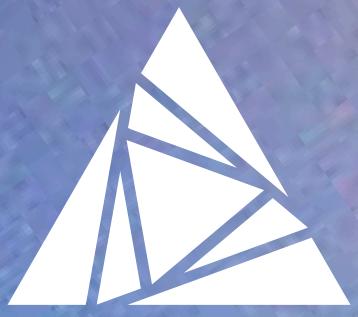


OCTOBER 21-24, 2026  
BANFF, AB

BUILD  
WITH THE  
BOLDEST



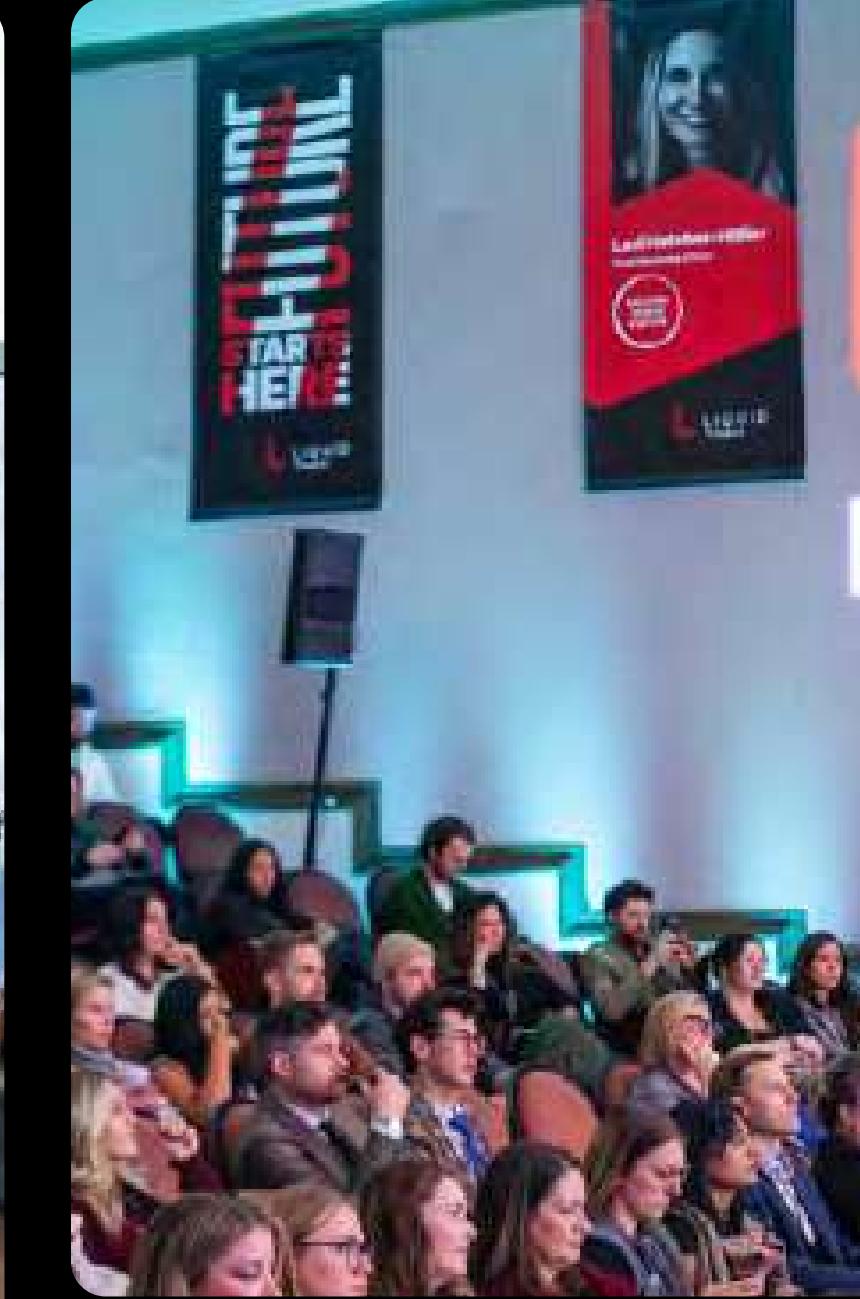
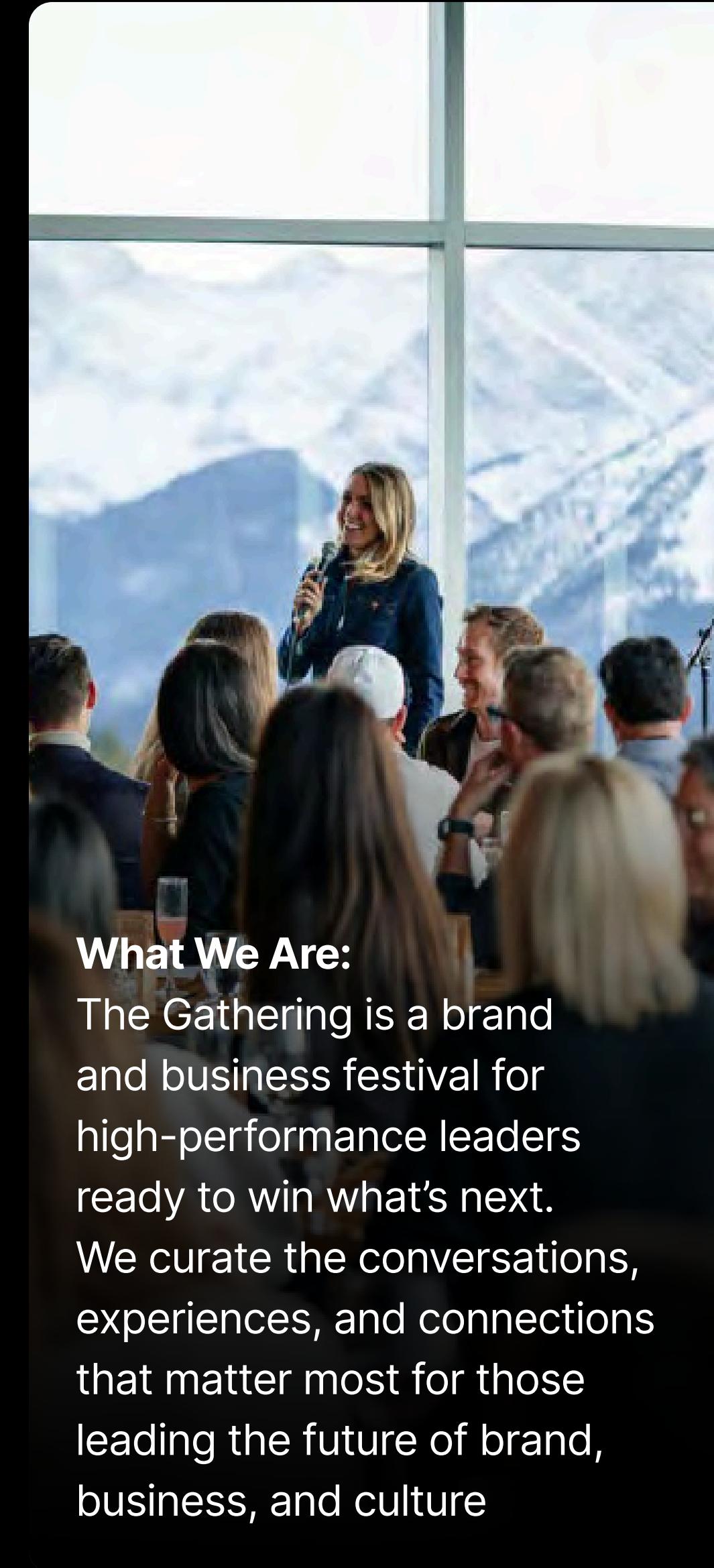
THE GATHERING

# Agenda

**OCTOBER 21-24, 2026**  
**BANFF, AB**

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# Who We Are



**OCTOBER 21-24, 2026**  
**BANFF, AB**



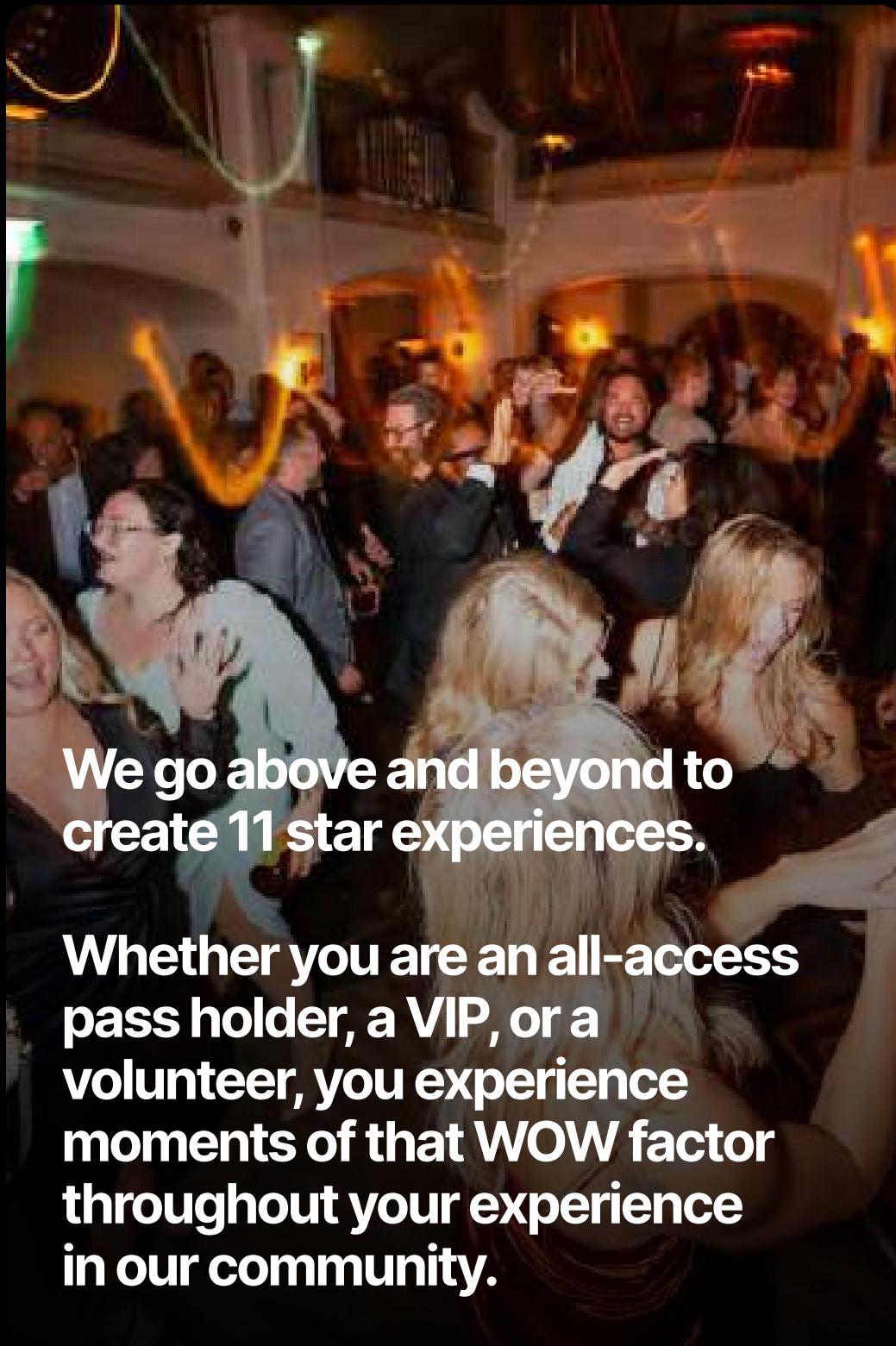
**What We're Not:**

We're not a conference.  
No recycled keynotes.  
No stale slides. No pitch-slapping. We're a community for those bold enough to build what's next.

# Our Core Values

OCTOBER 21-24, 2026  
BANFF, AB

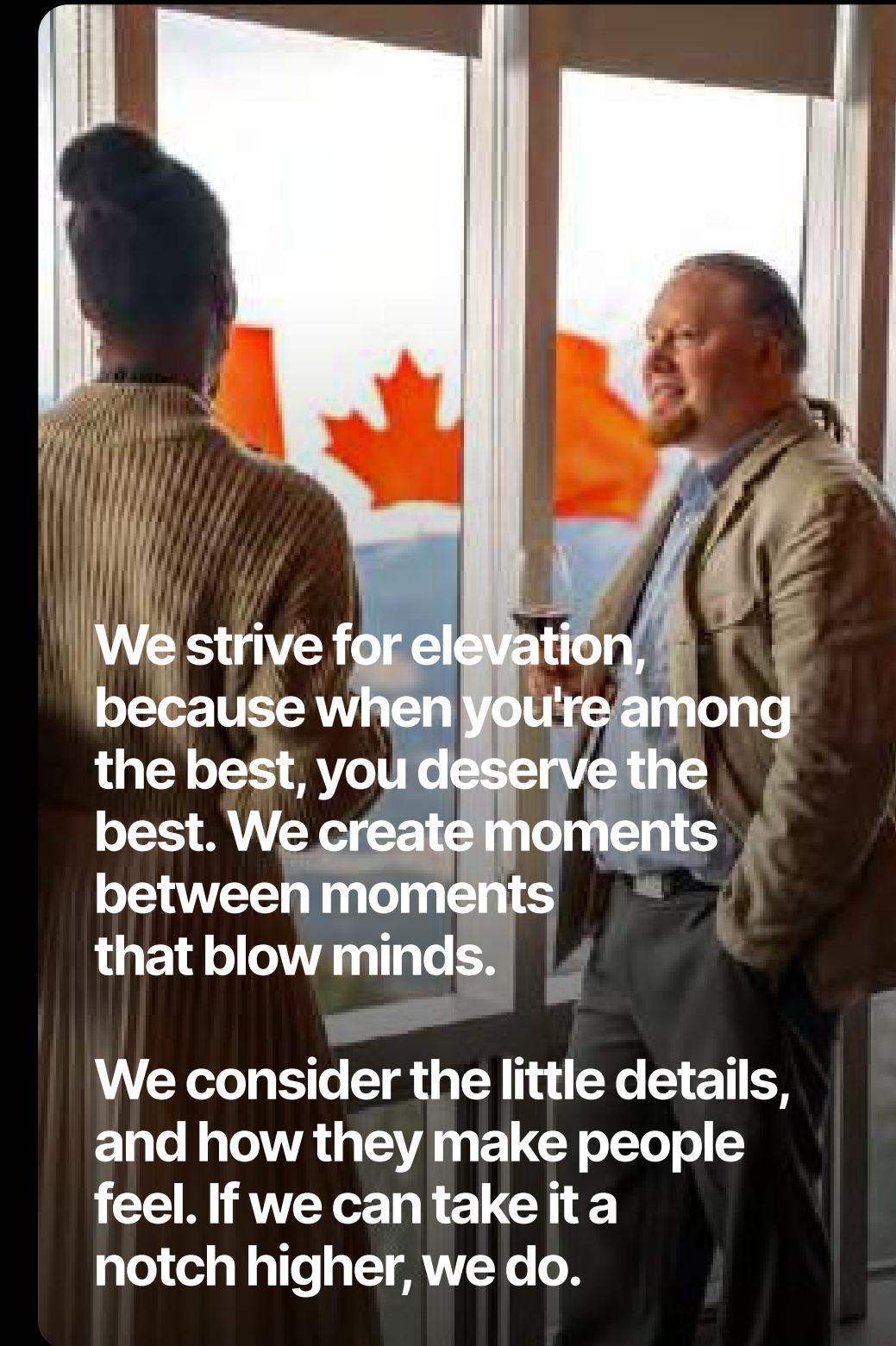
## Unreasonable Hospitality



We go above and beyond to create 11 star experiences.

Whether you are an all-access pass holder, a VIP, or a volunteer, you experience moments of that WOW factor throughout your experience in our community.

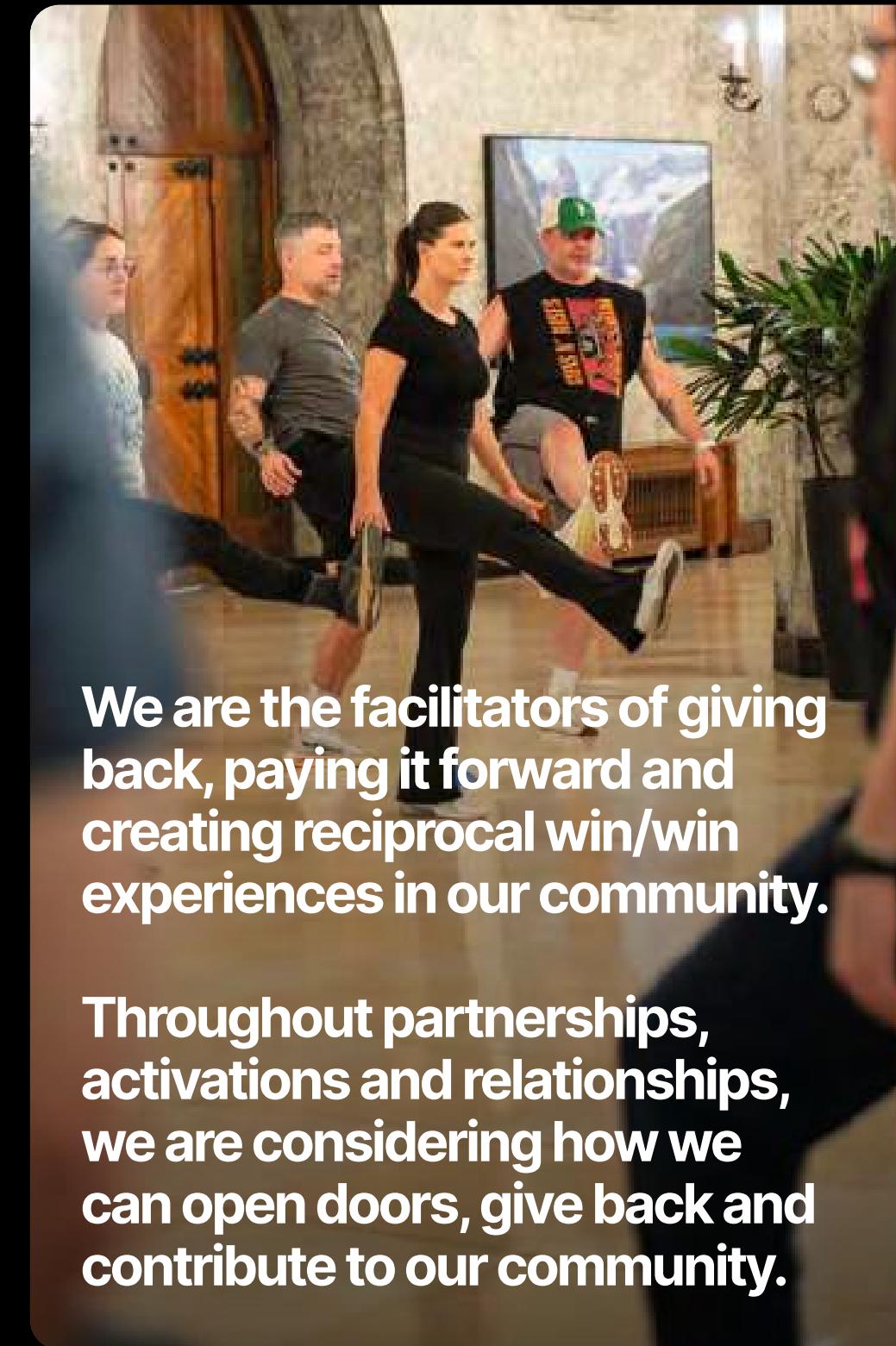
## Elevated Experiences



We strive for elevation, because when you're among the best, you deserve the best. We create moments between moments that blow minds.

We consider the little details, and how they make people feel. If we can take it a notch higher, we do.

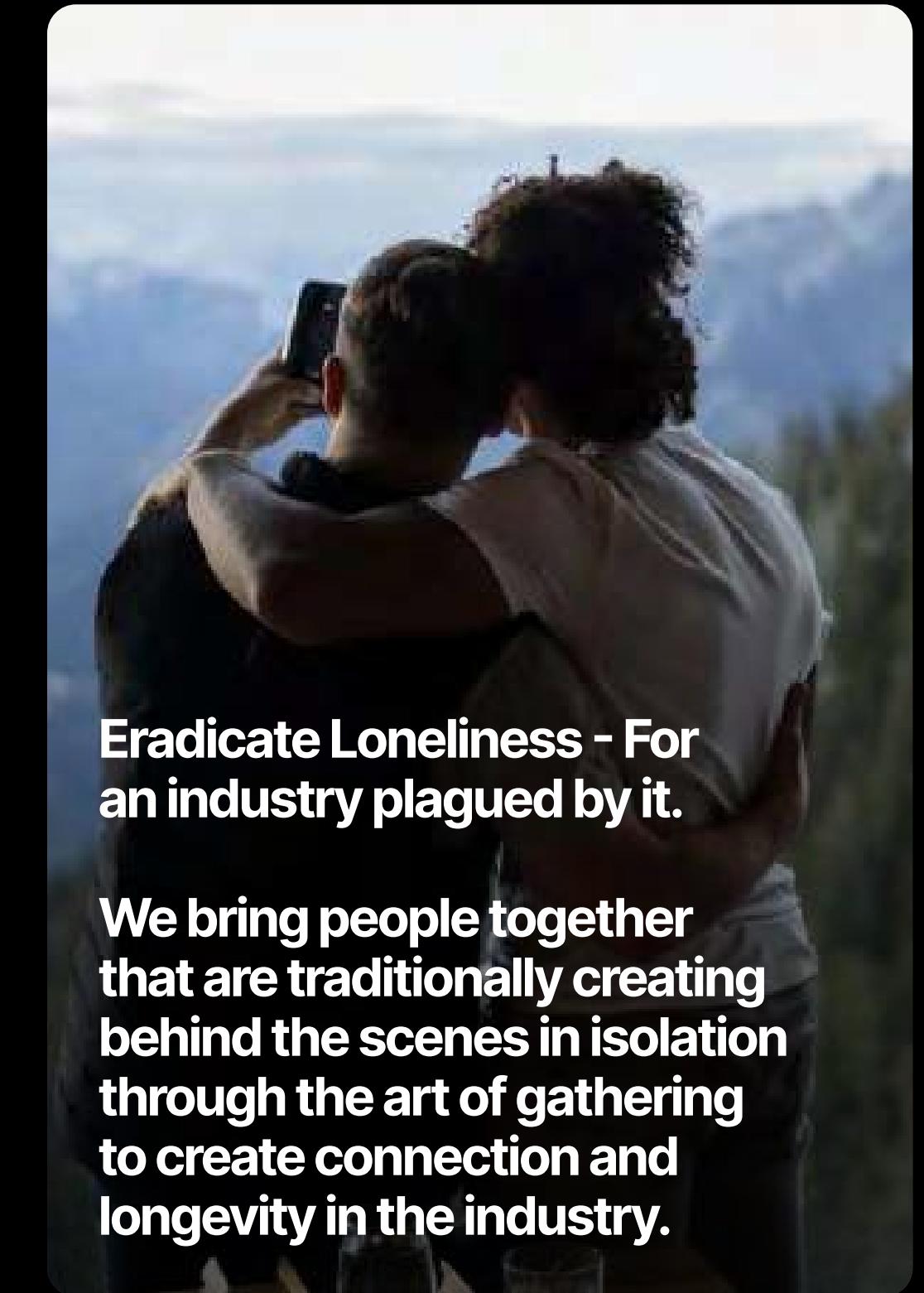
## Facilitate Generosity



We are the facilitators of giving back, paying it forward and creating reciprocal win/win experiences in our community.

Throughout partnerships, activations and relationships, we are considering how we can open doors, give back and contribute to our community.

## Belonging



Eradicate Loneliness - For an industry plagued by it.

We bring people together that are traditionally creating behind the scenes in isolation through the art of gathering to create connection and longevity in the industry.

# Our Eco System

Where your brand connects with leaders, creators, and culture all year long.

OCTOBER 21-24, 2026  
BANFF, AB



## Festival

4-day immersive experience in Banff



## Year-Round Media

Podcasts, Gathering Originals, content series



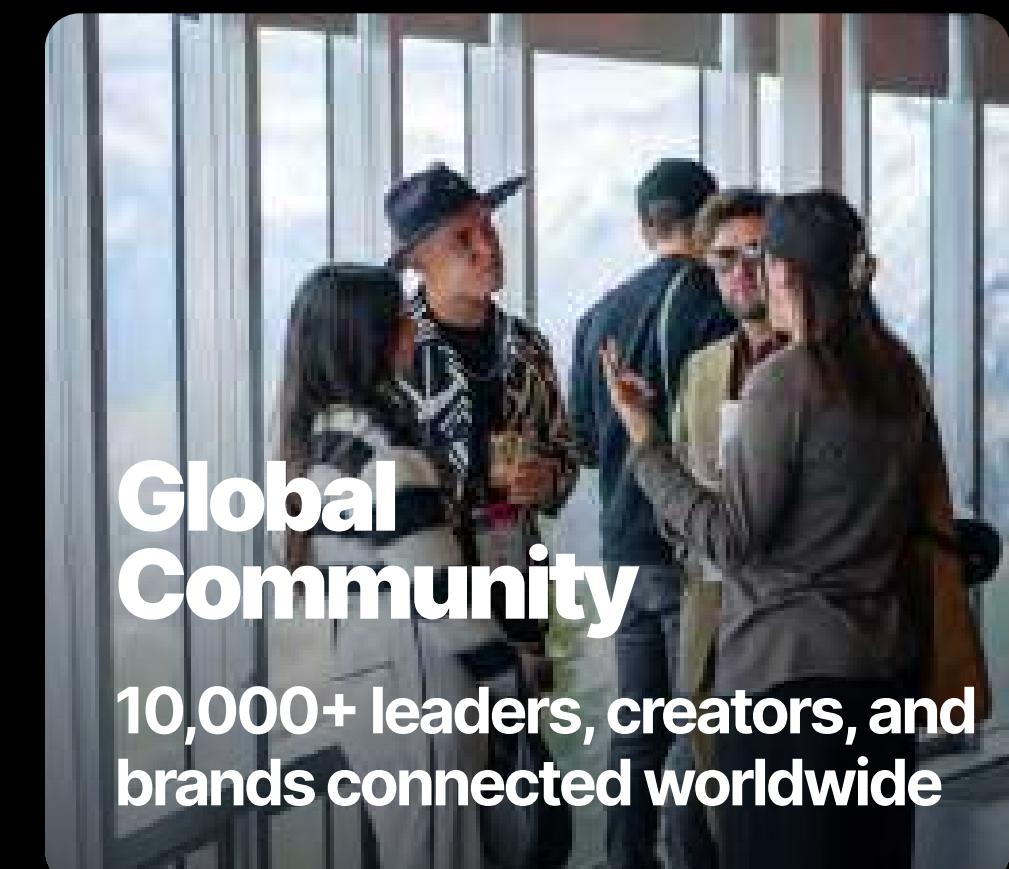
## Global Tentpoles

Cannes Lions, SXSW, CES, AdWeek



## Retreats & VIP Supper Clubs

Curated small-group immersions



## Global Community

10,000+ leaders, creators, and brands connected worldwide

OCTOBER 21-24, 2026  
BANFF, AB

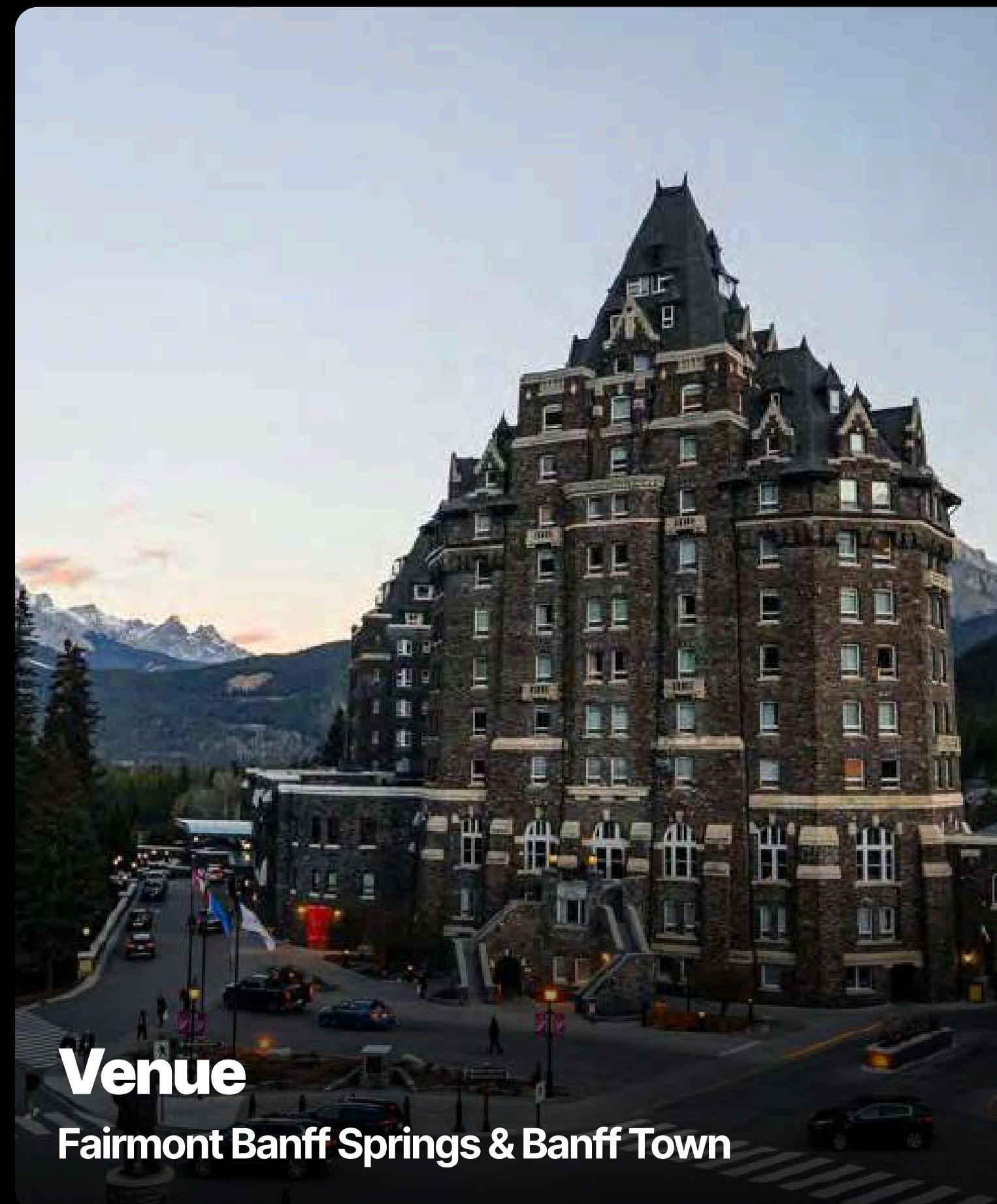


# Why Partner?

- ✓ Direct access to Decision Makers, CMOs & Brand Leaders
- 🎧 Content & Thought Leadership Opportunities
- ⌚ Global year-round visibility & engagement
- 🔥 ROI: Deals get done in our rooms

# The Festival Experience

OCTOBER 21-24, 2026  
BANFF, AB



## Venue

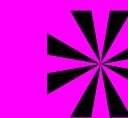
Fairmont Banff Springs & Banff Town



## Attendees

Current: 2500  
Target: 5000

MASTER  
YOUR  
CRAFT



## Brand Excellence

**How do brands scale cultural relevance?** The most iconic brands earn distinction through the communities they build, the clarity of their story, and the unforgettable experiences they create. This track explores how bold ideas, lived values, and deep emotional connection turn great brands into cultural touchstones.

MOVE  
CULTURE  
FORWARD



## Culture Shifts

**How do you stay relevant when culture is changing faster than your playbook?**

This track explores what's changing right now and how bold brands are co-creating culture instead of chasing it. From creators redefining influence to communities rewriting the rules of belonging, this is where you learn how modern movements actually take shape.

BUILD  
WHAT  
LASTS



## Brand Legacy

**How do enduring brands evolve without losing their edge?** Legacy isn't about what's left behind, it's about what continues forward. This track celebrates the world's most enduring brands - those that protect their purpose, evolve with integrity, and steward excellence across generations.

LEAD  
WITH  
ENERGY



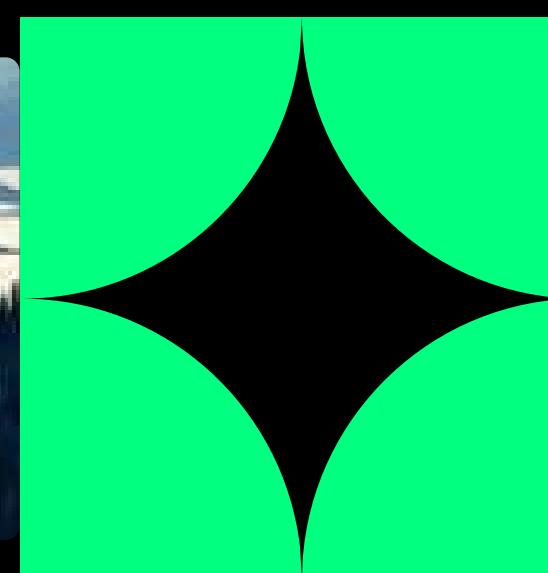
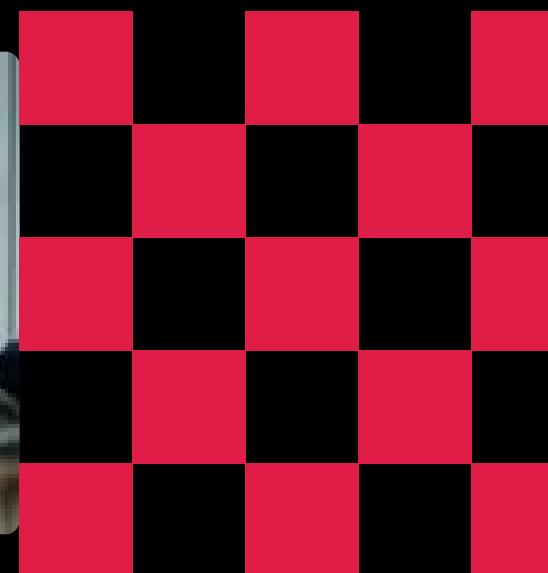
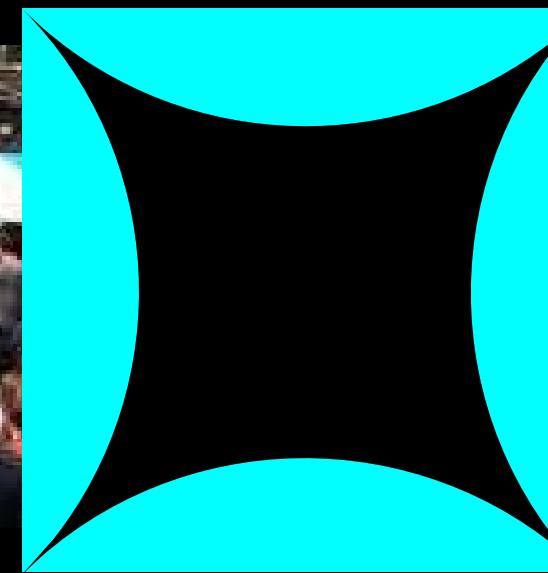
## Human Performance

**What does it take to lead at your highest level?**

Behind every high-performing brand is a high-performing team and at the center, a leader doing the inner work. This track explores how emotional-intelligence, resilience, and whole-person performance fuel cultures of excellence, trust, and sustained impact.

# Year Round Extensions

OCTOBER 21-24, 2026  
BANFF, AB



## THE GATHERING PLACES

- Immersive extensions at tentpole global events
- Brand collabs, live sessions, pop-up content houses
- High-density business development opportunities

## THE GATHERING PRESENTS

- Curated experiences for brands
- White-labelled leadership immersions
- Internal culture + brand alignment events
- Strategic offsites

## THE GATHERING RETREATS

- Leadership + brand intensives
- Small format, high impact
- Iconic Locations
- Designed for recalibration and transformation

# Retreats + Gathering Places

BESPOKE OFFSITES &  
EXPERIENCES HOSTED IN  
UNFORGETTABLE DESTINATIONS



Where the world's  
**boldest brand**  
**leaders** turn big ideas  
into brave action.

📍 **Grouse Mountain Lodge** | Whitefish, MT

# Tent-Pole Activations

12 - 9PM | MARCH 13, 2026  
AUSTIN, TX



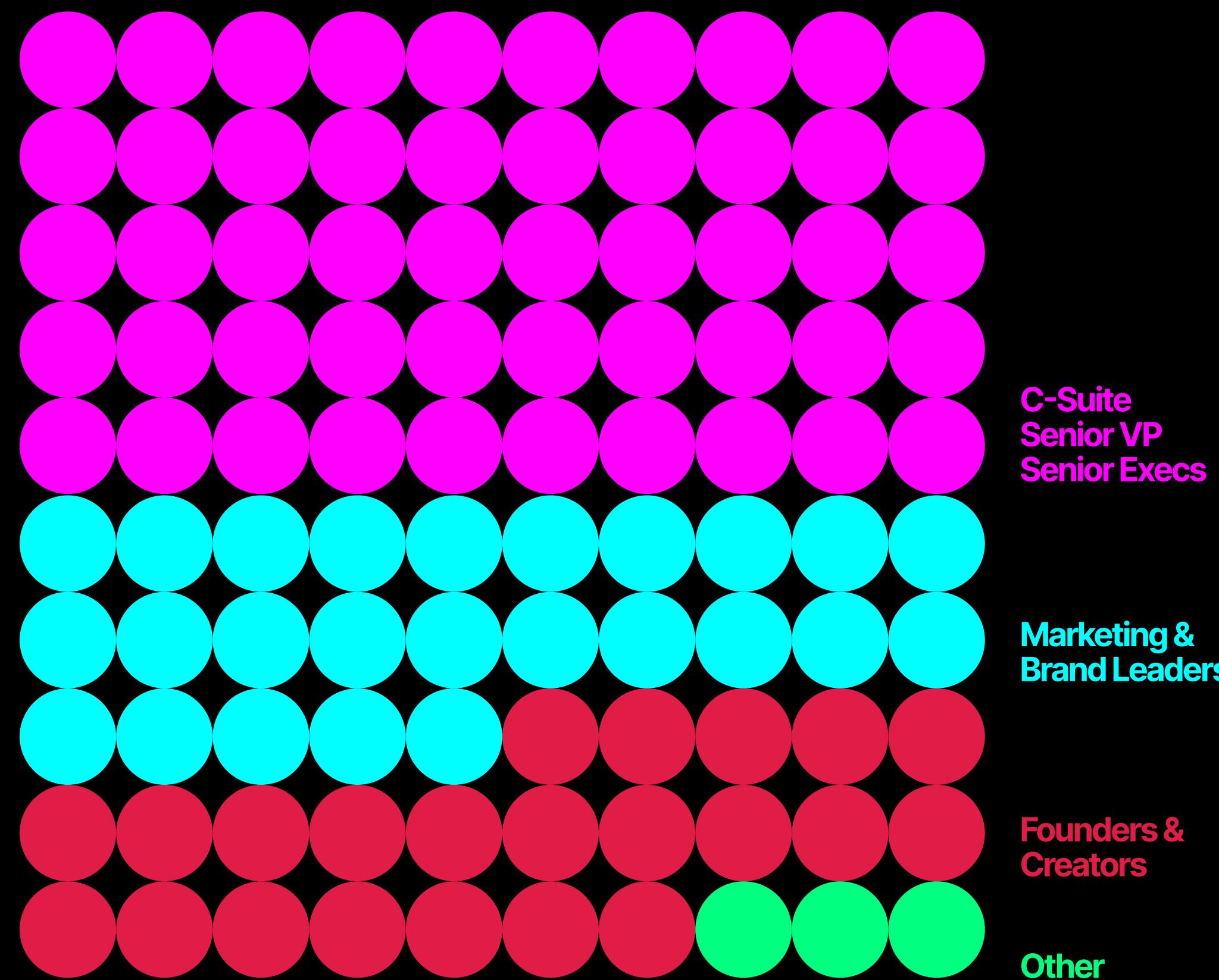
SXSW is loud. Everyone's out there begging for attention. We're not. **We build the room everyone else is trying to get into.** Intimate. Curated. High value.

📍 Contemporary Art Gallery | Austin, TX

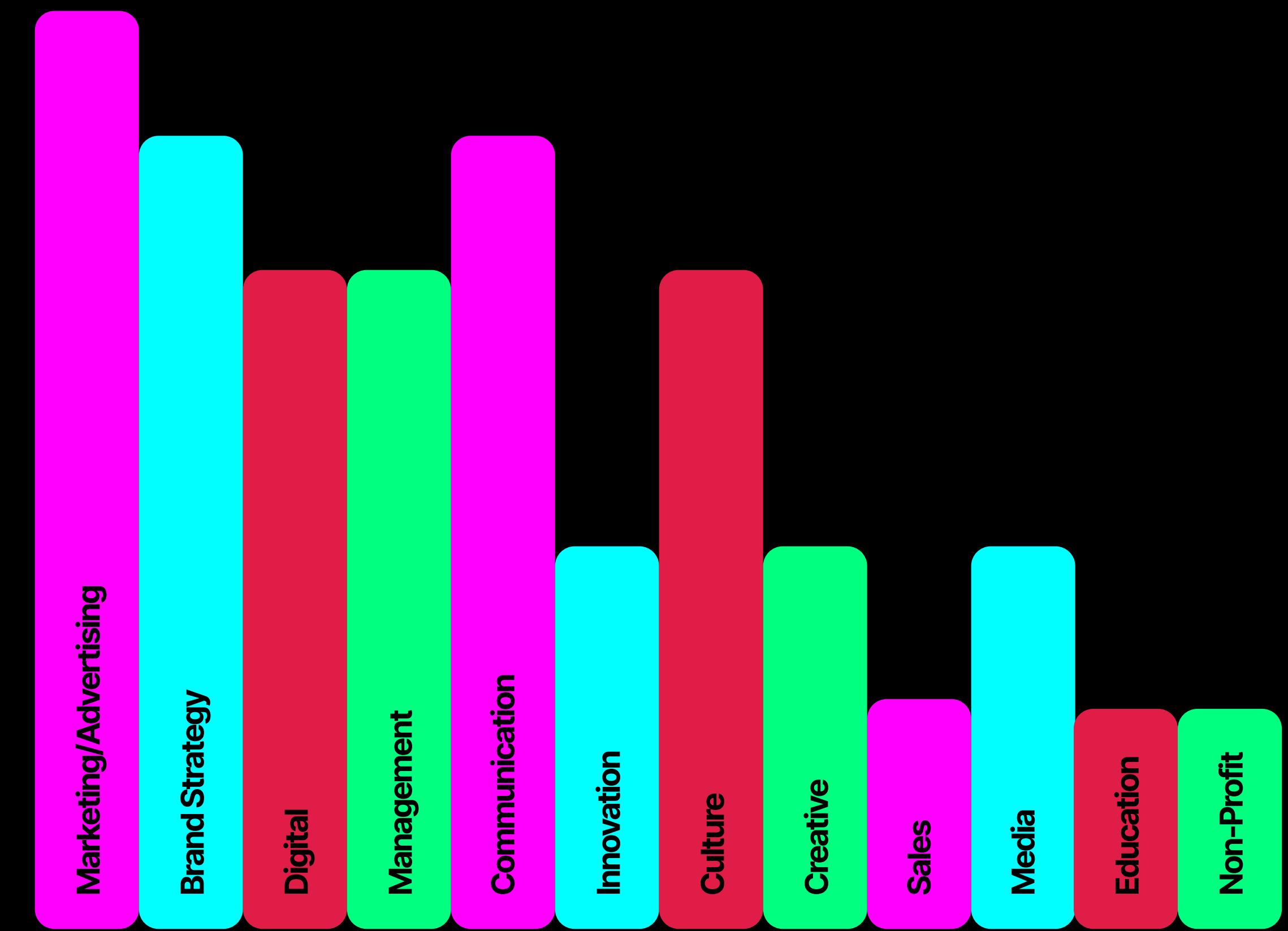
# Audience & Reach

OCTOBER 21-24, 2026  
BANFF, AB

## Positions:



## Designations:



# Alumni Brands

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# ROI & Case Studies

The relationships that  
are built in the room.

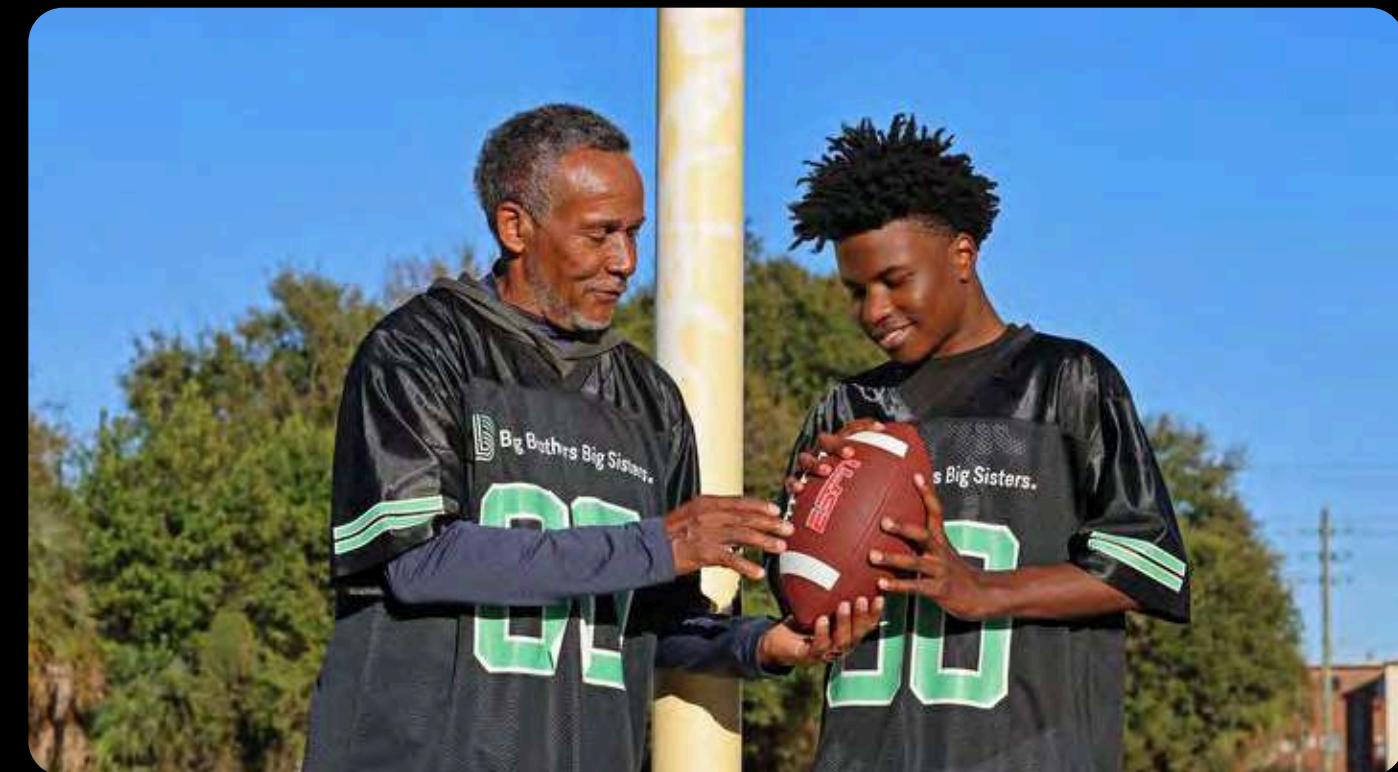
OCTOBER 21-24, 2026  
BANFF, AB



Big Brothers  
Big Sisters.  
OF AMERICA

The partnership between the NFL and Big Brothers Big Sisters of America was strengthened through a meaningful connection formed at The Gathering, where both organizations recognized their shared commitment to uplifting youth. Through the NFL's Inspire Change initiative, the league now leverages its players, clubs, and powerful media platforms, including Prime Video to champion mentorship and expand BBBSA's impact nationwide.

Together, they create one-to-one moments of inspiration: NFL players join BBBSA events, share personal stories, and encourage young people to build confidence, find their voice, and pursue their potential. National campaigns; from Super Bowl features to digital spotlights amplify the message that mentorship matters, while behind-the-scenes career experiences and community activations during Draft Week, holiday drives, and local events open new doors for youth.



# ROI & Case Studies

The relationships that  
are built in the room.

OCTOBER 21-24, 2026  
BANFF, AB



NHL and GoPro's partnership traces back to a relationship sparked at The Gathering, where the shared vision of bringing fans closer to the game took shape. Building on that connection, the NHL and NHLPA teamed up with GoPro to capture hockey from an entirely new perspective, literally. By mounting GoPro cameras on players and referees, the collaboration delivered immersive, first-person footage that showcased the speed, skill, and intensity of the sport in a way traditional broadcasts never could.

This partnership fuelled breakthrough content, including the fan favorite "NHL After Dark" series and a wide range of broadcast and digital features across NHL, NHLPA, and GoPro channels. Behind-the-scenes access, unique POV angles, and intimate player moments helped fans experience the game like they were on the ice themselves, while giving GoPro major visibility within the action-sports world.



# Past Speakers

OCTOBER 21-24, 2026  
BANFF, AB



# Coalition

Noun /kou·əlīf·ən/ | A group of aligned leaders and organizations who come together to build something meaningful. Intentionally. Collectively. With impact.

OCTOBER 21-24, 2026  
BANFF, AB

**The Coalition is an exclusive partnership tier at The Gathering, where we are building the experience and curating the content, together.**



## How Coalition Partners Participate

- Own a track, content series, or experience
- Co-curate programming and conversations
- Put leaders or clients on stage
- Help shape the cultural narrative of the event



## Members will gain unparalleled opportunities to:

-  Grow Visibility & Thought Leadership
-  Accelerate ROI & Growth
-  Build a Community

The Coalition is an invitation-only group of partners who help shape The Gathering. Coalition partners don't just show up. **They co-create.** They may **own tracks, content series, or signature experiences**, working with us to design what happens on stage and in the room. **This is partnership through contribution, not placement.**

Build With Us

# Why Coalition?

OCTOBER 21-24, 2026  
BANFF, AB



## Visibility with Meaning

- Elevate leadership, clients, or community on stage
- Be known for the conversations you lead



## Access that Matters

- Direct connection to a curated audience of senior leaders
- Deeper relationships before, during, and after the event



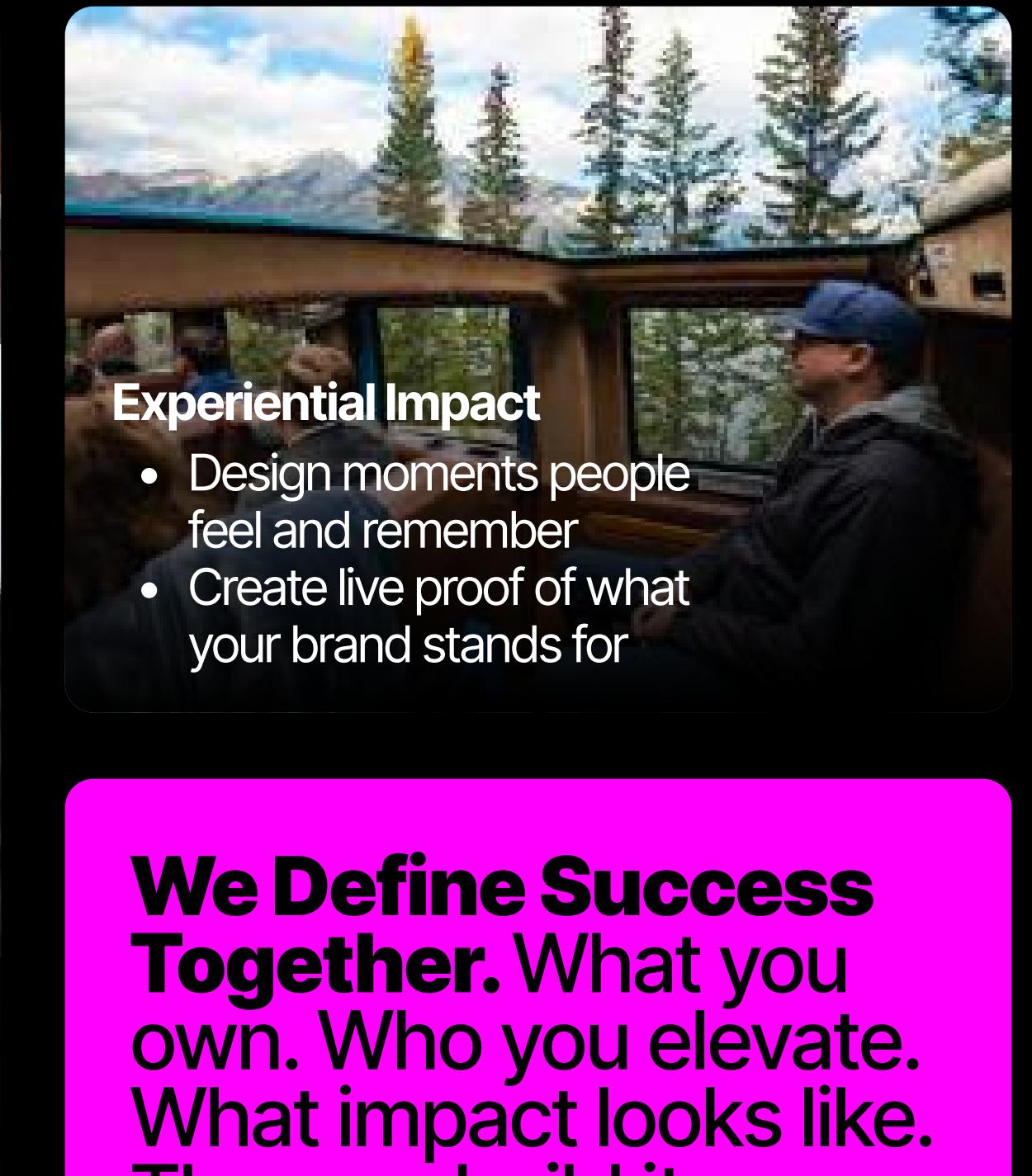
## Brand Recognition

- Clear naming across tracks, content, or experiences
- Alignment with The Gathering's most trusted contributors



## Community Growth

- Bring your people into a powerful shared experience
- Extend connection beyond the event



## Experiential Impact

- Design moments people feel and remember
- Create live proof of what your brand stands for

**We Define Success Together.** What you own. Who you elevate. What impact looks like. Then we build it.

Build **With Us**

# Our Bold Vision

A 2025-2030 Roadmap for Legacy,  
Innovation & Cultural Impact

OCTOBER 21-24, 2026  
BANFF, AB

**2014-2024**

Early Beginnings to  
Established Force

**2025**

Foundation for Festival  
[MVF = Minimum Viable Festival]

**2026-2027**

Deepen Immersion  
& Scale

**2028-2030**

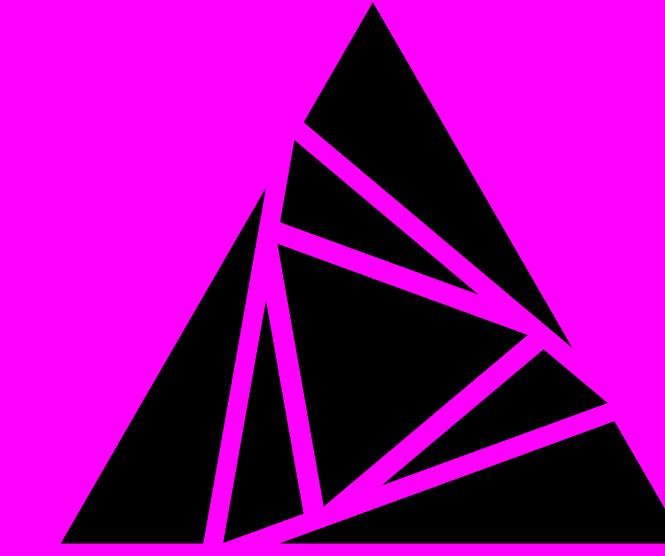
North America's #1  
Business Festival

5 Days of Content,  
Culture, Music  
& Leadership

Multi-house  
experience  
across the  
town of Banff  
(à la SXSW)

Human  
Performance,  
Brand Excellence,  
Creators, Culture  
& Sport

Full Immersion →  
Full Transformation



# THE GATHERING

**Join the Bold | October 21-24 2026**

Passes Available Now

# 2026 Partnership Asset Inventory

OCTOBER 21-24, 2026  
BANFF, AB



THE GATHERING<sup>3</sup>

# Appendix

**OCTOBER 21-24, 2026**  
**BANFF, AB**

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# Stages

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
<b>Van Horne Main Stage</b>	Prime Visibility & Keynote Hub	x 1	Available
<b>Coleman Room - Stage 2</b>	Secondary Content Stage	x 1	Available
<b>Alhambra Room - Stage 3</b>	Intimate Theatre Setting	x 1	Available

## Optional Inclusions:

- **VIP Seating**
- **Festival Signage & Print**
- **Official Photography + Travel Partnerships**



# Main Stage Presenting Partner

OCTOBER 21-24, 2026  
BANFF, AB



**Partnership includes premium stage integration and exclusive benefits designed to maximize brand visibility and audience impact.**

- Room Capacity: 850
- Naming Rights
- High-visibility Branding
- VIP Seating
- Official Photography & Recorded Sessions

Available

# Stage 2 Presenting Partner

OCTOBER 21-24, 2026  
BANFF, AB



## Coleman Room

- Room Capacity: 250
- Naming Rights
- High-visibility Branding
- VIP Seating
- Official Photography & Recorded Sessions



Available

# Stage 3 Presenting Partner

OCTOBER 21-24, 2026  
BANFF, AB



## Alhambra Room

- Room Capacity: 400
- Naming Rights
- High-visibility Branding
- VIP Seating
- Official Photography & Recorded Sessions



Available

# Inner Sanctum Presenting Partner

OCTOBER 21-24, 2026  
BANFF, AB



## Rob Ritchie & David O'Brien Room

- Room Capacity: 40 Each
- Naming Rights
- High-visibility Branding
- Official Photography & Recorded Sessions

Available

# Spaces

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
Behind the Screen	Exclusive Partner Branding	x 1	Available
Krump Room - VIP Lounge	Premium Branded Space	x 1	Available
Connection Garden	Networking Hub	x 1	Available



# Experience

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
<b>Connection</b>	Wifi Partner	x 1	Available
<b>Signage &amp; Print - Main</b>	Main Event Print/Signage Sponsor	x 1	Sold
<b>Signage &amp; Print</b>	Off Site Events	x 1	Available
<b>Elevated Experience</b>	VIP Swag Bags	x 15	Available



# Welcome Party

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
Presenting Partner	Naming Rights	x 1	In Discussion
VIP Area	Exclusive to Pinnacle, VIP & Speaker Pass holders	x 1	Available
Brand Pop Up	Assigned Space in Curio Foyer	x 4	Available
Welcome Cocktail	Specialty Branded Cocktail	x 1	Available
Music Partner	Live Entertainment	x 1	Available



# Legends Dinner

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
Presenting Partner	Naming Rights	x 1	Available
Welcome Cocktail	Specialty Branded Cocktail	x 1	Available
Entertainment Partner	Poetry / Music	x 1	Available



# Night Gatherings

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
<b>Supper Club</b>	Community Dinner	x 2	Sold
<b>Night Gathering</b>	Immersive Activity	x 1	Available
<b>Phone-Free Long Table Dinner</b>		x 1	Sold



# Comedy Night

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
Presenting Partner	Naming Rights	x 1	Available
Welcome Cocktail	Specialty Branded Cocktail	x 1	Available
Pop Up Partner	Brand Pop Up	x 3	Available



# Gathering After Dark

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
Presenting Partner	Naming Rights	x 1	Available
Welcome Cocktail	Specialty Branded Cocktail	x 1	Available
Pop Up Partner	Brand Pop Up	x 2	Available



# Gala After Party

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
Presenting Partner	Naming Rights (Rundle Lounge)	x 1	Available
Welcome Cocktail	Specialty Branded Cocktail	x 1	Available



# Transportation

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
Ground Transport	Speaker & Pinnacle Pass Holders	x 1	In Discussion
Ground Transport	Banff Shuttle	x 1	Available
Air Transport	Airline Partner	x 2	Available



# Festival Lounges

OCTOBER 21-24, 2026  
BANFF, AB

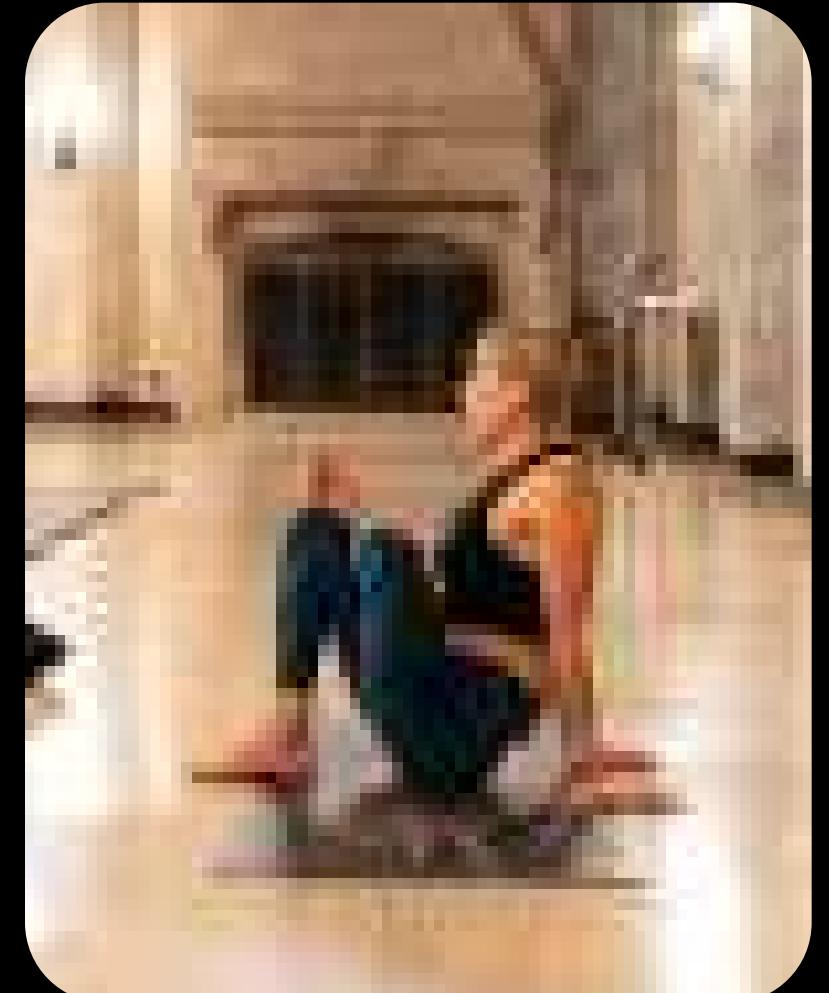
	Details	Quantity	Status
Café Lounge	Conference Centre Coffee Partner	x 1	Sold
Coffee / Drink Bar	Curio Foyer or Alhambra Bar	x 1	Available
Coffee / Drink Bar	Conference Centre Main Foyer	x 1	Available
VIP Seating Main Stage	Club Service	x 1	Available



# Festival Lounges

OCTOBER 21-24, 2026  
BANFF, AB

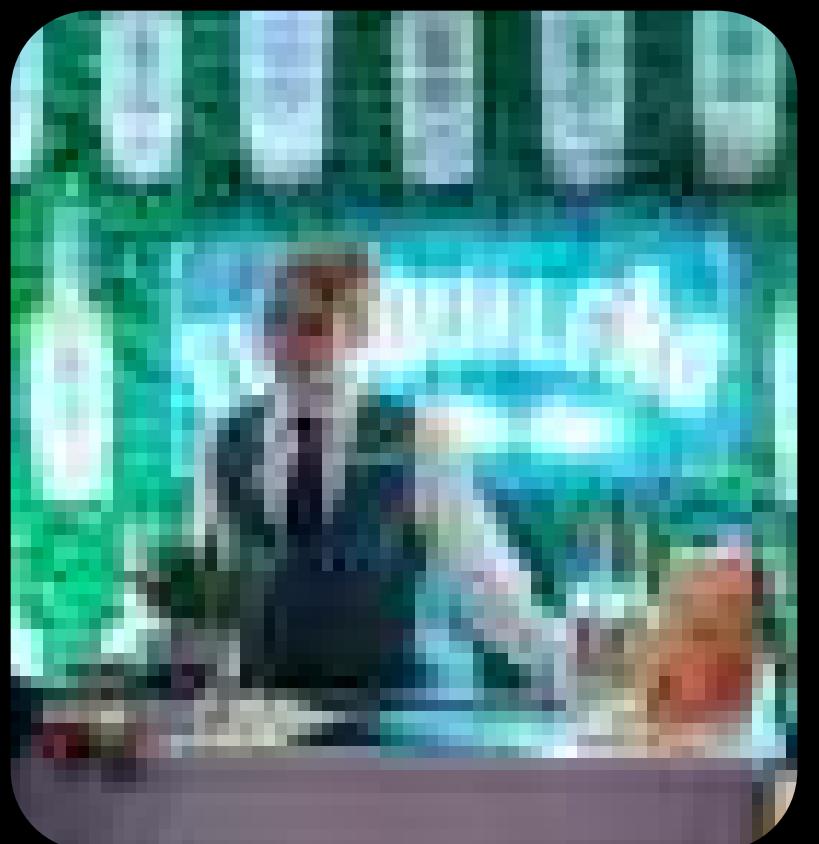
	Details	Quantity	Status
<b>Wellness Lounge</b>	IV Drips	x 1	Sold
<b>Outdoors - Rundle Lounge</b>	Tents, Heaters, Couches	x 1	Available
<b>Igloo Activation - Rundle Lounge</b>	Conference Centre Foyer	x 1	Available



# Experiences

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
<b>Brand Exhibition Booth</b>	Main Foyer Experiential Activation	x 7	Available
<b>Brand Exhibition Booth</b>	Curio Foyer	x 3	Available
<b>Bathroom Activations</b>	Refresh Stations & Mirror Decals	x 1	Available
<b>Flash Tattoo Booth</b>	Branded Experience	x 1	Sold



# Human Performance & Connection

OCTOBER 21-24, 2026  
BANFF, AB

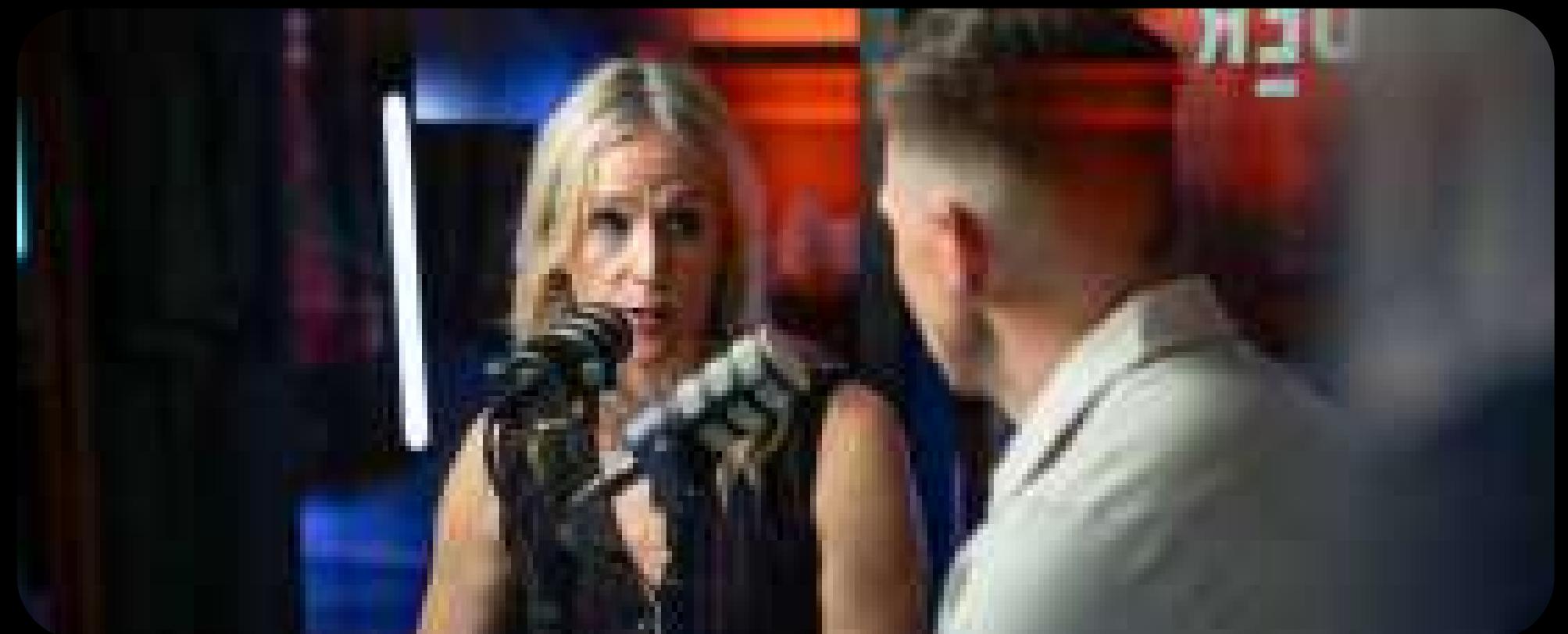
	Details	Quantity	Status
<b>Wellness &amp; Recovery Session</b>	Morning Session	x 2	Available
<b>Morning Movement Session</b>	Active / Wellness Session	x 2	Available



# Marketing & Media

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
Media & Content	Brand Set & Backdrop	x 1	Available
Media Add Ons	Content Production - Reels, Clips & Recordings of Sessions		Available
Photography	Event Coverage		Available
Media & Content	Podcast Booth - Curio Foyer	x 2	Available



# Creator Experience

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
Presenting Partner	Naming Rights	x 1	Available
Mountian Top Host	Food & Beverage	x 2	Available
Mountain Top Brand Pop Up	Experiential	x 4	Available



# Thought Leadership

OCTOBER 21-24, 2026  
BANFF, AB

	Details	Quantity	Status
<b>Panel Session Speaker</b>	Inclusion of 1 Individual Speaker on a Panel	x 8	Available
<b>Panel Session</b>	Ownership of 1 Panel with 4 Speakers	x 4	Available
<b>Inner Sanctum Session Owner</b>	Ownership of 1 Inner Sanctum	x 5	Available



# Volunteer Program

OCTOBER 21-24, 2026  
BANFF, AB

	Quantity	Status
Food & Beverage	x 4	Available
Volunteer Party	x 4	Available
Volunteer T-Shirts	x 1	Available
Surprise & Delights	x 4	Available

