	CATALYST \$25,000	LEADER \$15,000	PARTNER \$10,000	CURATOR \$5,000
Registrations to RTRX	20	10	8	6	4	2
Logo on Website	●	●	●	●	●	●
Logo on RTRX Materials	●	●	●	●	●	×
Partnership Promotion on RTRX Social Media	●	●	●	●	×	×
Super Peloton Jersey Placement	●	●	●	×	×	×
Mainstage Recognition	●	●	●	×	×	×
Reserved VIP Seating for all Mainstage Programming	●	●	●	×	×	×
Invitation to VIP Experiences	●	●	×	×	×	×
Inclusion in Press Release	●	●	×	×	×	×
Dedicated Press Release	●	×	×	×	×	×
Mainstage Opportunity	●	×	×	×	×	×

CONTACT

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ROCKBRIDGE



PELTONIA®

ADDITIONAL BENEFIT OPPORTUNITIES

Reach out to discuss these limited, exclusive opportunities.

An Evening with Leslie Odom, Jr.

Sponsor the special opening evening program featuring Leslie Odom, Jr. at the Palace Theatre. This highly visible opportunity includes brand association with the opening night of RTRX, premium seating access, and recognition tied to one of the most anticipated moments of the week.

Welcome Party Host

Serve as the host sponsor for the RTRX Welcome Party, one of the most attended and high-energy networking events of the experience. This opportunity provides strong brand visibility and the chance to welcome attendees as they kick off the RTRX week together.

VIP Speaker Breakfast

Host an exclusive breakfast for RTRX speakers, sponsors, and select executive attendees. This smaller, more intimate setting provides meaningful relationship-building opportunities and positions your organization at the center of leadership conversations.

Dinner Host

Sponsor and host a curated dinner for a small group of executives, speakers, and RTRX leaders. These dinners are designed to foster deeper conversation and connection, creating memorable experiences and strong relationship-building opportunities.

Headshot Lounge Partner

Sponsor the RTRX Headshot Lounge, where attendees can receive professional headshots during the event. This is a high-traffic activation that provides consistent visibility and a valuable service attendees appreciate and remember.

RTRX Lanyard Partner

Sponsor the official RTRX lanyards worn by all attendees throughout the event. This is one of the most visible sponsorship opportunities, with your brand seen continuously by every attendee throughout RTRX.

PROGRAMMING SCHEDULE



Tuesday, July 28

- 5:30PM** Opening Keynote on the Mainstage
- 7:00PM** Welcome Party at The Junto

Wednesday, July 29

- 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 30

- 9:00AM** Kemba Live Mainstage Programming
- 11:45AM** Food Trucks on The Junto Lawn

Friday, July 31

- 2:00PM** Team RTRX Bike Pick-Up
- 6:30PM** Pelotonia's Opening Ceremony



Saturday & Sunday,
August 1-2

Pelotonia's 2026 Ride Weekend

OUR IMPACT



\$7M

INVESTED IN INNOVATIVE CANCER RESEARCH

4,500

ATTENDEES SINCE OUR INCEPTION

COLLEGE STUDENTS TO C-SUITE EXECUTIVES

70% 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
- DHL Supply Chain
- 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



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