

SPORT

BEACH

HOSTED BY  STAGWELL

WHERE
EVERYONE
WINS

AT THE 2025
CANNES LIONS
FESTIVAL OF CREATIVITY

JUNE 16-19, 2025

WELCOME TO CANNES LIONS

The Cannes Lions International Festival of Creativity is an annual week-long event held on the Cote d'Azur in Cannes, France. The "Oscars of Advertising," Lions brings together more than 15,000 professionals in advertising, marketing media, investors and related industries to network, learn and compete for the coveted Cannes Lions awards. The awards recognize creativity and innovation in advertising and communications.

It is a week of community, convening and inspiration, hallmarked by the beauty and extravagance that can only exist at the intersection of the world's biggest business and the world's best creative minds, all at home on the French Riviera.



SPORT BEACH @ CANNES LIONS

SPORT BEACH is the pre-eminent home for sport within Cannes Lions, leveraging sport as a door opener into conversations driving the business landscape – and is now the official Lions Sport Partner for 2025.

Hosted by Stagwell, SPORT BEACH is a “festival within the festival,” the nucleus of the highest-level conversations at Cannes related to sport and culture. The beach hosts news-making conversations, workshops, open play, and more across four days, facilitating quality connections among athletes, brands and agencies that drive qualified opportunities.

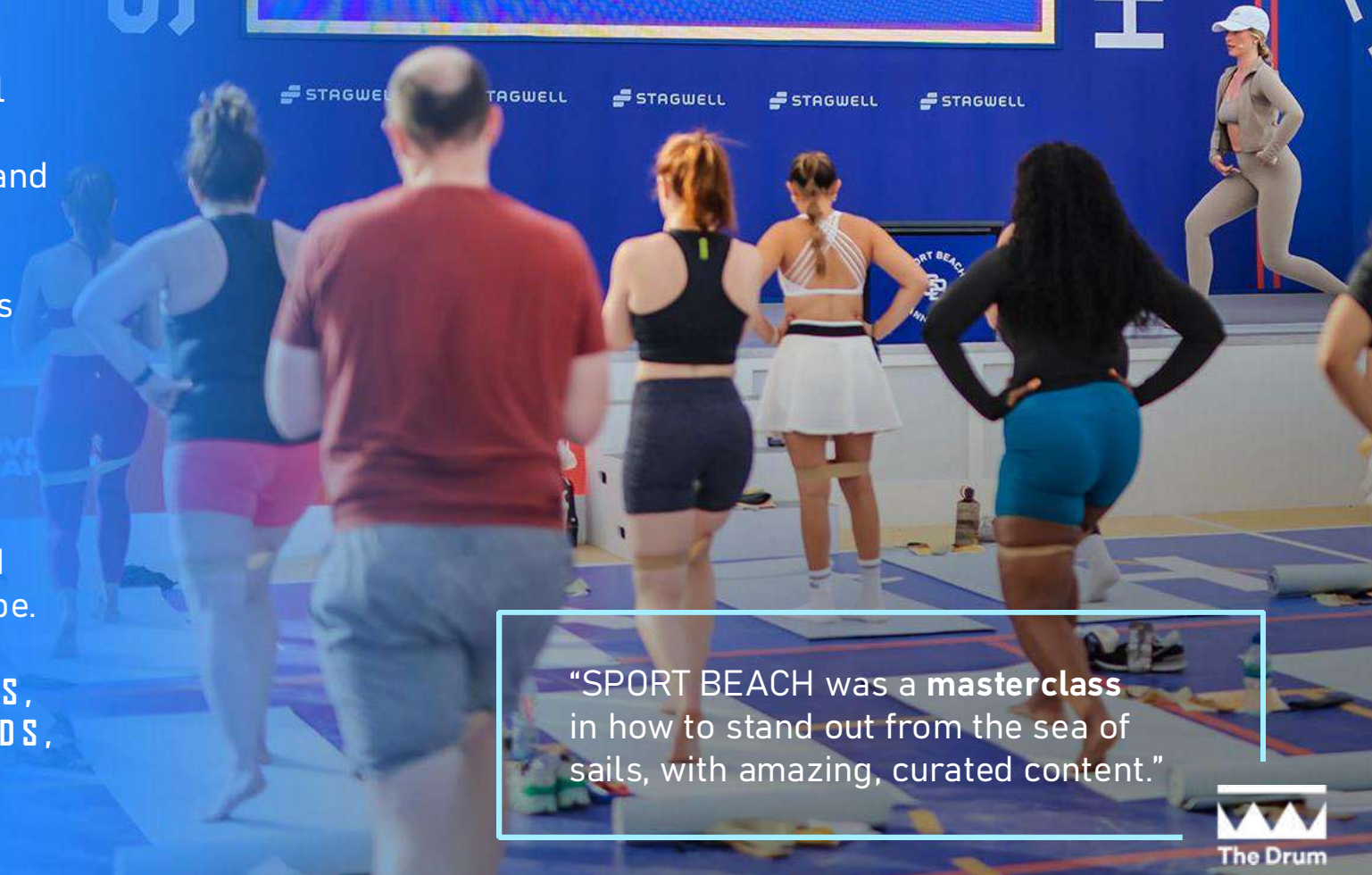
A highly curated audience of senior decision makers join the world’s best athletes at SPORT BEACH, delivering a must-attend, differentiated experience within the crowded Cannes landscape.

WITH A *STAR-STUDED LINEUP* OF ATHLETES, GLOBAL ICONS AND THE WORLDS TOP BRANDS, SPORT BEACH 2024 WAS *“THE HOTTEST TICKET IN TOWN”*

SPORT



BEACH



“SPORT BEACH was a **masterclass** in how to stand out from the sea of sails, with amazing, curated content.”

THE MOST IMPORTANT ATHLETE- BRAND EVENT OF THE YEAR

SPORT



BEACH



STAGWELL

SPORT | BEACH

SPORT BEACH
CANNES 2024



OUR COMMUNITY

12,000 senior decision makers

68% Attendees from North America

**Tastemakers, Cultural Connectors
and Business Decision Makers:**

21% C-Suite

17% Director Level

16% VP, SVP, EVP

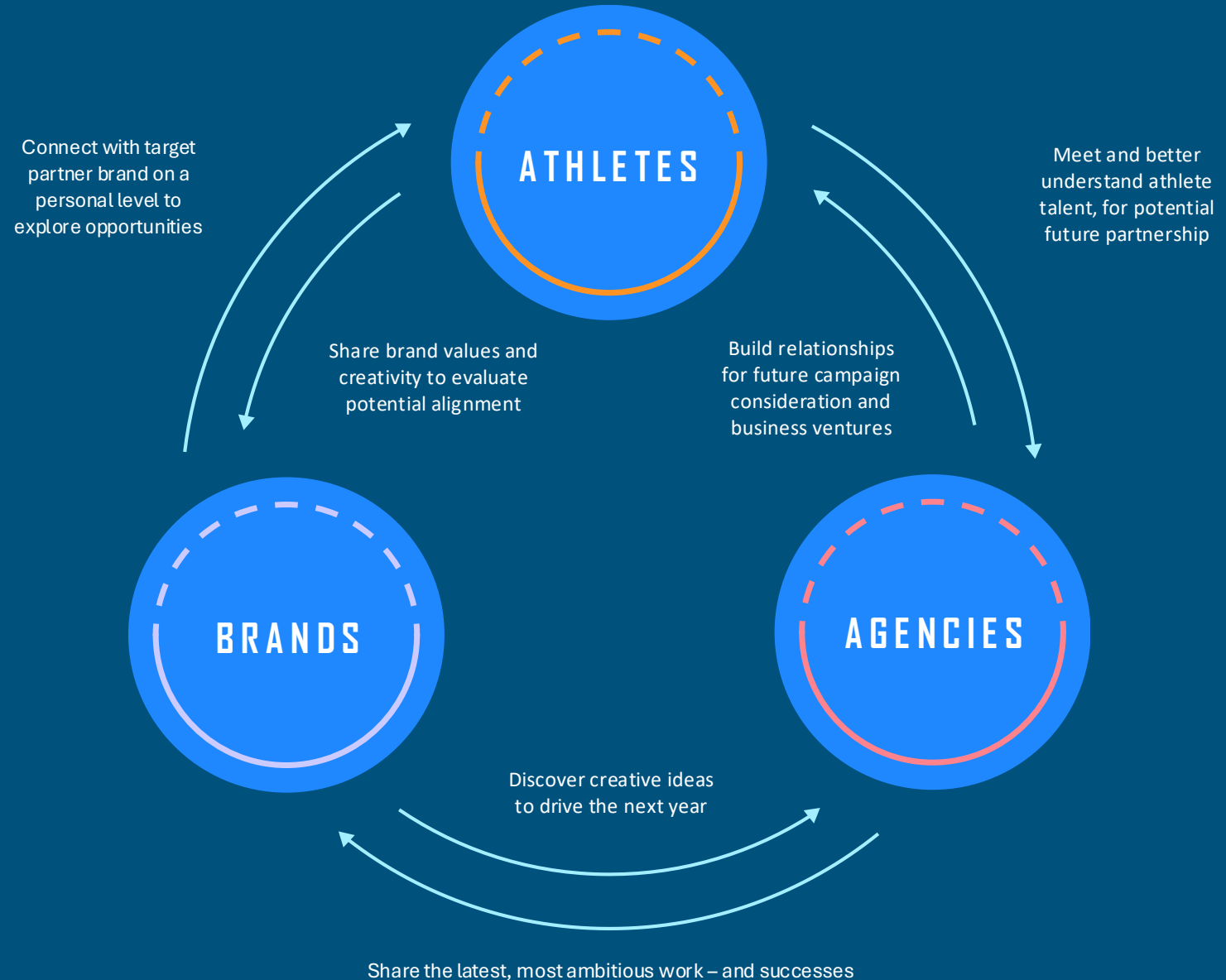


Whether you're a brand, team or league, SPORT BEACH is the place to invest in future growth. SPORT BEACH taps into the cultural power of sport to provide a springboard for innovation, a platform for global recognition, and a catalyst for building a thriving athlete-accelerated brand.

WE ASSEMBLE
THE BEST
TEAM OF STAR
ATHLETES

TO SIT
ALONGSIDE
MARKETERS
AT THE TOP OF
THEIR GAME

CREATING A
DREAM TEAM OF
LEADERS ACROSS
SPORTS AND
ADVERTISING



SPORT BEACH | CLUBHOUSE EVENTS

As SPORT BEACH grows, we aim to build a sports-centric space for cultural connection and conversation between brands, media, executives, athletes, and influential figures. In 2025, this will include the introduction of SPORT BEACH Clubhouses, which will pop up at other key moments to extend the impact and promise to meaningfully connect brands and athletes.

					
Consumer Electronics Show	World Economic Forum	Super Bowl LIX	South By South West	US Open	Web Summit
Location: Las Vegas, NV	Dates: January 20 - 24th, 2025	Dates: February 7-9, 2025	Dates: March 7 - 15, 2025	Dates: Aug 25 - Sept 7, 2025	Dates: November 10 - 13, 2025
Dates: January 7-10, 2025	Location: Davos, CH	Location: New Orleans, LA	Location: Austin, TX	Location: New York, NY	Location: Lisbon, PT
SPORT BEACH 2025 2025 Launch Event at Allegiant Stadium 1/7	SPORT BEACH in partnership with CNBC	SPORT BEACH Club House 2/5 - 7 in partnership with PepsiCo and NBCU	SPORT BEACH Clubhouse 3/9	SPORT BEACH Clubhouse during Semi-Finals 9/4 - 5	SPORT BEACH Club House 11/11-12

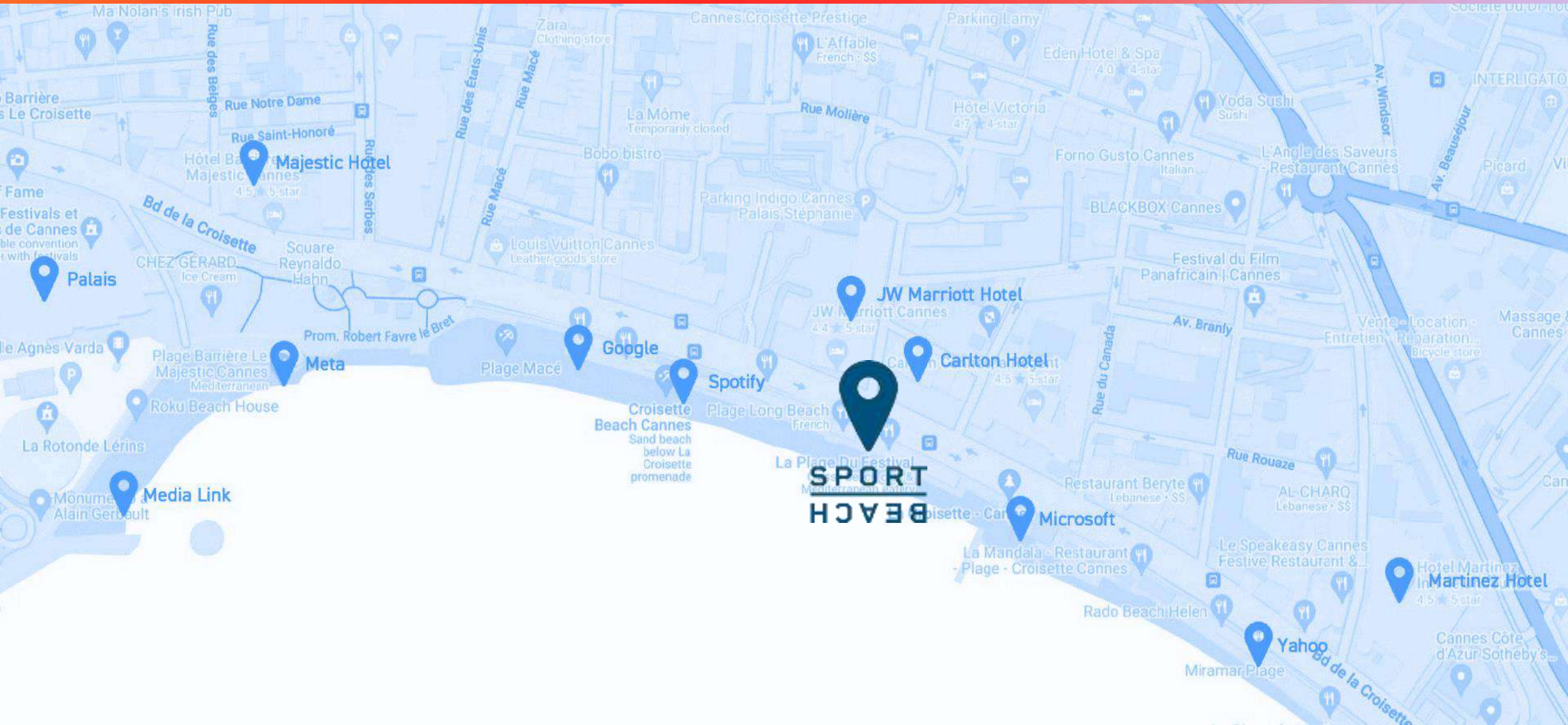
CANNES 2024
SPORT
BEACH
SPORT BEACH



CANNES 2025

FIELD OF PLAY – PLAGE DU FESTIVAL

JUNE 16 – 19, 2025



2025 UPDATES

- Expansion **beyond the sand via Clubhouses** at key brand moments where marketers and athletes come together.
- Meaningful connections are at the heart of the SPORT BEACH experience. In 2025 the audience will be **even more curated** to ensure senior peer to peer and marketer to athlete conversations drive real value.
- Building on the success of 2024 workshops, 2025 SPORT BEACH will be built to accommodate more meaningful closed-door **workshops, roundtables and clinics**.
- **Introducing an Investor Track** on the beach, with specific programming for VC's, sovereign wealth funds and analysts looking to understand the opportunities within sport, our investment in the sport landscape, and where Stagwell plays.
- As the sports landscape continues to broaden, **the athlete roster will capture the expanded breadth and depth** of all that sport means in 2025.



SPORT BEACH 2025 THEMES

ATHLETES AS THE NEW CREATORS	New brand building ideas, media platforms and the role of athlete-creators
TECH & INNOVATION	Emerging and future technologies, and how they are changing the fan experience
CULTURE & COMMUNITY	Ways to build community and support culture on and off the court
GLOBAL REACH	Effective strategies to connect with diverse global audiences and foster participation
RESILIENCE & WELLNESS	What athletes and sport teaches business about resilience, wellbeing, and creating a long-term game plan that fosters healthy high performance

IN PROGRESS: 2025 ATHLETE ROSTER



CARMELO ANTHONY



SUE BIRD



TARA DAVIS-WOODHALL



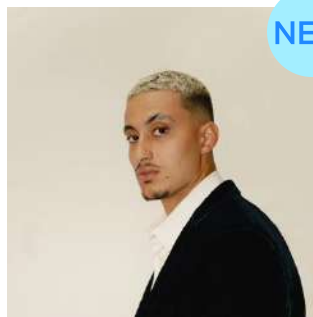
DEANDRE HOPKINS



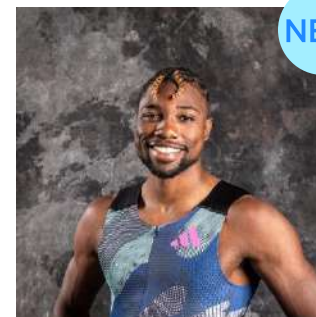
CHAD "OCHOCINCO" JOHNSON



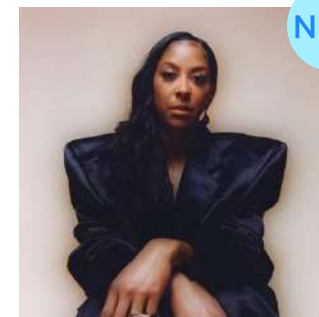
FLAU'JAE JOHNSON



KYLE KUZMA



NOAH LYLES



CANDACE PARKER



MEGAN RAPINOE



HUNTER WOODHALL



PAUL RABIL



TAYLOR ROOKS

OUR FIELD OF PLAY

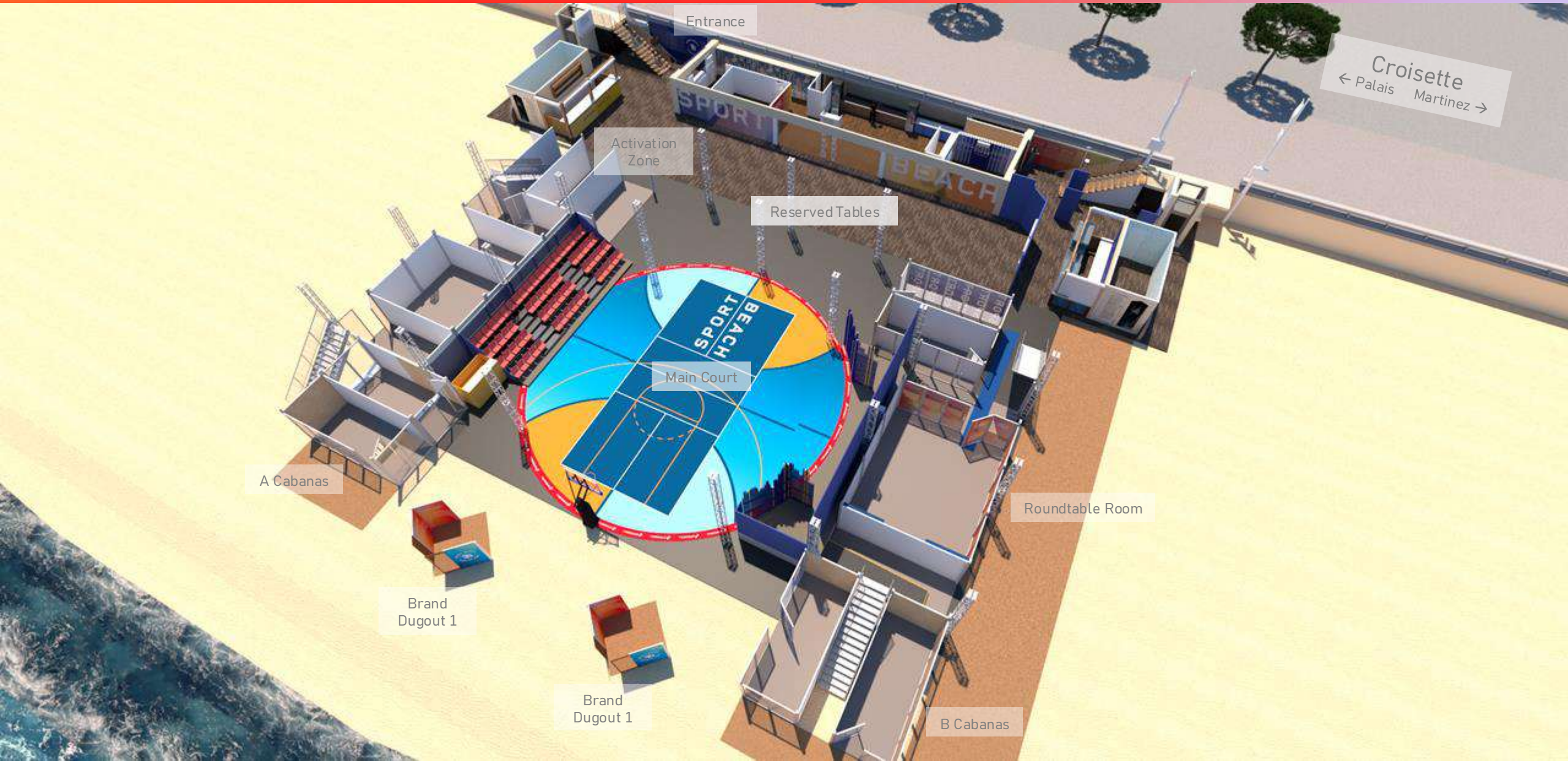
SPORT BEACH creates a differentiated experience within Cannes by focusing on four main programming elements:

- 1) Curated **MAIN STAGE** sessions editorially programmed for idea-led conversations, news-breaking moments, performances and screenings.
- 2) In depth **ROUNDTABLE SESSIONS**, facilitating one-to-few interactions that lead to meaningful conversation and business opportunities
- 3) Unexpected **ACTIVATIONS** – from our center court for basketball, futsal and pickleball to content premieres and the Lions' inaugural Wine & Spirits Fest, we think outside the box to surprise and delight
- 4) Time for **PLAY** throughout the day, from morning workouts and Run Club to afternoon open play, we are redefining what “networking” can look like.

... and we work with a diverse group of partners to bring these all to life



WELCOME TO THE THUNDERDOME



Entrance

Croisette
← Palais Martinez →

Activation
Zone

Reserved Tables

Main Court

A Cabanas

Roundtable Room

Brand
Dugout 1

Brand
Dugout 1

B Cabanas

WELCOME TO THE THUNDERDOME



Entrance

Croisette
← Palais Martinez →

Hosting Deck

Reserved Tables

Content Studios

Main Court

VIP Deck

Stagwell Cabanas

WELCOME TO THE THUNDERDOME



WELCOME TO THE THUNDERDOME



WELCOME TO THE THUNDERDOME



WELCOME TO THE THUNDERDOME

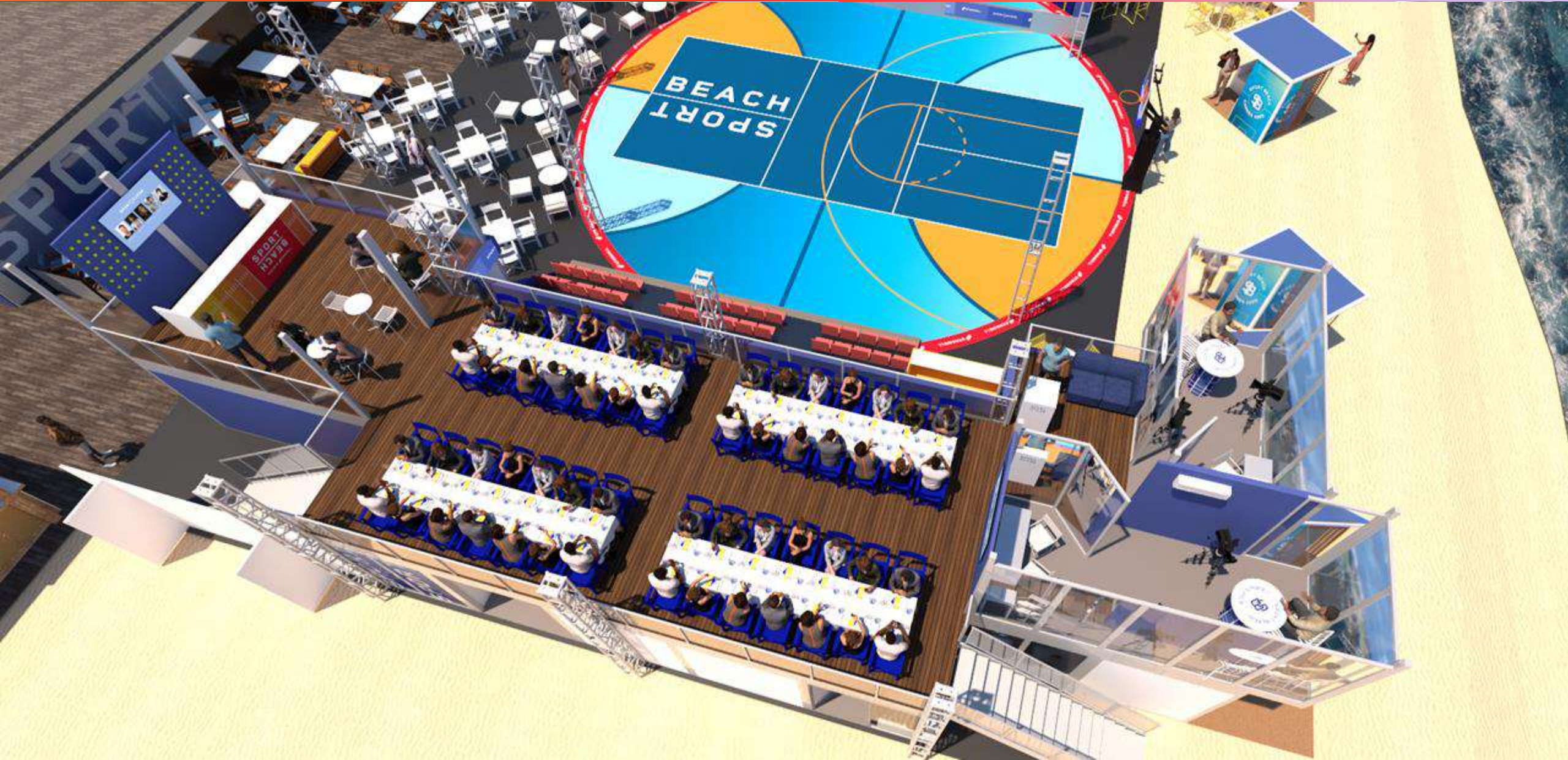


WELCOME TO THE THUNDERDOME



SPORT
BEACH

WELCOME TO THE THUNDERDOME



JOINING TEAM SPORT BEACH

We take a partner-first approach to SPORT BEACH and look forward to working together to build an experience that accomplishes your goals. Typically, our partners show up across one or more of these four activation categories, depending on their goals for Cannes:

CONTENT

Tell your story to Cannes audiences - and beyond

NETWORKING

Facilitate connection

ACTIVATION

Bring the experience of your brand to the hub of sport and culture at Cannes

BRANDING

Show up in front of Cannes' biggest community of playmakers

CONTENT

MAINSTAGE

Participate in newsworthy mainstage panels curated with audience engagement in mind.

CLOSED-DOOR SESSION

Program an intimate closed-door workshop, clinic or roundtable for a curated group of up to 30 leaders.

STUDIO INTERVIEW

On-beach production studio offers broadcast-quality interviews featuring your brand's key spokespeople on a subject of your choice.

THOUGHT LEADERSHIP

Produce bespoke content for the SPORT BEACH audience, stretching across the SPORT BEACH ecosystem including newsletters and social.

NETWORKING

PRIVATE MEAL

Host breakfast or lunch at SPORT BEACH for a curated group of leaders. With a capacity of 50 and AV capabilities.

VIP DINNER

Own an evening on the beach, hosting dinner for up to 100 guests.

LATE NIGHT

Be the first to bring SPORT BEACH to life at night with late night on the beach.

OPEN PLAY

Sponsor Open Play, our version of happy hour. Open Play draws hundreds of attendees including star athletes shooting baskets and snapping the ball alongside marketers from across the festival.

TABLE

Own a table at SPORT BEACH for the duration of the festival within SPORT BEACH's full-service restaurant.

ACTIVATION

CABANA

Fully own premium indoor / outdoor space on SPORT BEACH including full F&B, A/V and associated tech support, and general beach access for your guests.

BRAND ACTIVATION

Make a splash for your brand via an always-on space in our activation zone or plan a PR stunt on SPORT BEACH that will get all of Cannes talking.

MORNING WORKOUT

Host a morning workout on the beach with a celebrity instructor, with the option to brand equipment, water bottles and the like.

BRANDING

DIGITAL SIGNAGE

Show up strong at SPORT BEACH with on-site digital branding, showcased the entire festival, including kickerboards and all screens throughout Stadium.

PHYSICAL SIGNAGE

Bring your brand to life on a physical part of SPORT BEACH: the court, the basketball hoop, the bathroom/mirrors, etc.

CONTENT

MAINSTAGE

Participate in newsworthy mainstage panels curated with audience engagement in mind.

CLOSED-DOOR SESSION

Program an intimate closed-door workshop or roundtable for a curated group of 30 leaders.

STUDIO INTERVIEW

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THOUGHT LEADERSHIP

Produce bespoke content for the SPORT BEACH audience, stretching across the SPORT BEACH ecosystem including newsletters and social.

MAINSTAGE & CONTENT STUDIO CONVERSATIONS

Daily programming ft. global marketers, star athletes and brands, plus around the clock Content Studios.



CLOSED-DOOR SESSION

Closed-door meeting sessions, roundtable conversations, workshops, clinics and intimate gatherings.



NETWORKING

PRIVATE MEAL

Host breakfast or lunch at SPORT BEACH for a curated group of leaders. With a capacity of 50 and AV capabilities.

VIP DINNER

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LATE NIGHT

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OPEN PLAY

Sponsor Open Play, our version of happy hour. Open Play draws hundreds of attendees including star athletes shooting baskets and snapping the ball alongside marketers from across the festival.

TABLE

Own a table at SPORT BEACH for the duration of the festival within SPORT BEACH's full-service restaurant. All F&B included.

OPEN PLAY

A hallmark of SPORT BEACH modeled after the open gym sessions of our youth, Open Play is our version of cocktails, infused with an element of actual "play"



MEETING SPACE

Own a table or private meeting space to take advantage of the amazing people you'll meet across the beach



MEALS

Host a breakfast or dinner at SPORT BEACH, amongst the playful atmosphere of the beach, with support in curating an awesome guest list, including top brand marketers and athletes.



ACTIVATION

CABANA

Fully own premium indoor / outdoor space on SPORT BEACH including full F&B catering, A/V and associated tech support, and general beach access for your guests.

BRAND ACTIVATION

Make a splash for your brand via an always-on space in our activation zone or plan a PR stunt on SPORT BEACH that will get all of Cannes talking.

MORNING WORKOUT

Host a morning workout on the beach with a celebrity instructor, with the option to brand equipment, water bottles and the like.

BRAND HUB

Use SPORT BEACH as your Cannes Hub with a fully branded space to host meetings, highlight product, and reflect how you play in the sports ecosystem



CUSTOM ACTIVATION

From a DJ popup to a VR sport competition or AI coaching session, we're here to bring your biggest activation ideas to life



BRANDING

DIGITAL SIGNAGE

Show up strong at SPORT BEACH with on-site digital branding, showcased the entire festival, including kickerboards and all screens throughout Stadium.

PHYSICAL SIGNAGE

Bring your brand to life on a physical part of SPORT BEACH: the court, the basketball hoop, the bathroom/mirrors, etc.

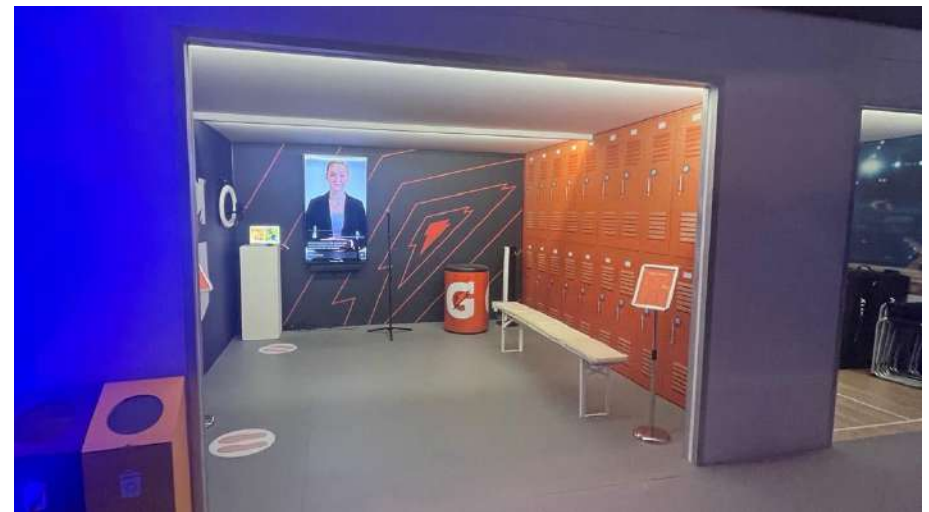
DIGITAL SIGNAGE

Take advantage of the 40+ screens on SPORT BEACH to highlight your brand



PHYSICAL BRANDING

Own some of the very limited "always on" Physical branding on the beach.



FULL COURT PRESS

PRE-EVENT

March - June

SPORT BEACH will work alongside your team to amplify participation and drive traffic to your key moments.

- Inclusion in SPORT BEACH press release
 - In-feed LinkedIn post
 - Instagram story and highlight reel feature
 - Logo presence and Partner Feature Unit on www.sportbeach.com
 - Partner marketing opt-in during registration flow
- Partner inclusion in pre-event attendee communications
- Custom social posts to communicate brand messages

AT EVENT

June 16 - 19

Drive awareness of partnership throughout event to maximize visibility and on-ground impact:

- Inclusion within SPORT BEACH daily newsletter
- App based content and notifications
- In-Event highlights as applicable based on package selected

POST EVENT

June - Aug

We will work together to ensure that the magic of SPORT BEACH extends beyond the sand, including:

- Brand messaging included in social, attendee communications or SPORT BEACH newsletters.
- Wrap up releases and press coverage
- Full photo gallery, including custom shot lists
- Hands on support for wrap up social content, quotes and connections

VIP ACCESS AND PARTNER HOSPITALITY

As a member of the team all partners get unrestricted access to SPORT BEACH to use as a home away from home during the week of Cannes.

- Invitations to VIP event/s hosted at SPORT BEACH including dinners, close-door roundtables and clinics.
- Full access to SPORT BEACH each day including panels and programming, networking happy hours, sports sessions, two onsite bars and light bites throughout the day
- Partner Fast Pass lane provided to key executives for fast and seamless entry to the beach
- A custom “SPORT BEACH” invitation and promotional assets for use at Partner’s discretion
- Invitations to year-round SPORT BEACH events



2025 PARTNERSHIP TIERS

PLATINUM

Premium Inventory: A custom approach to partnership which can be anchored in up to three (3) premium inventory items from either content, networking or activation.

Branding: Always on brand spotlight, top-tier branding to include on-beach digital signage, SPORT BEACH app, partner lists and on-beach partner roundup graphics including on 30 sec. spot aired three (3) times a day on all non-stage jumbotrons.

Marketing & PR: PR inclusion and marketing benefits pre-through-post event including marketing opt-in for partner messaging with option for specialized brand inclusion on digital platforms.

Access: 30 passes for full access to SPORT BEACH, 5 invitations to VIP events at SPORT BEACH and 5 invitations to year-round 'Clubhouse' events. Partner Fast Pass Lane for fast and seamless entry to the beach. A custom invitation and promotional assets for use at Partner's discretion.

Stage: Speaking slot on one (1) mainstage panel, curated in collaboration with SPORT BEACH. 100% SOV for panel branding. Access to content studio for four (4) interviews.

Table: One 4-person table on the beach, to be used for meetings, working sessions, etc. Includes all F&B during operating hours.

US \$750k

GOLD

Premium Inventory: See next slide for your choice of two (2) premium inventory items from either content, networking or activation.

Branding: Branding in prominent position include on-beach digital signage, SPORT BEACH app, partner lists and on-beach partner roundup graphics including on 30 sec. spot aired twice (2) a day on all non-stage jumbotrons.

Marketing & PR: PR inclusion and marketing benefits pre-through-post event including marketing opt-in for partner messaging.

Access: 25 passes for full access to SPORT BEACH, 4 invitations to VIP events at SPORT BEACH and 4 invitations to year-round 'Clubhouse' events. Partner Fast Pass Lane for fast and seamless entry to the beach. A custom invitation and promotional assets for use at Partner's discretion.

Stage: Speaking slot on one (1) mainstage panel, curated in collaboration with SPORT BEACH. 100% SOV for panel branding. Access to content studio for three (3) interviews.

Table: One 4-person table on the beach, to be used for meetings, working sessions, etc. Includes all F&B during operating hours.

US \$450k

SILVER

Premium Inventory: See next slide for your choice of one (1) premium inventory items from either content, networking or activation.

Branding: Branding include on-beach digital signage, SPORT BEACH app, partner lists and on-beach partner roundup graphics

Marketing & PR: PR inclusion and marketing benefits pre-through-post event including marketing opt-in for partner messaging.

Access: 15 passes for full access to SPORT BEACH, 3 invitations to VIP events at SPORT BEACH and 3 invitations to year-round 'Clubhouse' events. Partner Fast Pass Lane for fast and seamless entry to the beach. A custom invitation and promotional assets for use at Partner's discretion.

Stage: Speaking slot on one (1) mainstage panel, curated in collaboration with SPORT BEACH and access to content studio for two (2) interviews.

US \$250k

BRONZE

Choice between:

Table: One 4-person table on the beach, to be used for meetings, working sessions, etc. Includes all F&B during operating hours

Stage: Speaking slot on one mainstage panel, curated in collaboration with SPORT BEACH and access to content studio for one (1) interview.

Networking: Partner hosted Open Play Happy Hour. Inclusive of F&B.

Branding: Branding include on-beach digital signage, SPORT BEACH app, partner lists and on-beach partner roundup graphics.

Marketing & PR: PR inclusion and marketing benefits pre-through-post event.

Access: 10 passes for full access to SPORT BEACH, 2 invitations to VIP events at SPORT BEACH and 2 invitations to year-round 'Clubhouse' events. Partner Fast Pass Lane for fast and seamless entry to the beach. A custom invitation and promotional assets for use at Partner's discretion.

US \$150k

PREMIUM INVENTORY

CONTENT:

Showcase thought-leadership, create content and lead the conversation amongst a powerful community of brand marketers, athletes and agencies.

Roundtable / Workshop for up to 30 senior brand marketers. To be featured as part of official SPORT BEACH agenda featuring partner content and executive representation. Session will be listed on website and SPORT BEACH editorial team will collaborate with partner on programming and audience development. Light refreshments and standard production provided.

Media Package: Custom designed media package including but not limited to sponsorship of SPORT BEACH Daily Digest, Partner content module, push notifications within SPORT BEACH App (2000+ downloads in 2024)

NETWORKING:

Create meaningful relationships, conduct meetings and conduct real business with support in curating an awesome guest list, including top brand marketers and athletes.

Semi-Private Breakfast / Lunch: Partner hosted meal included as part of official SPORT BEACH agenda and on website. SPORT BEACH editorial team to collaborate with partner on programming and audience development. F&B, production and branding included (capacity 50).

Private Breakfast / Lunch: Partner hosted meal included as part of official SPORT BEACH agenda and on website. SPORT BEACH editorial team to collaborate with partner on programming and audience development. F&B, production and branding included (capacity 30).

Dinner: Partner hosted official SPORT BEACH Dinner. SPORT BEACH editorial team to help book / program an athlete relevant to topic to participate in collaboration with partner. F&B, production and branding included (capacity 100).

Table: One 4-person table on the beach, to be used for meetings, working sessions, etc. Includes all F&B during operating hours.

Attendee List: Partner to preview full attendee list to plan experience.

ACTIVATION:

Use SPORT BEACH as your Cannes Hub with a fully branded space to host meetings, highlight product, and reflect how you play in the sports ecosystem

Brand activation: Bespoke activation to include at minimum premium branding, shade structure, mutually agreed lounge furniture, F&B, WiFi and onsite account manager.

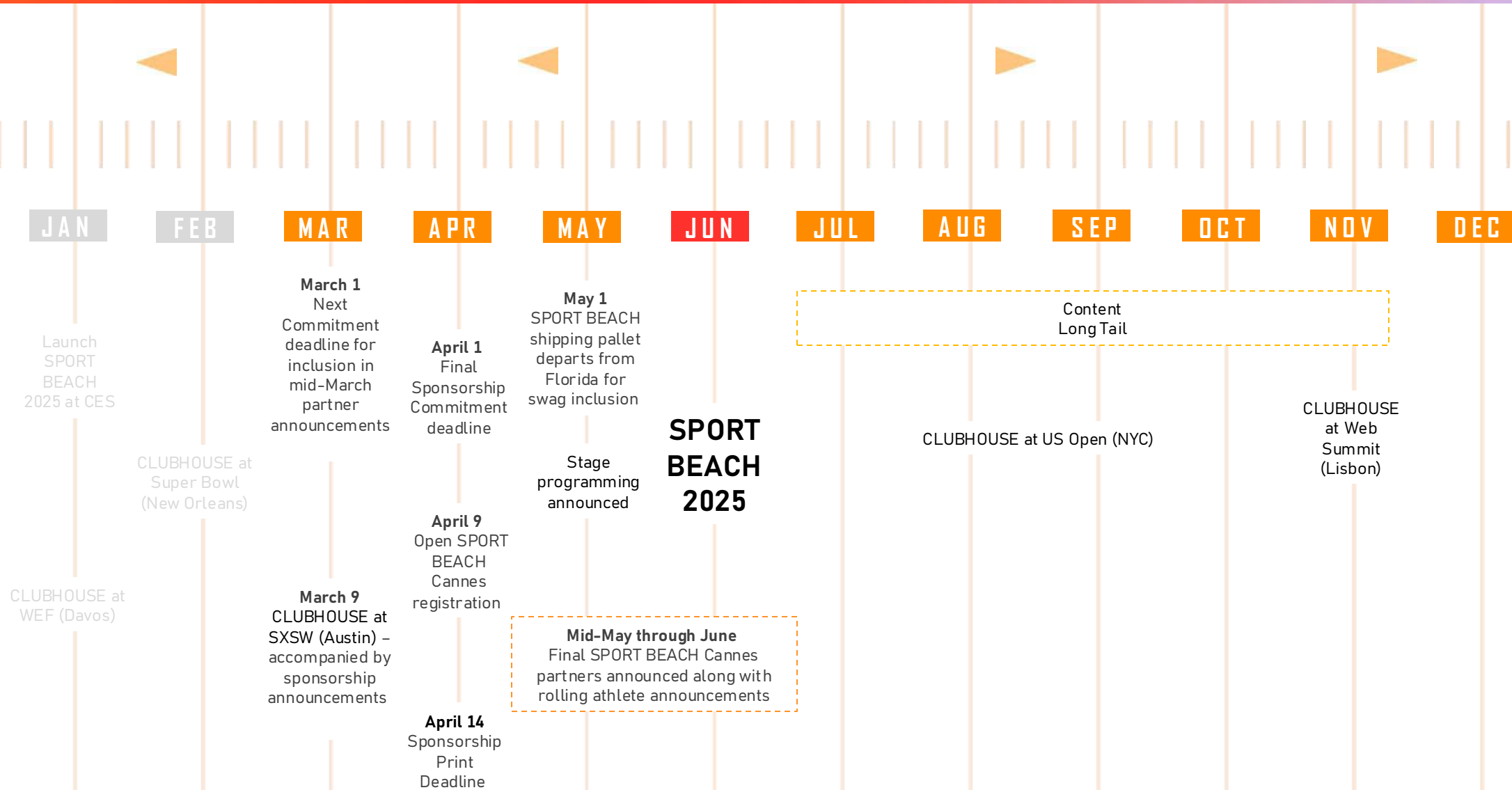
Cabana: A premium indoor-outdoor space including premium branding, full F&B catering, A/V and associated tech support, and general beach access for your guests. Additional costs may apply dependent on sponsorship level.

Morning Workout: Sponsor a morning run, golf clinic or create custom activity for SPORT BEACH attendees. Included as part of official agenda.

Partner Hosted Open Play: Sponsor Happy Hour at SPORT BEACH including premium branding, three (3) minute remarks from mainstage, all F&B and production (capacity 300+).

Partner Swag: Engage SPORT BEACH attendees with an item of value to their Cannes experience. Product or swag give away opportunities to be discussed and mutually agreed.

HOW WE GET THERE



The background is a blue-tinted photograph of a crowded event. In the center, a large screen displays the text 'CANNES 2024', 'SPORT BEACH', and 'HOSTED BY STROGUELL'. Below the screen, several people are seated on a stage. To the left, a basketball hoop is visible. The foreground is filled with a dense crowd of people, mostly seen from behind, looking towards the stage. The overall scene is a busy, high-profile sports event.

APPENDIX

2024 Attendees

2024 Athlete Roster

2024 in the Press



7,434

TOTAL ATTENDEES

(THAT'S NEARLY 1/2 OF ALL FESTIVAL GOERS)

29

A-LIST
ATHLETES

114

BRANDS
ON STAGE

6.5B

EARNED MEDIA
IMPRESSIONS

BRANDS IN ATTENDANCE



MEDIA EXECS IN ATTENDANCE



SOME OF OUR C-SUITE AUDIENCE AND SPEAKERS



Zaid Al-Asady
EVP, Brand, NBCU



Zipporah Allen
CBO, Strava



Kofi Amoo-Gottfried
CMO, Doordash



Heidi Arthur
Chief Campaign Development
Officer, Adweek



Samantha Avivi
CMO, Bayer



Louise Bang
CCO, CALA, Marriott



Myriam Benichou
Global CDMO, Social &
Content, L'Oreal



Cynthia Clevinger
SVP, Marketing, Tubi



Ashley Cole
VP, Global Content
Strategy, Visa



Kristyn Cook
CMO,
State Farm



Jill Cress
Chief Marketing & Experience
Officer, H&R Block



Stefano D'Anna
President, FootballCo



Leah Davis
CMO, SailGP



Colleen DeCourcy
CCO, Snap Inc.



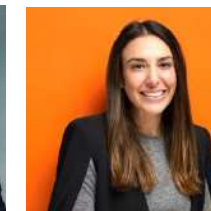
Kimberly Doebereiner
Group VP, Future of
Advertising, P&G



Chris Dougan
CCO, Genius Sports



Mario Dughi
Digital, Design & Media
Director, Unilever



Colli Edison
CGO, WNBA



Tim Ellis
CMO, NFL



Reese Fitzpatrick
SVP, Global Marketing
Head, Bayer



Imogen Fox
CAO, The Guardian



Kathryn Frederick
CMO, Los Angeles Rams



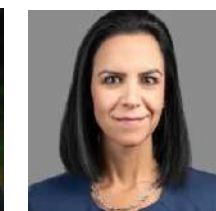
Heather Freeland
CBO, Adobe



Adrian Fung
Global CMO, eBay



Mandy Gill
Managing VP,
Marketing, Marriott



Tabata Gomez
CMO, McCormick



Mary Grace Fisher
VP, Global Partnerships,
Marriott



Jason Griffiths
VP, Partnerships,
Los Angeles Rams



Christine Guilfoyle
President,
SeeHer



Julie Haddon
CMO, NWSL



Greg Hall
CMO, MoneyGram



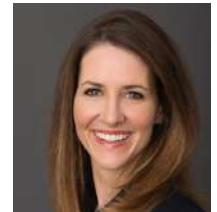
Kathleen Hall
CBO, Microsoft



Jen Halloran
CMO, MassMutual



Carla Hassan
Global CMO,
JPMorgan Chase



Alicia Hatch
CMO, Deloitte Digital



Diana Haussling
CEO,
Hello Products LLC



Tammy Henault
CMO, NBA



Kim Hobbs
VP, Partnerships,
Kansas City Chiefs



Elise James-DeCruise
Chief Equity Officer,
AdCouncil



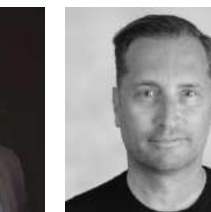
Laura Jones
CMO, Instacart



Susan Jones
CDO, Diageo



Derrick Johnson
President, NAACP



Mike Johnstone
CCO, Forseven



Sophie Kelly
SVP, Global Tequila &
Mezcal, Diaeo

SOME OF OUR C-SUITE AUDIENCE AND SPEAKERS



Kellyn Kenny
Chief Marketing & Growth Officer, AT&T



Mark Kirkham
CMO, PepsiCo



Nadia Kokni
CMO, Hugo Boss



Meredith Kopit Levien
CEO,
The New York Times



Adam Kornblum
Global Chief Creative,
US, L'Oreal



Lara Krug
CMO,
Kansas City Chiefs



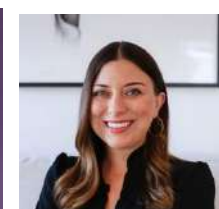
Abhinav Kumar
CMO, TCS



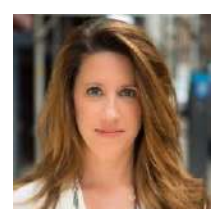
Amy Leifer
Chief Advertising Sales
Officer, DirecTV



Laurie Lam
CBO, E.l.f. Beauty



Tressie Lieberman CMO,
Yahoo!



Jennifer Lolito
President & COO, (RED)



Donna Lorenson
CCO, AB InBev



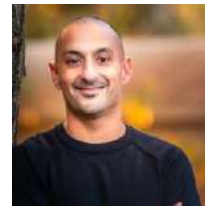
Kristin MacGregor
Global CCO, Smartly



Amanda Marandola
VP, Partnerships, AccuWeather



Don McGuire CMO,
Qualcomm



Vineet Mehra
CMO, Chime



Fiona Morgan
Chief Purpose Officer,
SailGP



Elon Musk



Alexis Ohanian
Entrepreneur & Investor



Patrick O'Keefe
VP, Integrated Marketing,
E.l.f. Beauty



Nicole Palapiano CMO,
Tubi



Carrie Parker
CMO, Cision &
Brandwatch



Ro Patrick
SVP, Group Campaign
Director, AdCouncil



Jennifer Pelino
President & CCO,
Sports Innovation Lab



Barbara Peng CEO,
Business Insider



Ed Pilkington
Chief Marketing & Innovation
Officer, North America, Diageo



Jay Prasad
CEO,
Relo Metrics



Lisa Roath
CMO, Target



Maggie Schmerin
Chief Advertising Officer,
United Airlines



Phil Schraeder
CMO, GumGum



Shachar Scott
VP, Marketing,
RealityLabs, Meta



Lisa Sherman
President & CEO, AdCouncil



Jessica Sibley
CEO, TIME



Anthony Signorelli
SVP, Corporate
Partnerships, AdCouncil



Anne Smith
Managing VP, Global Brand,
Marriott



Steven Smith
CEO, AccuWeather



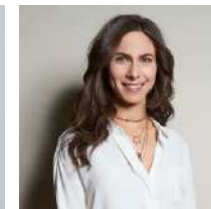
Alberto Spinelli
EMEA CMO,
Lenovo



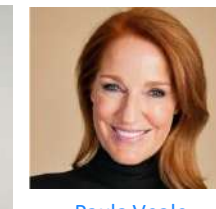
Mark Thompson
Chairman & CEO, CNN



Alicia Tillman
CMO, Delta



Randi Tutelman
CCO, Flowcode



Paula Veale
Chief Marketing &
Communications Officer,
AdCouncil



Han Wen
Chief Digital & Marketing
Officer, L'Oreal



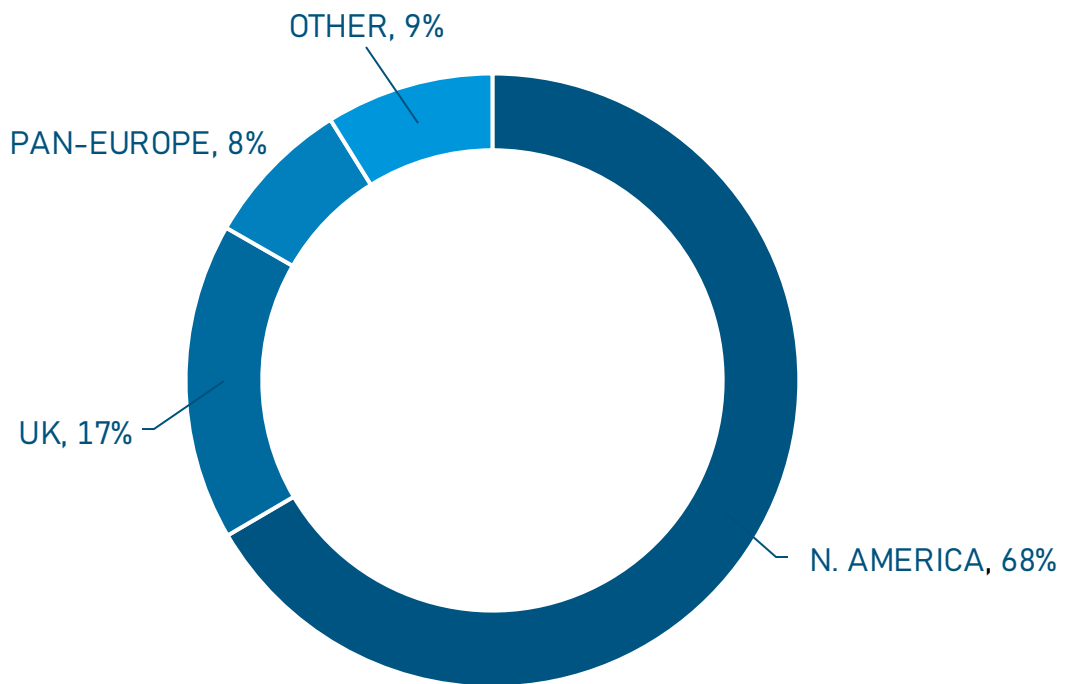
Gabrielle Wesley
CMO, Mars



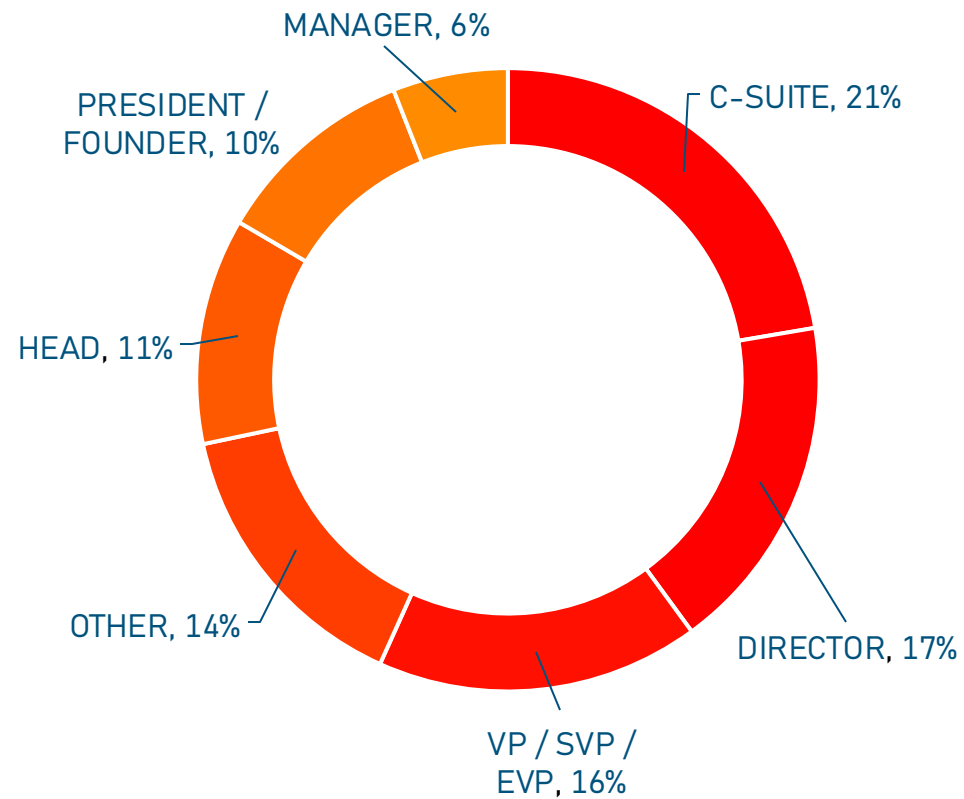
Jessica Wolin
SVP, Events,
AdCouncil

WHO WAS THERE

ATTENDEES BY COUNTRY



ATTENDEE TYPE



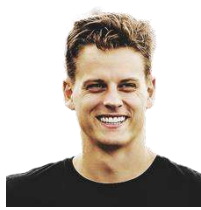
THE 2024 ATHLETE ROSTER



CARMELO ANTHONY



SUE BIRD



JOE BURROW



ERIC CANTONA



ROBERTO CARLOS



HELIO CASTRONEVES



MARY EARPS



DIANA FLORES



MYLES GARRETT



AKBAR GBAJABIAMILA



DRAYMOND GREEN



BLAKE GRIFFIN



ALEX HONNOLD



DEANDRE HOPKINS



JUSTIN JEFFERSON



FLAU'JAE JOHNSON



TRAVIS KELCE



JASON KELCE



CHLOE KIM



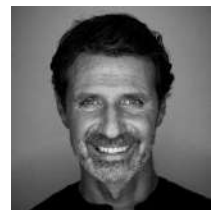
JESS KING



FRANK LAMPARD



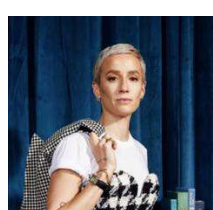
BRANDON MARSHALL



PATRICK MOURATOGLOU



PAUL RABIL



MEGAN RAPINOE



SHANNON SHARPE



MIKAELA SHIFFRIN



JUJU WATKINS




SHAUN WHITE

June 23, 2024 • 3 min read

INSIDER TODAY

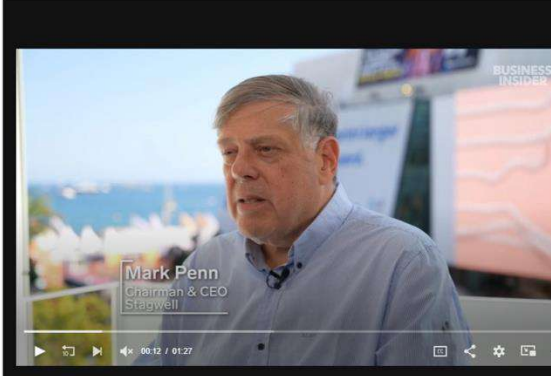
with Matt Turner



What was the hottest ticket in town?

JH: Wednesday night was the time to party for a lot of the attendees. Highlights included The Chainsmokers at Yahoo Beach and Arcade Fire at Spotify Beach. On Thursday morning, Jason and Travis Kelce recorded their "New Heights" podcast at Stagwell's Sport Beach. Despite the rumors, Taylor Swift was not seen.

BUSINESS INSIDER




Stagwell CEO Mark Penn says advertising against news is not bad for brands, and is good for journalism

Mark Penn
Chairman & CEO
Stagwell

FORTUNE

Home News Tech Finance Leadership Well Recommendations Fortune 500

'LeBron of lacrosse' Paul Rabil shares his leadership mindset playbook: Stay hands-on and learn competitive compromise



Paul Rabil holds the all-time scoring record in professional lacrosse and is a two-time World Lacrosse Champion with Team USA.

Paul Rabil, the former lacrosse star and co-founder of the Premier Lacrosse League (PLL), has a straightforward philosophy when it comes to **leadership**: top executives must remain hands-on.

Reflecting on the leadership qualities he's seen in both sports and business, the 38-year-old, who holds the all-time scoring record in professional lacrosse and is a two-time World Lacrosse Champion with Team USA, told *Fortune* at Stagwell's *Sports Beach* in Cannes: "We don't want to hire people who are directing traffic. We want to hire people who are building traffic lights."

VOGUE BUSINESS

The year sports took over Cannes. The lighting of the Olympic torch on the steps of the Palais in the middle of the festival was as fitting as it was disruptive to everyone's Tuesday lunch meetings. The sports universe had a significant showing, with multiple people telling me that Stagwell's Sport Beach was the highlight of the festival. It feels like a tipping of the scales: sports are going to go from big to huge as a force of culture, and the power of the individual athletes' platforms has a lot to do with it.

AdAge

MARK PENN ON WHAT CLIENTS CAN LEARN FROM SPORT BEACH

Stagwell's chairman-CEO discusses political ads, AI, the pitch environment, Elon Musk and more

By Brian Bonilla, Published on June 17, 2024.




Mark Penn is making Cannes an offer it can't refuse.

ADWEEK

Presented by **Quad**
CANNES LIONS

Mark Read and Mark Penn Defend Meeting With Elon Musk at Cannes

Following Musk's on stage appearance with the WPP chief, he held a private meeting with CMOs at Stagwell's Sport Beach



Elon Musk and Mark Read discuss Musk's relationship with WPP and his meeting with CMOs at Stagwell's Sport Beach.

The New York Times

DealBook/

DEALBOOK NEWSLETTER

Inside Elon Musk's Mission to Win Back Advertisers

The billionaire met with senior brand executives at the Cannes Lions advertising festival this week, after crudely telling them off last year.


Listen to this article • 11:37 min [Learn more](#)

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By Andrew Ross Sorkin, Ravi Mattu, Bernhard Warner, Sarah Kessler, Michael J. de la Merced, Lauren Hirsch and Ephrat Livni
June 20, 2024

People

Travis and Jason Kelce Taking 'New Heights' Podcast to France for Live Recording at Stagwell Sport Beach 2024



Travis Kelce and Jason Kelce on May 11, 2023. PHOTO: JESSE D. GARRABRANT/INBAE VIA GETTY

Travis and Jason Kelce are headed to France!

On Thursday, May 23, Stagwell announced that Travis, 34, and Jason, 36, will host a live recording of their podcast, *New Heights with Jason and Travis Kelce*, during Sport Beach 2024 alongside a stacked roster of athletes and brand partners.

THE WALL STREET JOURNAL.

CMO TODAY

At Cannes Lions Ad Festival, Sports and AI Loom Larger Than Ever

The ad industry's annual five-day conference in the south of France brought thousands to party, network and talk shop

By Megan Graham [Follow](#)
June 20, 2024 1:07 pm ET

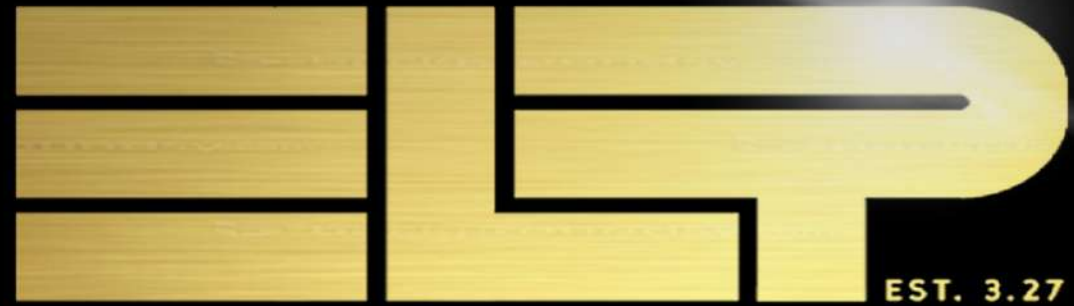
US

ENTERTAINMENT

Travis and Jason Kelce Recording 'New Heights' Podcast in France From Cannes Lions Film Festival

Travis and Jason Kelce are taking their podcast overseas to Cannes, France, where they will be recording "New Heights" from the iconic film festival.

The Kelce brothers will tape their podcast at Stagwell's Sport Beach on June 20, according to [Page Six](#); Travis, 34, and Jason, 36, aren't the only athletes taking their show on the road as part of Carmelo Anthony and business partner Asari Swann's Wine and Spirits Festival. Megan Rapinoe, Sue Bird, Chad "Ocho Cinco" Johnson and Shannon Sharpe will also reportedly be recording their podcasts from the retired basketball player's first-ever French Riviera festival.



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