



SHEETZ ANNUAL YEAR END CELEBRATION

Each November, hundreds of store managers from across the country gathered for Sheetz' annual Year-End Celebration. The multi-day incentive program blends recognition, inspiration, and celebration in destinations like Orlando, Nashville and the Bahamas. Participants come for business updates, store manager recognition, and leadership inspiration — and they find themselves immersed in a world-class experience designed to reward excellence and strengthen the company's culture.

Over a 9-year period Special D Events provided start-to-finish planning and execution, overseeing everything from international flights to VIP hospitality. Every detail reflected the brand's commitment to fun, community, and recognition, ensuring attendees left both energized and appreciated.

SPECIAL FEATURES

International Flight Coordination

Managing thousands of international flights - among individual flights, group flight contracts, and charter flight planning - from across the U.S. required proactive monitoring and seamless coordination. Our team worked alongside our travel planning partners to negotiate contract terms, resolve conflicts, adjust itineraries in real time, and ensure every participant's journey aligned with the program schedule and desired travel spend.

Caribbean Destination - Atlantis Bahamas

The destination is always part of the experience and in the Bahamas that meant cultural excursions, coastal celebrations, and vibrant local flavor woven into the agenda. Professional updates paired with island-inspired receptions created an unforgettable balance of learning and leisure. Behind the scenes, Special D Events managed the relationship through the event execution with CIBT for passport renewal, applications, and visa assistance.



I want to personally thank you for all that you have done for us. I couldn't be more thrilled to work with you again! You're like family.

PETIE ALBRIGHT

Employee Recognition & Events Supervisor, Sheetz, Inc.

VIP Support

Sheetz VIP guests received white-glove support. This included concierge-level travel coordination, upgraded accommodations, exclusive events and personalized touches & experiences to ensure their role in the event was effortless, enjoyable, and impactful.

9-YEAR CLIENT RELATIONSHIP