



**MONOPOLIZING**

**THE GAME**™

**IMMERSION**

# Santo Domingo



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# Monopolizing The Game needs you...

Hotels evaluate suppliers, service providers and make changes that improve their bottom line, increase safety, and deliver a better experience.

- Generate brand awareness by aligning your brand with Monopolizing The Game.
- Engage decision-makers and keep your brand in the spotlight.
- Become connected to the leaders of today and tomorrow.
- Become a global leader to emerging hoteliers by partnering with us

# MONOPOLIZING

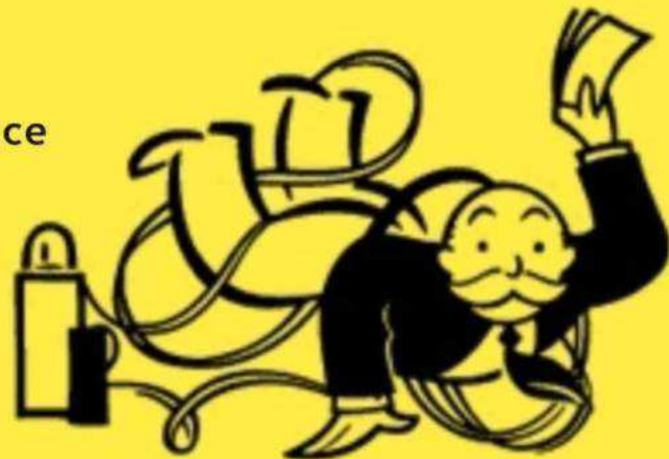
## THE GAME™

### MOONSHOTS

#### INNOVATION

##### *Community Chest*

Transform the technology experience into one that is seamless, personalized and secure



#### COMMUNITY

##### *Community Chest*

Elevate hospitality to a top 10 career by 2025



#### OWNERSHIP

##### *Community Chest*

Grow emerging market ownership by 1% by 2025



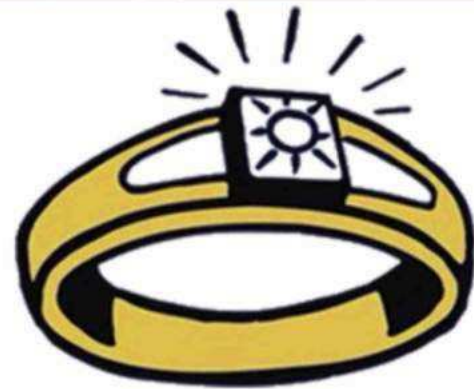
Our challenge is to raise the bar in emerging market hospitality

# MONOPOLIZING

## THE GAME™

### Our Philosophy

*Opportunities do not happen,  
you create them.*



#### OUR VISION

The hotel industry is still waking up to the economic power of the black dollar.

There is still a major gap in hotel ownership, boardrooms, and speaking circuits at major events.

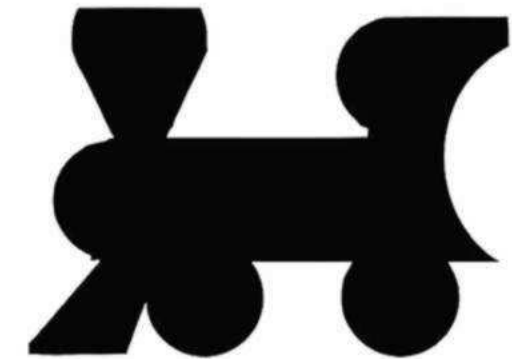
Our vision is to be the foremost resource and advocate for hotel owners of the African & Hispanic/Latino diaspora.



#### OUR MISSION

At Monopolizing The Game, our mission is simple: to support, educate, connect and celebrate the Africans & Hispanics/Latinos of the diaspora in their hospitality journey.

We are committed to building on the legacy of leaders who rallied for equality, like James Wormley, owner of The Wormley Hotel, the first African American owned hotel.



#### OUR GOALS

Monopolizing The Game is designed to introduce hotel ownership to more Africans & Hispanics/Latinos of the diaspora by providing training and support.

Our goal is to advance and protect the business interests of hotel owners in this marginalized group through advocacy, industry leadership, professional development, and community engagement.

***Monopolizing The Game provides indispensable value used to navigate the hospitality industry.***

### **Sponsor Assets**

- Develop strategy, insights, and best practices for the industry
- Create opportunities for aspiring hoteliers to network with one another
- Represent the Africans and Hispanics of the diaspora on important issues emerging in the hospitality industry.

### **Industry Think Tanks**

- Education and mentorship opportunities for future leaders
- Roundtables and initiatives on critical industry provocations





## ***HOST | TYLA FLOWERS***

Tyla Flowers brings over 15 years of experience and hospitality expertise to the industry. Tyla studied Culinary Arts and Hotel & Lodging Management, after serving in the United States Air Force. Today as an esteemed member of several professional associations, AAHOA, NABHOOD, and CHTA, she also received her Certification in Hotel Ownership, she has earned the title of the "Queen of Hospitality". Having authored and co-authored two books, *Monopolizing The Game: The Game of Hotel Acquisition*, Tyla and Dr. Ben-Yochannan did not write this book for the experts who already have access to this privileged information. We're in it for real-life people. Being of Dominican & African American Ancestry, she is committed to this pursuit.

# KEY SPEAKERS



**DR. DANIEL  
BEN-YOCHANNAN**

*CFO  
Managing Partner  
BluPhoenix Advisors, Ltd.*



**TYLA FLOWERS**

*CHO  
Managing Partner  
Smile Hospitality, Inc.*

# KEY SPEAKERS



**OMARI HEAD**

*Vice President  
Paramount Lodging*



**NICHOLAS MCGRUE**

*Corporate Partner  
Syndication Attorney  
PolyMath Legal*



**ABRAHAM TIEH**

*Director of NCTO, CHIA,  
Senior Property Tax Consultant  
O'Connor Tax Reduction Experts*



**AMANDA CHIVERS**

*ISCH, CCIM  
Managing Partner  
Crown Hospitality*

# KEY SPEAKERS



**LAURA PAMATIAN**

*Founder  
HeightZero Real Estate*



**MIKE EALY**

*Founder / CEO  
Nassau Investments*



**KENDRA PLUMMER**

*Managing Partner  
Elise Capital*



**DANIELE DENES**

*Technology Advisor  
SQFCoin*

# KEY SPEAKERS



**FRANCES KIRADJIAN**

*President  
BLLA*



**BRUCE JORDAN**

*Principal / Managing Partner  
Hotel Guest Management*



**LESLIE D. HALE**

*CEO / President  
RLJ Lodging Trust*



# ATTENDEE DEMOGRAPHIC **LIVE** & STREAMED

- Aspiring Hoteliers
- High-Earning Professionals
- Corporate Partners
- Entrepreneurs
- Investors
- Global Draw
- Age Range: 25–55 yrs
- 100 Live Attendees
- 300 - 500 Streamers

# PURPOSE

Monopolizing The Game applies the principles of monopoly to real-world real estate investment and wealth generation. Aimed to introduce black and brown people to hotel ownership.



# Aspiring Hotel Owner

Aspirations

# JOURNEY



**Hotel Owner**

Qualified Candidate



**ACCELERATED EXPOSURE**

**DIRECT ENGAGEMENT**

Email Blasts

Sponsored Webinars

**PRODUCT EDUCATION**

PRESS, ONLINE & EDITORIAL EXPOSURE

**CONTINUED VISIBILITY**

Event & Networking

**DEMO & MEETINGS**

President Introduction

**INDUSTRY INTRO**

Social Blasts

**POTENTIAL BUYERS**

Year-Round connection keeps you top of mind.

# Your Monopolizing The Game Partnership Opportunity

While supporting our industry's initiatives, Monopolizing the Game and aspiring hoteliers will generate valuable connections, brand awareness, and goodwill.

Be In The Top Position

**PARTNER**

Become A Thought Leader

**MAJOR**

Rent

¥14

Get Recognized

**HEADLINE**

Rent

¥14

Educate & Gain Qualified Leads

**BOUTIQUE**


Expert Guidance for Your Brand

**DISCOVER**

h color set



# SPONSORSHIP LEVELS

	Discover \$2,500	Boutique \$5,000	Headline \$10,000	Major \$15,000	Partner \$25,000
<b>SPONSORSHIP PACKAGES</b>					
- Table Top	✓	✓	✓	✓	✓
- Tickets	2	4	6	8	10
- Logo Showcase	✓	✓	✓	✓	✓
- Speaking Slot			✓	✓	✓
- Digital Advertising		✓	✓	✓	✓
- Attendee List			✓	✓	✓
<b>ADVERTISING PACKAGES</b>					
- Newsletter Ads		1	2	2	4
- E-Blast			✓	✓	✓
- Social Post		1	2	2	4
- Online Interview			✓	✓	✓
- Partnership Status					✓
- Session Sponsor		1	2	3	4



MONOPOLIZING THE GAME  
UNIVERSITY

# MONOPOLIZING

## THE GAME™ APP

### PASS GO: Associate Program

Transforming Education into Ownership

The PASS GO Associate Program equips students with the essential tools to excel in hospitality ownership and management. This comprehensive, three-part course focuses on:

1. Designing a Business Strategy
2. Executing and Measuring Results
3. Managing Operations & Improving Processes

#### Key Highlights:

- **Holistic Curriculum:** Combines financial, economic, marketing, and management perspectives.
- **Skill Development:** Analytical, technical, and critical thinking skills for effective organization and communication.
- **Diverse Opportunities:** Prepares graduates for managerial roles (managers, assistant managers, supervisors) or entrepreneurship as hotel owners.

#### Certificate in Business Excellence

Participants who complete all program modules receive the prestigious Certificate in Business Excellence, recognizing their commitment to education and career development.

#### Program Duration:

- **Flexible Learning:** 9–12 months, offered online and in person to fit diverse schedules.

This course provides a robust foundation, enabling students to confidently pursue their chosen career paths in hotel ownership or management while fostering skills essential for long-term success.



**MONOPOLIZING**

**THE GAME™**  
**INITIATIVE**

# Co-GP Sponsorship Program

PARTNERING WITH BEST-IN-CLASS SPONSORS TO FUND THEIR PLATFORM AND DEAL PIPELINE

**\$25M - \$50M**

Initial equity commitment  
with capacity to fund \$100M+

**5 - 7 YEARS**

Investment Duration

**8%**

Target annual yield paid from  
operating cash flow

## Partnership with U.S. Sponsors

### RESILIENCE INDUSTRY FOCUS

- Opportunistic investors focused on scalable growth in operating businesses (e.g., healthcare consumer food/beverage, manufacturing)
- Businesses with complimentary risk parameters

### PROVEN TRACK RECORD

- Verifiable history of investments and exits with proven performance and sustainable cash flows

### EXPERIENCED MANAGEMENT

- Opportunistic investors focused on scalable growth in operating businesses (e.g., healthcare consumer food/beverage, manufacturing)
- Businesses with complimentary risk parameters

### SCALABLE GROWTH

- Active acquisition and/or growth pipeline

## What Partners Can Expect

### SIGNIFICANT FUNDING

- Monopolizing The Game will fund up to 95% of the equity requirement; allocations can vary depending upon the size of the investment

### MINIMAL DISRUPTION

- Given significant equity contribution, Monopolizing The Game will retain control, and majority ownership, of the partnership
- Following Monopolizing The Game due diligence, sponsor management teams operate the business with minimal interference

### SPEED AND CERTAINTY

- Funding within 7 to 10 days of Monopolizing The Game Investment Committee and Board approval

### SUPPORT SERVICES

- Access to Monopolizing The Game's suite of support services and infrastructure



# Strategic Brand Partners

We welcome sponsorships from a diverse range of organizations, including but not limited to:

- Hospitality Brands: Hotels, resorts, and lodging companies.
- Real Estate Developers: Companies specializing in property investment and development.
- Financial Institutions: Banks, investment firms, and venture capitalists.
- Technology Companies: Providers of software and tools for the hospitality industry.
- Consulting Firms: Specializing in hospitality and real estate.
- Diversity and Inclusion Advocates: Organizations committed to equity in business.
- Education Providers: Universities, training programs, and certification bodies.
- Travel Companies: Airlines, transportation providers, and travel agencies.
- Media Outlets: Publishers and broadcasters focusing on business and lifestyle.

# Sponsor the Bank



## Exclusive Bank Sponsor Investment: \$25,000

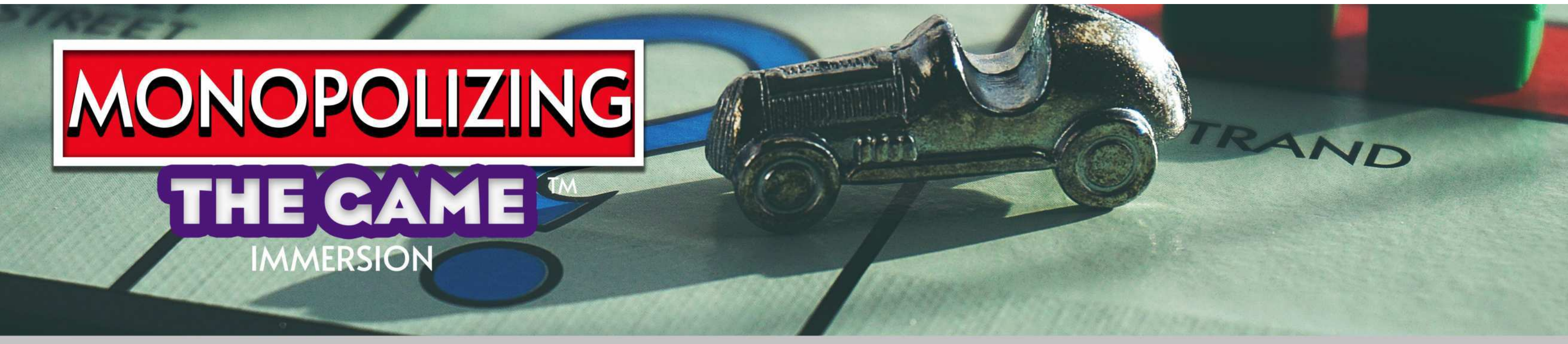
- Monopoly Bank branded as the "Scotia Monopoly Bank" or "Powered by Scotia Bank."
- Exclusive logo placement on all Monopoly money distributed during the event.
- Prominent branding on Monopoly Bank signage and materials.
- Opportunity to co-host Monopoly Bank activities, such as "deposits," "loans," or "property acquisitions."
- Branded staff uniforms for assistants managing the Monopoly Bank.
- Inclusion in event-wide app notifications and communications (e.g., "Visit Scotia Monopoly Bank!").
  - Verbal recognition during opening or closing remarks.
- Opportunity to provide branded giveaways (e.g., pens, notepads).



# WHY PARTNER NOW?

- Direct Access to Niche Markets
- Lead Generation and Strategic Relationships
- Industry Leadership Opportunities
- Year-Round Marketing Exposure
- High-Growth Investment Opportunities
- Diversity and Inclusion Advocacy





## Metrics from Past Events:

- 85% of attendees reported improved understanding of hotel ownership opportunities.
- 70% of sponsors reported increased brand awareness and direct engagement with decision-makers.
- 90% of surveyed participants expressed interest in attending future events.

## Testimonials

*“Monopolizing the Game provided us with direct access to leaders who are shaping the future of hospitality. The connections we made were invaluable.” — Headline Sponsor, 2023*

*“The event was a game-changer for our company. We not only gained visibility but also formed partnerships that have boosted our business significantly.” — Major Sponsor, 2022*

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# THANK YOU

*We look forward to working with you*



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[www.SmileHotels.co](http://www.SmileHotels.co)

Smile Hospitality, Inc. |



2025 **LIVE**

Monopolizing  
The Game  
in Santo Domingo  
Dominican Republic



# MONOPOLIZING THE GAME™

Partner with us and make  
a lasting impact.

Secure your sponsorship today and join us in reshaping  
the future of hospitality. Let's work together to create  
opportunities, foster innovation, and drive change.

Act now to ensure your place at the forefront of this transformative event!