

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

# **BUILD WITH THE BOLDEST**



**THE GATHERING**



# Agenda

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# Who We Are

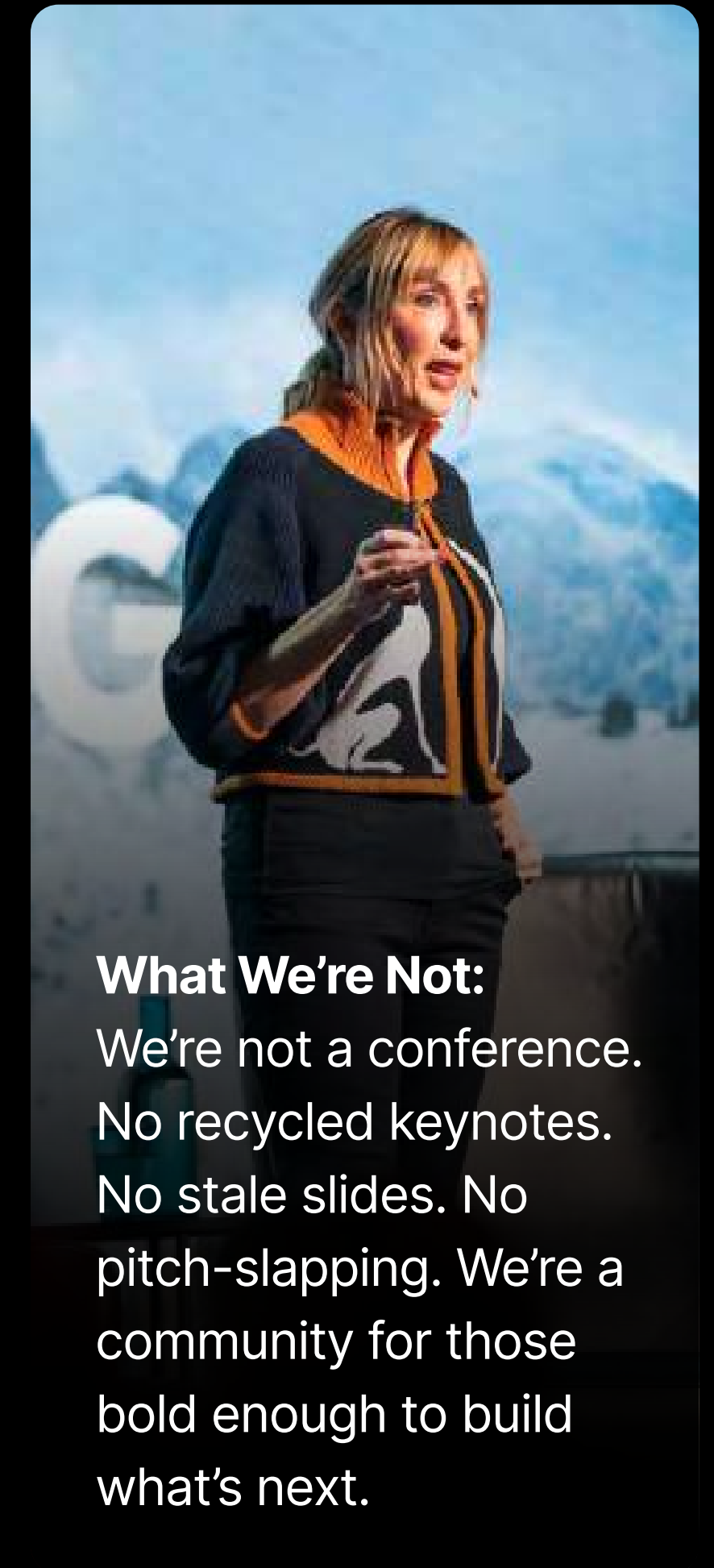


## What We Are:

The Gathering is a brand and business festival for high-performance leaders ready to win what's next. We curate the conversations, experiences, and connections that matter most for those leading the future of brand, business, and culture



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## What We're Not:

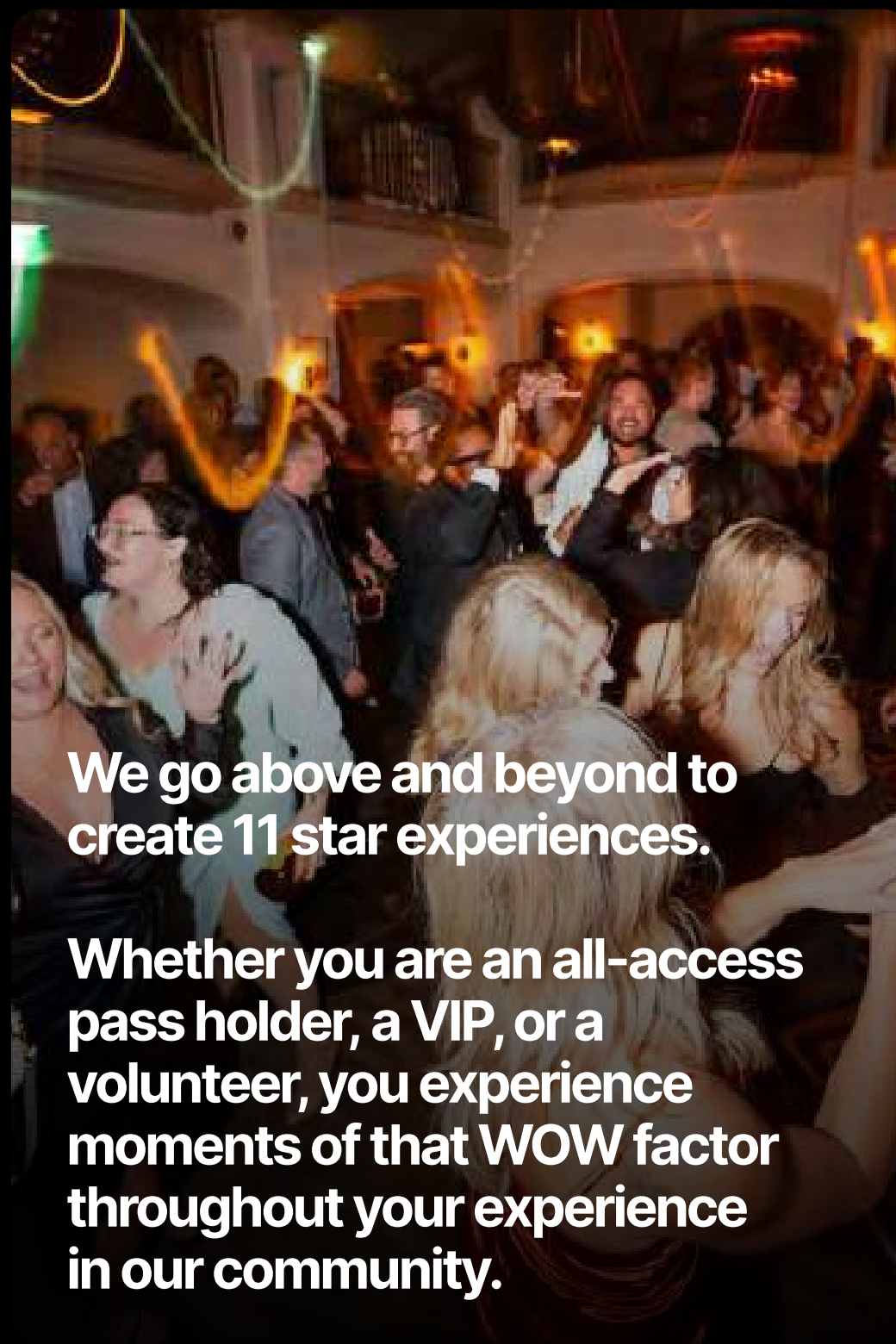
We're not a conference. No recycled keynotes. No stale slides. No pitch-slapping. We're a community for those bold enough to build what's next.



# Our Core Values

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## 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.**

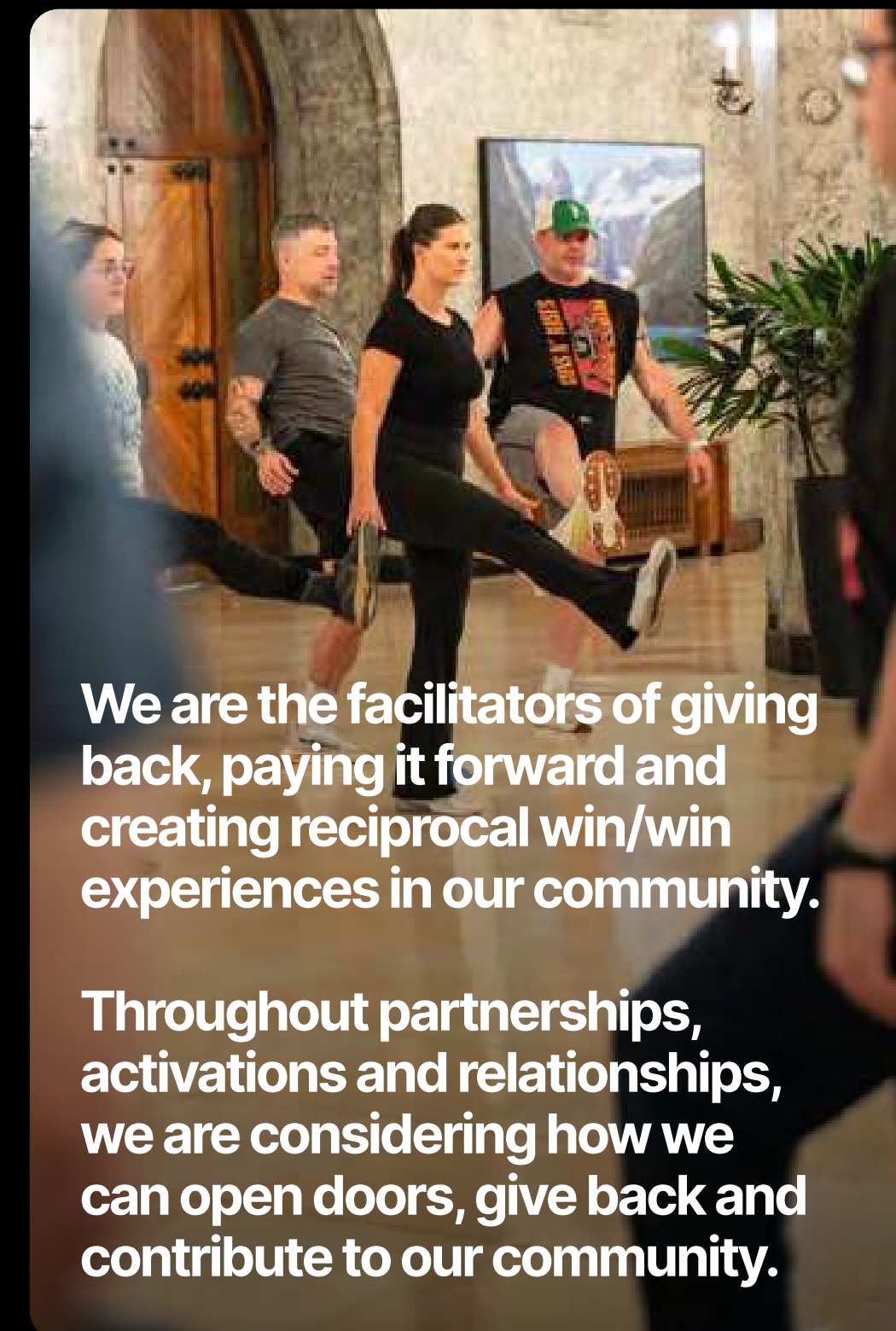
## Elevated Experiences



**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.

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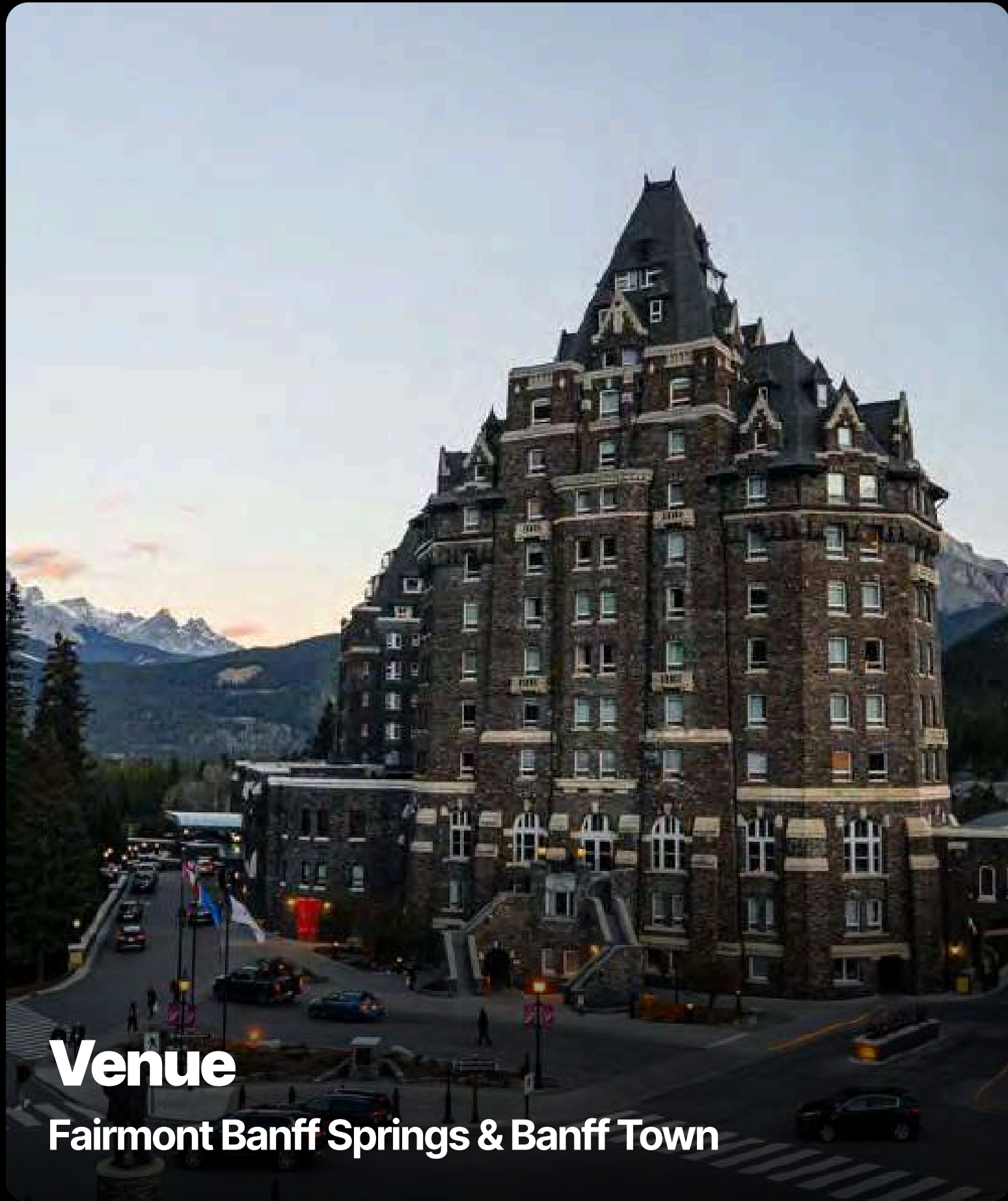
# Why Partner?

- ✓ 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

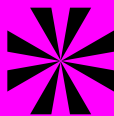
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## Attendees

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

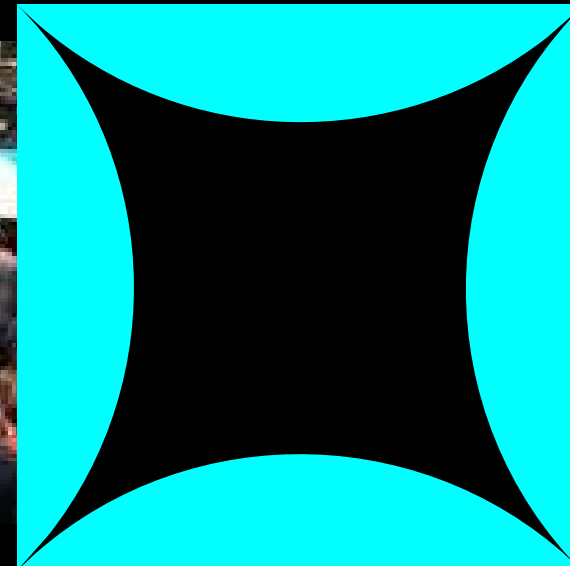


## Human Performance

**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.

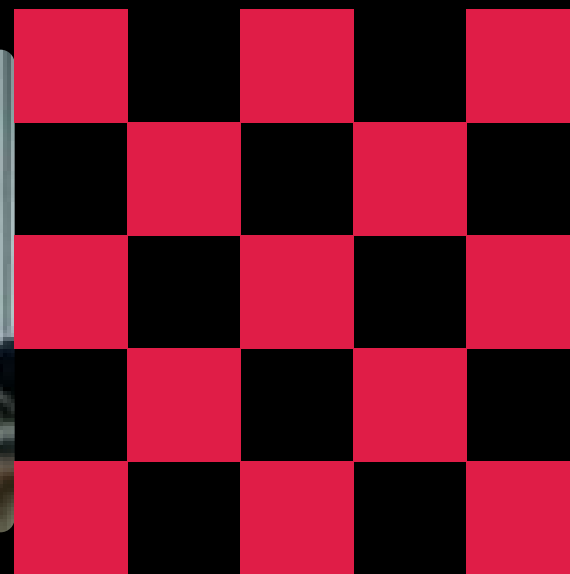
# Year Round Extensions

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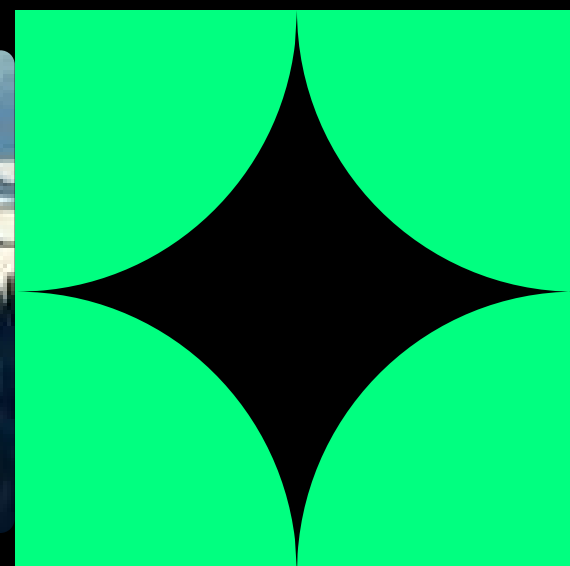
## THE GATHERING PLACES

- 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.**

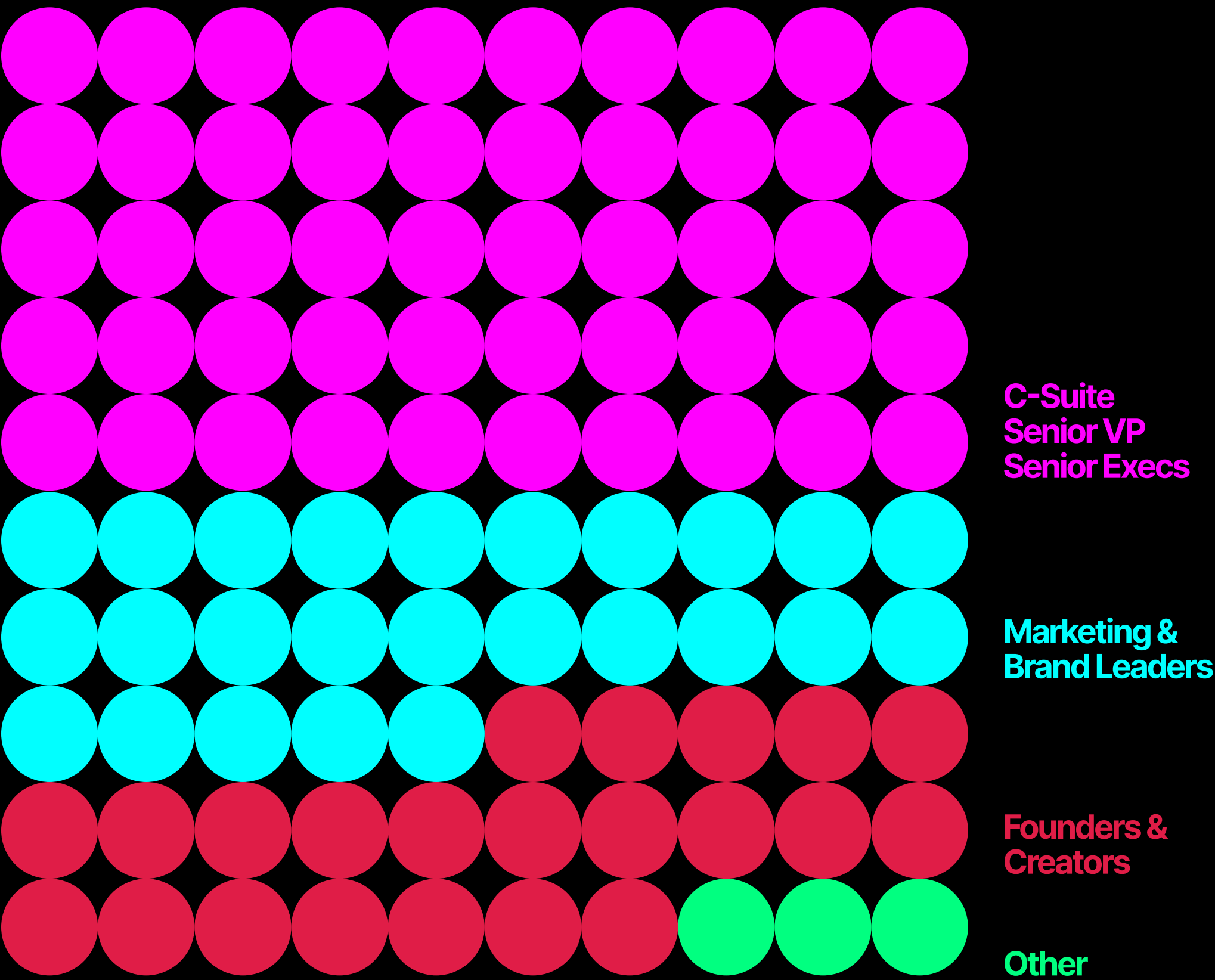
📍 **Contemporary Art Gallery** | Austin, TX



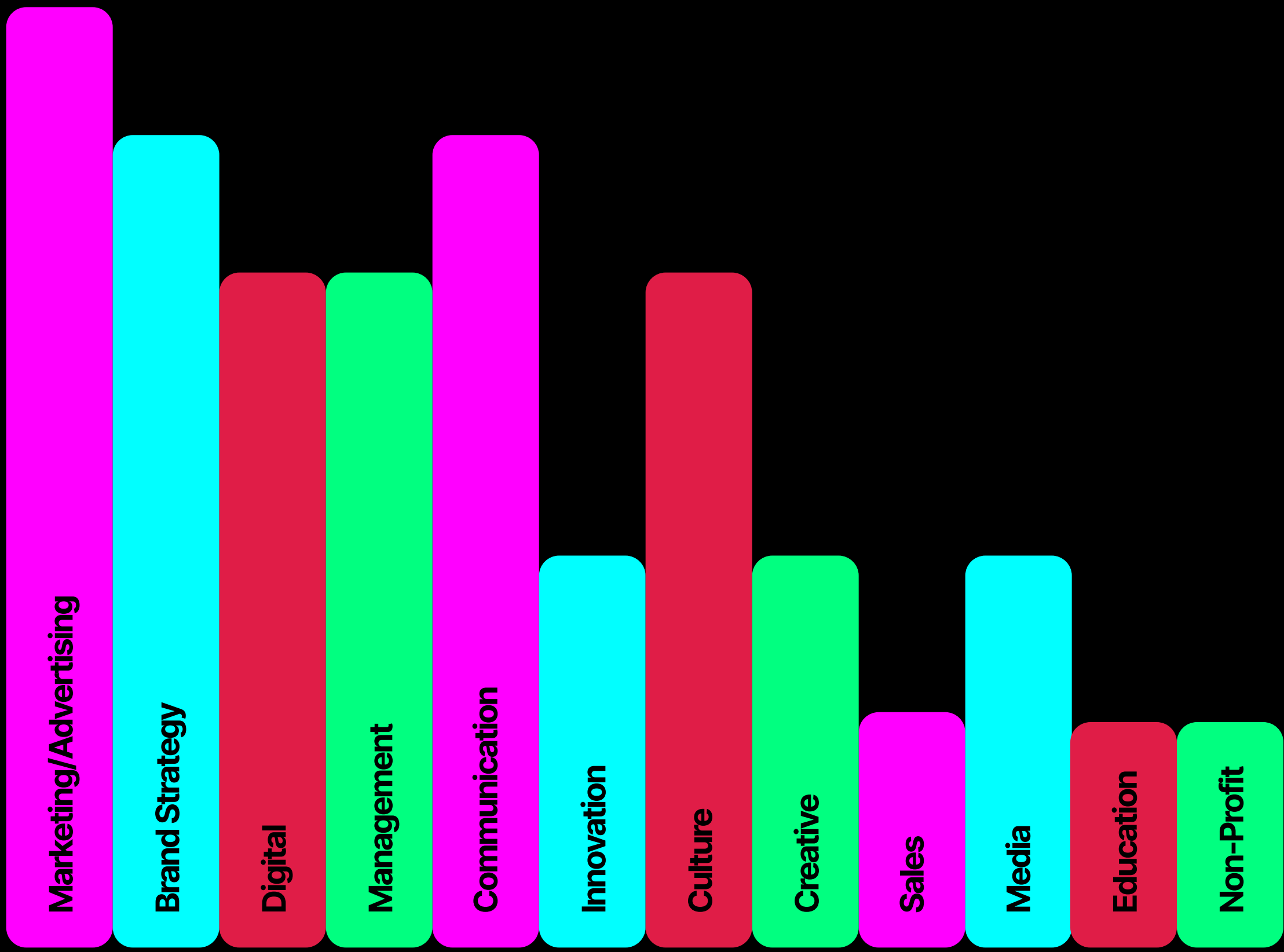
# Audience & Reach

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Positions:



Designations:





# Alumni Brands

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# ROI & Case Studies

The relationships that  
are built in the room.

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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.

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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

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GARY VAYNERCHUK



BRENE BROWN



BRANDON MARSHALL



BOZOMA SAINT JOHN



DR MICHAEL GERVAIS



XANTHE WELLS



JON GORDON



MIKE CESSARIO



DANA WHITE



CLAUDE SILVER



BILL NEFF



ERINN PILLER



TIM ELLIS



# Coalition

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

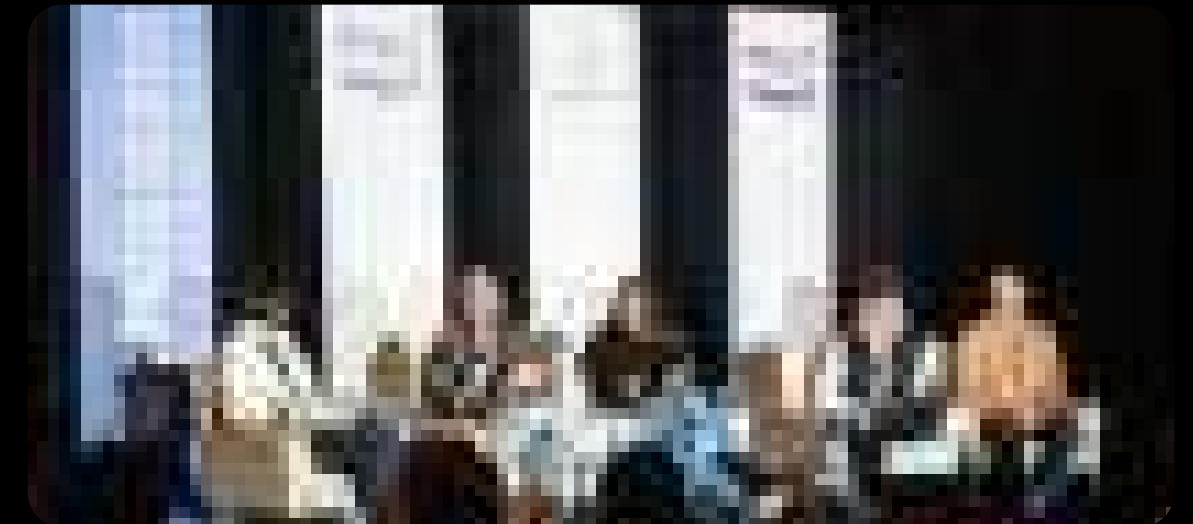
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**The Coalition is an exclusive partnership tier at The Gathering**, where we are building the experience and curating the content, together.



## 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?

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## 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.

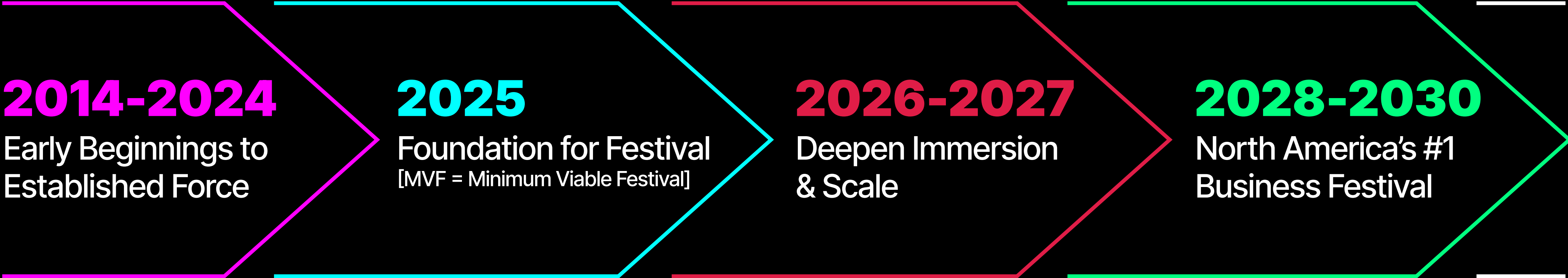
**Build With Us**



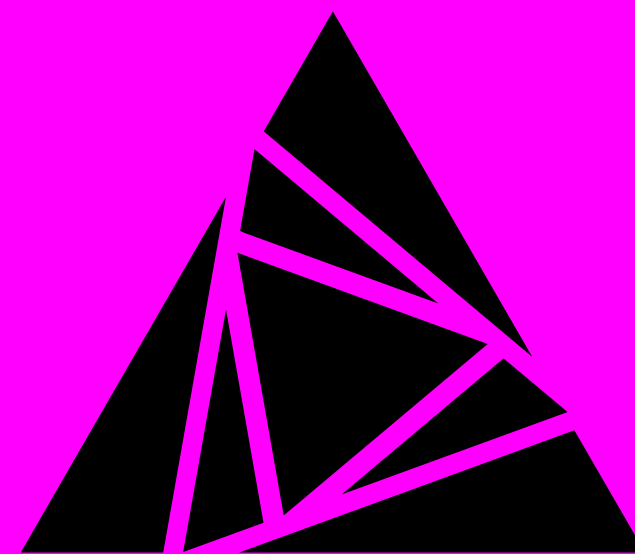
# Our Bold Vision

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

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# THE GATHERING

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

Passes Available **Now**



# 2026 Partnership Asset Inventory

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**THE GATHERING<sup>3</sup>**



# Appendix

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

Optional Inclusions:

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





# Main Stage Presenting Partner

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**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

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## Coleman Room

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

Available



# Stage 3 Presenting Partner

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## Alhambra Room

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



Available



# Inner Sanctum Presenting Partner

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## Rob Ritchie & David O'Brien Room

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



Available



	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

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





# Welcome Party

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	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

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	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

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



# Comedy Night

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	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

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	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

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





# Transportation

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	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

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	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

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



# Experiences

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





# Human Performance & Connection

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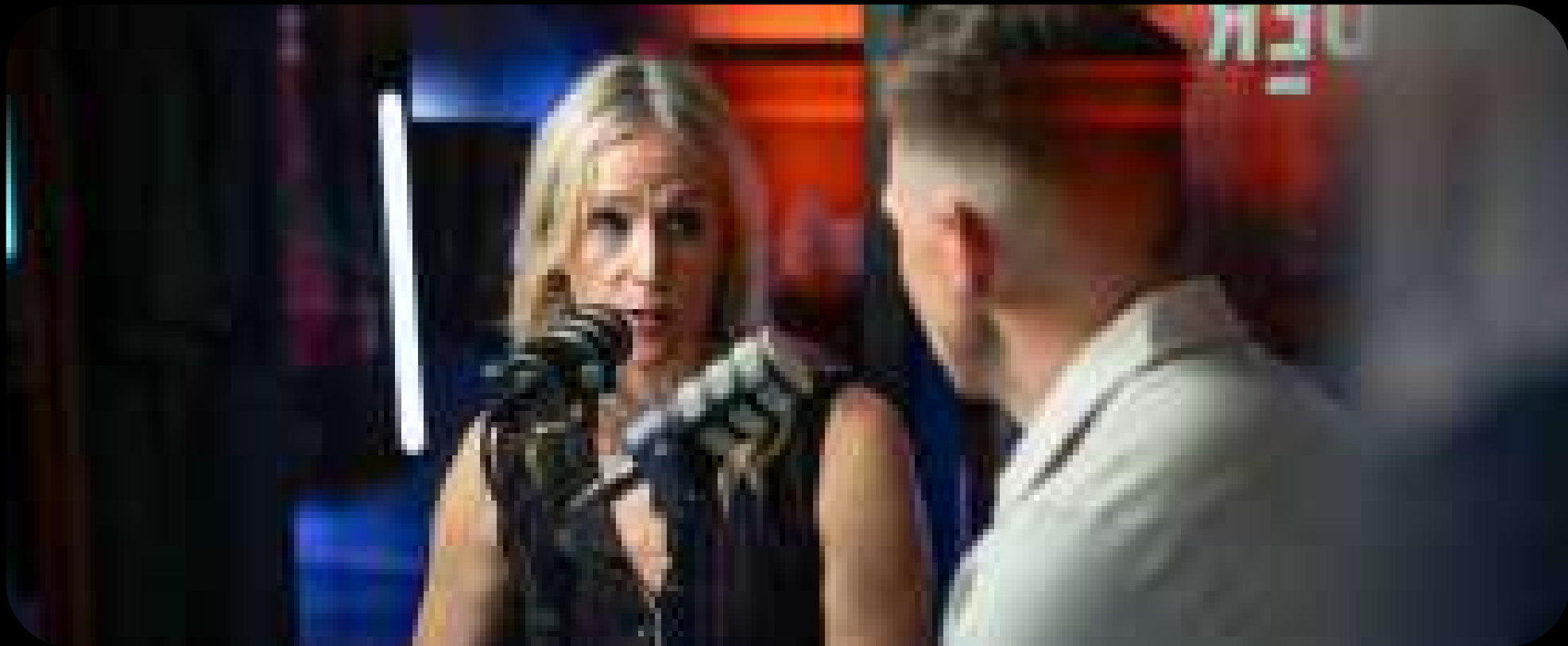
	Details	Quantity	Status
Wellness & Recovery Session	Morning Session	x 2	Available
Morning Movement Session	Active / Wellness Session	x 2	Available



# Marketing & Media

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	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

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	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

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





# Volunteer Program

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

