



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

	<i>CHANGE MAKER \$100,000</i>	<i>VISIONARY \$50,000</i>	<i>CATALYST \$25,000</i>	<i>LEADER \$15,000</i>	<i>PARTNER \$10,000</i>	<i>CURATOR \$5,000</i>
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

Anna Blue
Managing Director
RTRX

ABLU@RTRX.CO
703.629.1216
www.rtrx.co

POWERED BY



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.

The Exclusive Executive Roundtable is a private, invitation-only gathering designed for senior leaders to engage in focused, high-value dialogue around challenges and opportunities facing their organizations. Set in an intimate environment, this experience fosters candid conversation, meaningful connection, and the exchange of ideas among a curated group of peers. As a partner, you help shape and host a conversation that moves beyond surface-level networking to position your brand at the center of insight, influence, and relationships.

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.

Branded VIP Lounge Partner

The Branded VIP Lounge is an exclusive, high-touch space for speakers, sponsors, and select executive attendees to connect, recharge, and engage throughout RTRX. As the VIP Lounge Partner, your brand is integrated into one of the most premium environments on-site—creating a distinctive, curated experience that fosters meaningful conversations and high-value relationships. This is where your brand shows up at the center of connection, influence, and the most impactful moments of 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

2026 MAINSTAGE SPEAKERS



Leslie Odom, Jr.

Tony and Grammy Award-winning artist

A voice that redefined a generation.

Leslie Odom, Jr. is a Tony and Grammy Award-winning, three-time Emmy and two-time Academy Award-nominated songwriter, actor, and New York Times bestselling author. Well known for his breakout role as 'Aaron Burr' in the Pulitzer Prize-winning Broadway musical Hamilton, Odom recently made a highly anticipated return to his award-winning role. Odom has released six full-length albums. His sixth studio album and first-ever live album, *An Offering: Live at Speakeasy Studios*, was released in 2025. He is also author of the New York Times bestseller *Failing Up: How to Take Risks, Aim Higher and Never Stop Learning*.



Monica Lewinsky

Social Activist. Writer. Producer.

A voice on resilience and reclaiming your story.

Monica Lewinsky is a producer, social activist, global public speaker, a Contributing Editor to *Vanity Fair* and, most recently, host of the podcast *Reclaiming with Monica Lewinsky*. Her focus is on storytelling that moves the conversation forward – around shame, reclaiming identities, and justice for women. As an activist, Lewinsky advocates for a safer social media environment and addresses such topics as digital resilience, privacy, and cultivating compassion online. After a decade of silence, in 2014, Lewinsky authored the essay "Shame and Survival" for *Vanity Fair* in which she re-examined her personal experiences at the center of a political, legal and media maelstrom in 1998 connected to the impeachment of President Clinton and challenged the often-misogynistic culture of shame that continues to cannibalize the powerless (June 2014). The piece was nominated for a National Magazine Award. She was a speaker at the 2015 TED Conference in Vancouver. Her speech, "The Price of Shame," has been viewed over 22 million times. She has also spoken at the Forbes 30 Under 30 Summit and delivered the Ogilvy + Inspire Lecture at the Cannes Lions Festival.

2026 MAINSTAGE SPEAKERS



Jeremy Bloom

CEO of X Games. Olympic & NFL Athlete. Philanthropist.

A voice on drive, reinvention, and performing at the highest level.

Jeremy Bloom is the only athlete in history to ski in the Olympics and be drafted into the NFL. He is a three-time World Champion, two-time Olympian, NFL wide receiver, tech founder, and philanthropist whose career spans elite sports, groundbreaking entrepreneurship, and social impact. Following his sports career, Bloom turned to business. In 2010, he founded Integrate, a category-defining B2B enterprise software company. Under his leadership, Integrate grew into an industry leader and was acquired by Audax Private Equity. In 2024, Bloom co-founded Owl.ai with Google co-founder Sergey Brin—an AI-powered judging platform designed to eliminate bias and human error in sports. Today, Bloom is CEO of X Games, where he is redefining the future of action sports—launching new athlete-driven leagues, expanding global fan engagement, and pushing the boundaries of sports innovation through AI judging technology, immersive fan experiences, and strategic brand partnerships. Bloom's philanthropic work is equally notable. In 2008, he founded Wish of a Lifetime, a nonprofit granting life-enriching wishes to older adults. The organization was acquired by AARP in 2020, where Bloom continues to serve as chairman of the board.



Spencer Gerrol

Founder + CEO, SPARK, Neuro

A voice on human potential, bold thinking, and unlocking what's possible.

Spencer has dedicated his career to translating theoretical science into real-world applications using biometric technologies. Driven by his cognitive science and human factors background, his efforts have resulted in securing over \$35M in funding for SPARK Neuro from leading investment funds. Spencer has been recognized for his work in leading publications such as CNN, Forbes, and The Wall Street Journal, and he was named a Global Shaper by the World Economic Forum. He has delivered speeches at TED, the United Nations, and The White House, where he was honored for founding one of the top 100 companies by young entrepreneurs.

2026 MAINSTAGE SPEAKERS



Libby Rodney

Chief Strategy Officer, Harris Poll

A voice on culture, insight, and the forces shaping what's next.

Libby Rodney is Chief Strategy Officer at The Harris Poll, where she leads the firm's Thought Leadership and Futures practice, helping Fortune 100 and Fortune 500 companies navigate the intersection of data, culture, and business. A strategic consultant, creative researcher, and global trend forecaster, Libby specializes in identifying emerging human behaviors, shifting mindsets, and cultural signals that shape what's next. Her work is grounded in real-world insight –having traveled extensively across six continents to uncover evolving consumer expectations and societal change. Known for translating complex data and cultural trends into clear, actionable strategies, she partners with organizations to anticipate disruption, unlock growth opportunities, and build forward-looking positioning. Libby's research and perspectives have been featured on global stages including Davos, Cannes, SXSW, and CES, and her work spans industries from retail and finance to media and technology.

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



Sharon McMahon



Tucker Bryant



Ingrid Fettell Lee



Dr. Robert Livingston



Jimmy Chin



Jim Tressel



Shabnam Mogharabi



Bill Walton



Damon West



John Hope Bryant



Shola Richards

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**



RTRX2026

Courage
Activated.