



A Letter from the Founder

My son, Brian, was a loving child, full of smiles and light. Like so many children, he tried marijuana. Like far too many of them, his use turned to addiction. A year ago I got the call that is every parent's worst nightmare. My son had passed away. Brian was dead.

If Brian's passing were simply about him and the rest of my family, I would find a way to endure my suffering, and my story would end there. But this was no isolated tragedy. Brian died of a disease that touches more than 100 million Americans. It's impossible to measure the pain it causes.

In the aftermath of Brian's death, I set out to learn what could be done to prevent others from losing their loved ones to this terrible disease. I met with leading experts in addiction and discovered programs in prevention and treatment that could have saved Brian and others like him, but for a number of reasons those programs have not been implemented. I learned that there's no national organization devoted to the discovery and implementation of new and better treatments. I also learned that there is no national entity devoted to helping families navigate the most trying times that many will face in their lives, to educating society about the dangers of alcohol and other drug use and to changing public policy so that America will turn the tide on this health crisis.

In Brian's memory, I have dedicated myself to building an organization that will work to conquer this disease. It's too late for my son, but not too late for countless others.

On behalf of all of our children, and every family, I hope you will support this effort to end the plague of addiction.

With my deepest appreciation,

Gary Mendell





Addiction is a disease that shatters lives. It's time to say enough.

Addiction's Impact

- Kills 135,000 annually; 15 people every hour
- 3rd largest killer in the US
- 20 million people suffer from addiction
- Nation's 4th most prevalent disease

Why Shatterproof?

- National organization to address addiction
- Provide families with much needed support
- Promote addiction related research

What is Shatterproof?

- Protecting our children from addiction to alcohol or other drugs
- Ending the stigma and suffering of those affected by this disease.

2014 Plan

- Expanding Resource Center - evidence-based information related to preventing and treating addiction.
- Advocating for insurance reimbursement for screening and intervention program for teens
- Advocating for states to pass Good Samaritan Laws - laws that will shield a 911 caller from arrest when someone is experiencing a drug overdose.
- Advocate for Naloxone to be carried by all first responders

What is the Shatterproof Challenge?

A fun and unique experience for a lifesaving cause!

- Fundraise and enjoy the thrill of rappelling down the outside of a local building.
- Over the Edge, the premier ropes company in North America, is our partner.
- No prior rappelling experience required.

Shatterproof Challenge

Typical Day
9am-5pm

Participants sign up for a convenient, 1-hour time slot.

- Participants register and practice with equipment
- 10-15 minute rappel
- Participants reunite with family and friends

Festival-like atmosphere with music and refreshments for all.

For more information contact shatterproofchallenge@shatterproof.org



Shatterproof Challenge - August 7th

Cincinnati, OH

Westin Cincinnati

21 E. 5th St., Cincinnati, OH 45202

- One in three families across our nation are affected by addiction, so Shatterproof, a national non-profit, is bringing our event to the local area.
- Raise at least \$1,000 to support our mission and enjoy the safe and thrilling opportunity to rappel down the exterior of a building.
- The Shatterproof Toolkit makes fundraising easy! You'll have:
 - Donation email template
 - Personal fundraising page to link to Facebook and Twitter
 - Creative fundraising ideas
- No prior rappelling experience is required.
- Over the Edge, our partner, is the premier rappel event provider in North America with a 100% safety record.

Sign up and support this lifesaving cause at:

www.shatterproof.org/Cincinnati-2014

*Be sure to ask your HR department about company matching gifts for charitable donations.

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Building Sponsor



Gold Sponsor



Silver Sponsor



Sponsors



Media Sponsors





SHATTER PROOF

STRONGER THAN ADDICTION



SHATTERPROOF CHALLENGE

Cincinnati, OH

Westin Cincinnati

21 E. 5th St., Cincinnati, OH 45202

Sponsor a Rappeller

At every Shatterproof Challenge event, we offer a number of rappelling spots to local young people in recovery who may not have the resources to reach the minimum fundraising goal. You can help offset the cost of offering these spots by sponsoring a young person who has made the commitment to rappel and the even bigger commitment to recovery. We will accept donations in any value, and for every \$1,000 you and generous people like you donate, we can offer this opportunity to another courageous young adult in recovery. Shatterproof will be working with organizations in the community to give young people in recovery from the Cincinnati area the opportunity to rappel on August 7th.

8 in 10 teens try drugs or alcohol, and 1 of those 8 becomes addicted. They did not ask for this disease, and they did not ask to become addicted.

To sponsor a young person in recovery to rappel in Cincinnati [click here](#).

Not everyone has the courage to rappel down a skyscraper, but that's nothing compared to the courage it takes to beat addiction.

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Silver Sponsor



Sponsors



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SHATTER PROOF

STRONGER THAN ADDICTION

Sponsorship Opportunities

These make for great team building exercises!

\$25,000 Presenting Sponsorship

- 10 rappel spots for you and your guests
- “Brought to you by” designation in all collateral materials (e.g. Shatterproof Challenge – Brought to you by “Name of Company”)
- Category Exclusivity
- Rights to Shatterproof and Shatterproof Challenge marks (Based on reasonable approval)
- Helmet Stickers
- “Brought to you by” recognition on event day
- “Brought to you by” recognition on all event signage
- Host an event table
- Social Media and website cross promotion

\$10,000 Platinum Sponsor

- 5 rappel spots for you and your guests
- Co-branding on all materials
- Helmet stickers
- Premiere acknowledgement on event day
- Premiere recognition on all event signage
- Host an information table at the event
- Social media and web site cross-promotions

\$5,000 Gold Sponsor

- 3 rappel spots for you and your guests
- Prominent logo placement on all materials
- Prominent acknowledgement on event day
- Prominent recognition on all event signage
- Host an information table at the event
- Social media and web site cross-promotions

\$2,500 Silver Sponsor

- 1 rappel spot for you or a guest
- Featured logo placement on all materials
- Featured acknowledgement on event day
- Featured recognition on all event signage
- Host an information table at the event
- Social media and web site cross-promotions



For more information contact
shatterproofchallenge@shatterproof.org

If you cannot participate at these levels, we would gladly accept a donation in any amount to promote this all important cause.

Building Sponsor



Gold Sponsor



Silver Sponsor



Sponsors



Media Sponsors



SHATTER PROOF

STRONGER THAN ADDICTION



SPONSORSHIP RESPONSE FORM

\$25,000 Presenting Sponsorship \$10,000 Platinum Sponsorship

\$5,000 Gold Sponsorship \$2,500 Silver Sponsorship

I will donate \$ _____ toward a local young person in recovery's rappel

Name: _____

Company Name: _____

Name on card: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Card Number: _____

Expiration: _____ Security Code: _____

Type (circle one): Amex MasterCard Visa Check or Money Order

Amount: _____

Authorized Signature: _____

Please remit to:

Shatterproof, Attn: Sue Broderick, 101 Merritt 7 Corporate Park 1st Floor
 Norwalk, CT 06851 - Phone: 203-849-2218 - Fax: 203-849-5918 - Email: sbroderick@shatterproof.org

Building Sponsor



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