



Shatterproof

Hospitality Heroes Reception

January 23, 2024 | 6:30-7:45 p.m.

JW Marriott Los Angeles, L.A. Live

900 West Olympic Blvd. Los Angeles, CA 90015

Ballroom F-H

The Seventh Annual Shatterproof Hospitality Heroes Reception will take place during the 2024 America's Lodging Investment Summit (ALIS) conference. We will honor Shatterproof supporter and industry leader Mark Hoplamazian and recognize the hospitality companies that support Shatterproof.

About Our Honoree

Mark S. Hoplamazian was appointed to Hyatt Hotels Corporation's board of directors in November 2006 and subsequently named president and chief executive officer in December 2006. Prior to his current position, Hoplamazian served as president of The Pritzker Organization (TPO), the principal financial and investment advisor for Pritzker family business interests. During his 17-year tenure with TPO, he served as advisor to various Pritzker family-owned companies, including Hyatt Hotels Corporation and its predecessors. Hoplamazian previously worked in international mergers and acquisitions at The First Boston Corporation in New York. He serves on the American Hotel and Lodging Association (AHLA) board of directors, the VF Corporation board of directors, the executive committee of the board of directors of World Business Chicago, and the Aspen Institute board of trustees as vice chairman. Hoplamazian is a member of the World Travel & Tourism Council and the Commercial Club of Chicago. He is also a member of the Discovery Class of the Henry Crown Fellowship.

About Addiction in the Hospitality Industry

The hospitality industry is disproportionately affected by the addiction to drugs and alcohol. Employees in the accommodations and food services industry had the highest rates of past year substance use disorder – **17%**. Alcohol-related problems are also disproportionately represented in the hospitality industry with **15%** of employees in our industry suffering from serious alcohol-related problems.



It's time to ensure that our society prevents, treats, and provides recovery support for substance use disorder that is based on science, without any stigma. Just like we do for all other medical conditions. Shatterproof is working tirelessly to do so through three pillars of work, all supported by changes in federal and state public policies:

Transforming Treatment

We're changing the healthcare system to ensure treatment is delivered following science-based protocols and medications.

Ending The Stigma

We're shifting knowledge and attitudes to remove the stigma that surrounds substance use disorder, a treatable medical condition that impacts families and communities everywhere.

Educating & Empowering

We're providing important information and resources on the prevention, treatment, and recovery of this preventable and treatable medical condition.

Support Shatterproof's work, honor Mark in our Sponsorship Journal, and join us at this event.

Diamond Sponsor - \$100,000

Back Cover, or Front or Back inside cover & 15 tickets

Premier Sponsor - \$50,000

Full page & 12 tickets

Gold Sponsor - \$30,000

Full page & 10 tickets

Silver Sponsor - \$20,000

Full page & 6 tickets

Bronze Sponsorship - \$10,000

Full page & 4 tickets

Supporter Sponsorship - \$5,000

Half page & 2 tickets

Ticket to Event Only - \$300

*\$125 of your contribution per person the value of the event is not tax deductible.

The ALIS & Shatterproof Partnership

The hospitality industry has been a vital partner in advancing Shatterproof's mission to reverse the course of the addiction crisis in America. Since Shatterproof's inception ten years ago, more than 100 hotel companies and 500 employees have raised more than \$5 million for Shatterproof's life saving work. We are grateful for the industry's incredible support.

Honor Mark with an ad in our journal & join us at the event.

Purchase your ad or ticket today at shatterproofalis.org



2024 Shatterproof Hospitality Heroes Sponsorship Level & Benefits

Benefits	DIAMOND \$100,000*	PREMIER \$50,000	GOLD \$30,000	SILVER \$20,000	BRONZE \$10,000	SUPPORTER \$5,000
Event Tickets	15	12	10	6	4	2
Ad in reception journal - see specs for sizing	Back Cover, or Front or Back inside cover	Full Page	Full Page	Full Page	Full Page	Half Page
Recognition as Shatterproof National Partner throughout 2024. Includes Shatterproof.org, signage, and other recognition opportunities.	X					
Recognition in Shatterproof Annual Report	X					
Staff Town Hall with Shatterproof Founder & CEO Gary Mendell	X					
Access to Shatterproof Just Five online education	X					
Logo on Podium sign	X	X				
Logo Included as Partner on the Shatterproof website	X	X	X			
Verbal recognition at event reception	X	X	X			
Prominent standalone signage at event	X	X	X			
Recognition on all general signage	X	X	X	X	X	X
Logo included on screen during reception	X	X	X	X	X	X
Logo included on Hospitality Heroes Website	X	X	X	X	X	X
Inclusion in all event press releases and social media updates	X	X	X	X	X	X

***10% Discount in other Shatterproof Sponsorship opportunities**

****The Back Cover, front or back inside cover ad will go to the first three partners to sign up at the Diamond Level**

To purchase your sponsorship, visit shatterproofalis.org.

Any companies/foundations who donate at the \$50k level or above will have their sponsorship matched by a generous donor

Any individuals who donate at the \$30k level will be matched by a generous donor

If you have questions and/or would like to donate a sponsorship directly instead of digitally, please contact

Holly Jespersen with any questions at 646-334-1024 or hjespersen@shatterproof.org.