



# SHATTERPROOF HOSPITALITY HEROES RECEPTION

January 28, 2020

6:15-7:30pm

JW Marriott Los Angeles L.A. Live | Ballroom F-H, Second Floor  
900 West Olympic Blvd. | Los Angeles, CA 90015

The third Shatterproof Hospitality Heroes Reception will take place during the annual America's Lodging Investment Summit (ALIS) conference. We will honor Shatterproof supporter and industry leader Mark Woodworth and recognize the hospitality companies that supported Shatterproof in 2019.

## About Our Honoree

Mark Woodworth is one of the premier hotel investment and management executives in the industry and has been a Shatterproof supporter since the organization was founded. "I am honored to be this year's recipient, but more importantly, I am looking forward to the opportunity to help raise awareness and mission critical funds for Shatterproof," says Mark. "Our industry is disproportionately affected by substance use disorder and helping to end stigma by talking about it at a high-profile event such as ALIS is very important."

Mr. Woodworth is Senior Managing Director of CBRE Hotels Americas Research based in Atlanta. He has over 35 years of hospitality industry advisory experience. Before joining CBRE, Mr. Woodworth was a Partner and Industry Chairman of the Hospitality Industry Consulting practice for Coopers & Lybrand L. L. P.

He is often quoted on hospitality issues in national and industry media outlets. Mr. Woodworth is a frequent speaker at industry conferences, is a Dean's Distinguished Lecturer at Cornell University, and is a member of the Travel and Tourism Advisory Council for the Federal Reserve Bank of Atlanta. He also completed a three-year term on the Board of Advisors for the Center for Hospitality Research at Cornell University, where he is a graduate of their undergraduate and school of Hotel Administration.

**Addiction in  
the Hospitality  
Industry: DID  
YOU KNOW?**

The hospitality & entertainment industry has **2x** the national rate of substance use disorders

Each employee with a substance use disorder who enters recovery **saves their employers over \$2,300 annually** in productivity, turnover and healthcare utilization costs

## Congratulate Mark with an ad in our journal & join us at the event!

For a complete list of benefits, please see next page.

**Premier Sponsor - \$50,000**  
Front or Back Cover & 12 tickets

**Signature Sponsor - \$30,000**  
Inside Front or Back Cover & 10 Tickets

**Platinum Sponsor - \$20,000**  
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Full Page & 6 Tickets

**Silver Sponsorship - \$10,000**  
Full Page & 4 Tickets

**White Sponsorship - \$3,500**  
Half Page & 2 Tickets

**Ticket to Event Only**  
\$300\*

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

# SHATTER PROOF™

STRONGER THAN ADDICTION

Shatterproof is a national nonprofit organization dedicated to ending the devastation addiction causes families.

We are committed to ending the stigma associated with the disease of addiction and fostering a community of support for families.

We also advocate for changes in federal and state policy and support the development and implementation of evidence-based solutions for substance use disorder prevention, treatment, and recovery.

**Purchase your ad today or learn more at  
[shatterproof.org/ALIS](http://shatterproof.org/ALIS)**

Please contact Venas Matthews-Bazin, [vbazin@shatterproof.org](mailto:vbazin@shatterproof.org) or 347-835-2173 with any questions.



## 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, more than 65 hotel companies and 500 employees have raised in excess of \$3 million for the nonprofit. We are grateful for the industry's incredible support.**

Please congratulate Mark with an ad in our journal and join us at the event.

Purchase your ad or ticket today at

**[www.shatterproof.org/ALIS](http://www.shatterproof.org/ALIS)**

**2020 SHATTERPROOF HOSPITALITY HEROES LEVELS & BENEFITS**

<b>Benefits</b>	<b>Premier {\$50,000}</b>	<b>Signature {\$30,000}</b>	<b>Platinum {\$20,000}</b>	<b>Gold {\$15,000}</b>	<b>Silver {\$10,000}</b>	<b>White {\$3,500}</b>
Tickets to the event	12	10	8	6	4	2
Ad in recognition journal (see specs for sizing)	✓ (Front or Back Cover)	✓ (Inside Front or Back Cover)	✓ (Full Page)	✓ (Full Page)	✓ (Full Page)	✓ (Half Page)
Logo on podium sign	✓					
Prominent standalone signage at event	✓	✓				
Recognition on all general signage	✓	✓	✓	✓	✓	✓
Verbal recognition at reception	✓					
Logo included on stage and screen sponsor listing signage	✓					
Logo included on Shatterproof Hospitality Heroes Reception website	✓	✓	✓	✓	✓	✓
Inclusion in pre- and post-event press releases and social media updates	✓	✓	✓	✓	✓	✓

To purchase your sponsorship visit [shatterproof.org/alis](https://shatterproof.org/alis)

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