

10<sup>th</sup> ANNUAL EXPERIENCE, STRENGTH AND HOPE AWARDS

**AN EVENING HONORING**

# JODIE SWEETIN

TV AND FILM STAR, AUTHOR OF UNSWEETINED, A MEMOIR

**YOU'RE INVITED TO THE  
SKIRBALL CULTURAL CENTER TO**

**CELEBRATE OUR EXCITING  
10<sup>th</sup> ANNIVERSARY**



## THURSDAY, FEBRUARY 28, 2019

**HOST: ED BEGLEY, JR. • SPECIAL PRESENTATIONS BY: JOANNA CASSIDY AND TONY DENISON**

**RECEPTION: 5:30PM • SHOW: 7:30PM**

Tickets: \$100 • FREE PARKING • Dress Code: No Tuxes, No Gowns, No Uggs  
For Sponsorships and Tickets, contact: Ahbra K Schiff: 818-762-0461



## WE'RE 10!

Ten years ago the [Experience, Strength and Hope Awards®](#) was created by [Leonard Buschel](#) to celebrate sober individuals whose memoirs help transform lives. Christopher Kennedy Lawford was the first recipient of the award.

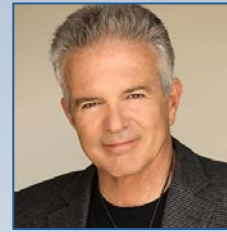
Since then, we have awarded nine (9) sober, high-profile individuals for excellence in communicating their journey from addiction to recovery through the written word.

From its inception, the awards event seeks to bring recovering people and their loved ones together to celebrate the importance of courage, connection and comedy. Past events have been featured in [The Fix](#), on numerous [blogs](#), and [periodicals](#).

The [Experience, Strength and Hope Awards®](#) is part of [Writers In Treatment Recovery Media](#), which publishes the weekly newsletter, the [Addiction/Recovery eBulletin®](#) and produces the wildly popular, nationwide [REEL Recovery Film Festival & Symposium®](#), now in its eleventh year.

# THE EVENT!

Join us as we honor TV star/actress/author [JODIE SWEETIN](#) for her raw, honest and entertaining memoir, [UnSweetined](#). The event begins with a 2-hour catered networking reception followed by the awards presentation. She joins a who's who list of recovery memoirists, including **Lou Gossett, Jr.**, **Joey Pantoliano**, **Mackenzie Phillips**, **Jane Velez-Mitchell**, **Buzz Aldrin**, **Pat O'Brien**, and Duran Duran's **John Taylor**.



Hosting the event is **Ed Begley, Jr.** (actor/environmentalist, regular on *Curb Your Enthusiasm*)  
Special presentation by [Joanna Cassidy](#) (star of *Blade Runner*, *6 Feet Under* and *Odd Mom Out*), and the REEL Recovery Film Festival Audience Favorite award presented by **Tony Denison** (*Major Crimes*).



The finale of the evening is a half-hour performance by a well-known comedian; previous performers included **Bobcat Goldthwait**, **Alonzo Bodden**, **Ritch Shydnor**, and **Mark Lundholm**.

# WHO'LL BE THERE

Our audience consists of professionals from the treatment industry: ***CEO's, therapists, doctors, PhD's, celebrities; members of the recovering community and press.***

Invited guests include, past participants: **Lou Gossett, Jr, Joey Pantoliano, Mackenzie Phillips, Jane Velez-Mitchell, Buzz Aldrin, Pat O'Brien** ([VIDEO](#)), and Duran Duran's **John Taylor**, AND past presenters **Robert Downey, Jr. Bobcat Goldthwait, Joe Walsh** and **Danny Trejo** ([VIDEO](#)) PLUS surprise guests...



2018  
Jane Velez-Mitchell



2017  
Pat O'Brien



2016  
Mackenzie Phillips



2015  
Joe Pantoliano



2014  
Carrie White



2013  
John Taylor



2012  
Buzz Aldrin



2011  
Lou Gossett, Jr.



2010  
Chris Kennedy Lawford



Danny Trejo



Robert Downey, Jr.



Joe Walsh

# OUR MISSION

Our goal is to continue to produce an annual event that the **Recovery Community** looks forward to turns out for year after year. This celebration is not just for the people that appear onstage but is for everyone in the audience. We bear witness to the miraculous transformation that occurs when an individual overcomes addiction.

Proceeds from the *Experience, Strength and Hope Awards* go to produce the national REEL Recovery Film Festival & Symposium®.



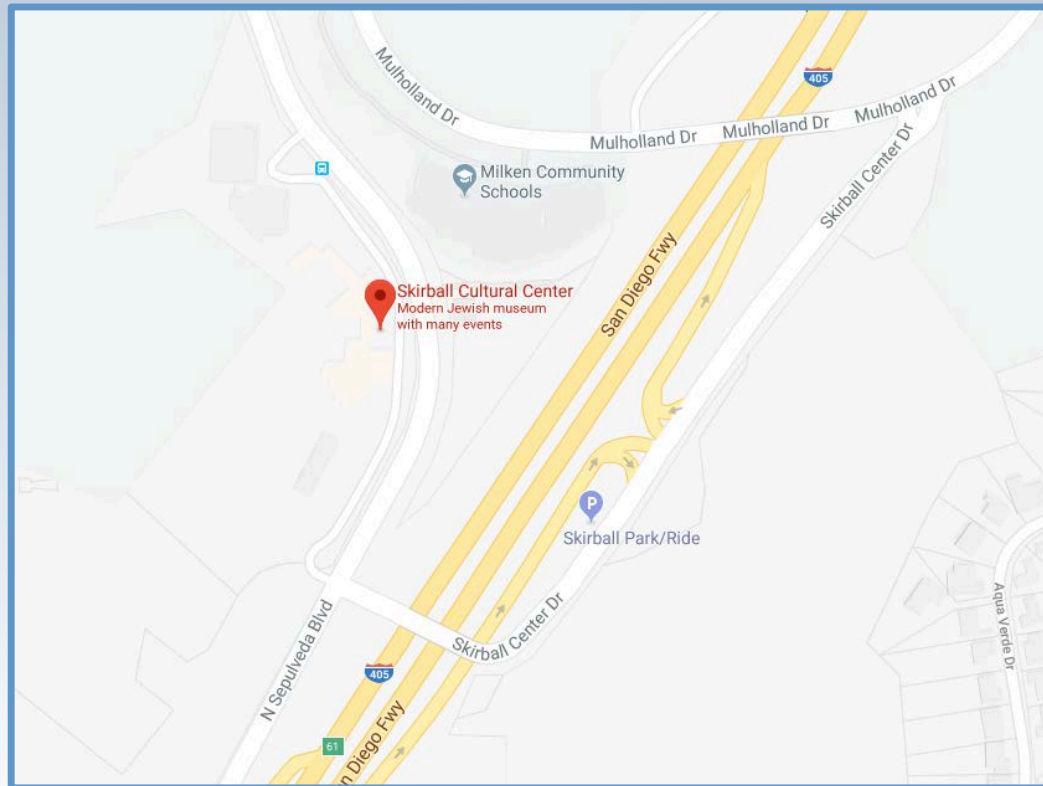


# THE SKIRBALL CULTURAL CENTER



# LOCATION, LOCATION, LOCATION

The [Skirball Cultural Center and Museum](#), nestled in the beautiful Santa Monica Mountains, is known for its infinite views and stunning architecture. Situated, freeway close, just off the 405 freeway, It's in close proximity to the Getty Museum and on the border between the San Fernando Valley and the Westside—the Skirball is easily accessible and has **Free Parking**.



# OUR VISION

“Treatment works and recovery is possible.” This is the message, Writers In Treatment® and the Experience, Strength and Hope Awards brand wishes to spread beyond Southern California.

To accomplish this, we plan to make the Experience, Strength and Hope Awards a multi-city event. 2020 promises to be the year that we take the awards show to New York City and in 2021 to Minnesota, then Nashville.

We also seek to attract more mainstream media coverage of our recovery events, which includes the REEL Recovery Film Festival and Symposium®. With more exposure, we will garner more interest, and more people will know that no affliction is unconquerable, and that and living a drug and alcohol-free life is not just possible, but preferable.

WIT Recovery Media will be live-streaming all future Experience, Strength and Hope Awards®.

With Writers In Treatment’s combination punch of The Experience, Strength and Hope Awards®, REEL Recovery Film Festival & Symposium® and the weekly Addiction/Recovery eBulletin®, our vision is to knock-out the stigma of addiction, encourage people to get help and replace indifference with compassion.



# KEY BENEFITS TO SPONSORS

- Your brand will be seen nationwide through press releases, social media, online marketing; including the Addiction/Recovery eBulletin newsletter and website
- Connect with top-tier providers, influencers, celebrities and decision makers to renew old friendships and form future alliances
- Your product, facility or brand will be associated with the most upscale recovery affair in America
- Gain access to performers, speakers and experts to use at your functions
- Show your colleagues, clients and referrers, recovery isn't just about getting people into treatment, it's about exposing them to what happy, joyous and free looks like.
- Increase your visibility at the epicenter of the vital L.A. recovery community



# SPONSORSHIP OPPORTUNITIES

## SUPER STAR - \$5,000

- **Joanna Cassidy** star of *Blade Runner*, *6-Foot Under* and *Odd Mom Out* introduces you from the stage and describes your program, for applause, while you stand and your logo is projected on the Big Screen. [VIDEO](#)
- Your logo on Red Carpet Banner
- Your Pop-Up Banner at the catered 2-hour opening reception
- Two tables of ten (10)
- A six-foot promotional table in the reception hall
- Full-page ad in Souvenir program
- Facility hot link on Writers In Treatment webpage and on Social Media
- Autographed copy of Jodie's book - *Unsweetened*

# SPONSORSHIP OPPORTUNITIES

## **STAR – \$3,000**

- Full-page ad in souvenir program
- Pop-up banner in reception hall
- Facility hot link on WIT website event webpage and social media
- Table for ten (10)
- Autographed copy of Jodie's book

## **CO-STAR – \$1,000**

- Your LOGO in souvenir program
- Facility hot link on the WIT webpage and social media for this event
- Ten (10) tickets and dinner (open seating)
- Autographed copy of Jodie's book

## **ADVERTISER – \$500**

- Full page ad in 350 souvenir programs

## **FRIENDS OF RECOVERY – \$250**

- Half page ad in 350 souvenir programs

# ADDITIONAL PROMOTIONAL OPPORTUNITIES

- **Ticket ‘Sponsor’** – “Your facility or brand” or product on all 350 tickets. — \$1,000.00
- **Official Welcome ‘Sponsor’** – Be the first person onstage as you introduce yourself and your program to a full-house of 350 people. — \$3,000.00
- **Reception ‘Sponsor’** – Catered reception sponsor, includes signage in reception hall, acknowledgment from the stage and full-page ad in souvenir program. — \$5,000.00
- **Marquee Sponsor** – The event will be called the “Your facility’s” Experience, Strength and Hope Awards *with Writers In Treatment*. The Award will be called “Your facility” Experience, Strength and Hope award.





# WRITERS IN TREATMENT

## WHO's WHO

### **Leonard Lee Buschel – Founder/Director**

Leonard is a Philadelphia native, and a very happy Los Angeles transplant. He is a California Certified Substance Abuse Counselor with years of experience working with people struggling with addiction. Mr. Buschel is the founder of Writers In Treatment whose primary purpose is to promote 'treatment' as the best first step solution for addiction, alcoholism and other self-destructive behaviors. Leonard is the director of the ten year old REEL Recovery Film Festival & Symposium®, and for five years has been the editor/publisher of the weekly Addiction/Recovery eBulletin®. He also produces the annual Experience, Strength and Hope Awards® in Los Angeles.

### **Robert Downey, Sr. – Co-Founder**

Bob is an American actor, director, producer, writer and cinematographer. His work in the late 1960s and 70s was quintessential anti-establishment, reflecting the nonconformity popularized by larger counterculture movements and given impetus by new freedoms in filmmaking. His film, Putney Swope, is still considered a modern American absurdist classic.

### **Ahbra Schiff – Director of Operations and Outreach**

Ms. Schiff studied at various citadels of higher education including Hobart/William Smith in Geneva, NY, UCLA, CSUN and both Pierce and Santa Monica City College—but she considers her alma mater to be Tarzana Treatment Center, because “that’s where I began to learn about myself.” Ms. Schiff attended Beverly Hills High School at the same time as Nick Cage, Pauly Shore and Jakob Dylan, but she wasn’t friends with any of them.

### **Chris Lukather – Graphic Designer/Webmaster**

Chris is a graphic artist and web designer. He’s a CalArts graduate.

### **Paul Moen – Founding Member**

Mr. Moen is co-Founder/CEO Balboa Horizons and treatment industry executive.

# { Experience Strength and Hope Awards® }

## FOR MORE INFORMATION

**Ahbra Schiff**

[ahbra@writersintreatment.org](mailto:ahbra@writersintreatment.org)

**(818) 464-6877**

