

SPEAK UP.

SHOW STRENGTH.

SHARE FACTS.

**ADL invites you to speak up, show strength and share facts.
Sponsor our virtual event series this fall to
join us in fighting hate for good.**

For more information visit events.adl.org or contact sponsor@adl.org.

NY/NJ Sponsorship Levels and Benefits

\$100,000 - Visionary Sponsor*

At this level, Visionary Sponsors receive all Champion benefits, plus:

- Recognition as a Visionary Sponsor for all three events
- Curated stewardship experience
- Opportunity to host a private event with ADL Senior Leadership and experts at a future date

ADL In Concert Against Hate

- Recognition as an Executive Producer for the Concert
- Featured logo and/or name placement on the Concert website and during Concert livestream

ADL Walk Against Hate

- Recognition as a Presenting Sponsor of the Walk Celebration
- Inclusion in post-event communication with attendees
- Customized event activation, developed in consultation with ADL

Never Is Now

- Recognition as a Presenting Sponsor for one day of Summit programming
- Recognition during opening and closing plenaries
- Private breakout session at Summit for sponsor-invited participants

\$50,000 - Champion Sponsor*

At this level, Champion Sponsors receive all Defender benefits, plus:

- Recognition as a Champion Sponsor for all three events

ADL Concert Against Hate

- Customized email invitation sent to sponsor-curated list
- Logo and/or name recognition during the Concert livestream

ADL Walk Against Hate

- Day-of acknowledgment during the Walk Celebration livestream
- Featured logo and/or name recognition on the Walk website
- Logo and/or name recognition on Walk t-shirts, distributed to thousands of participants post-event

Never Is Now

- Featured logo and/or name recognition on the Summit website and in virtual program

*Corporate donors of \$50,000 or more will be included in ADL's National Corporate Partners Against Hate Program.
More details on our Corporate Partners Against Hate Program and benefits will be communicated separately.

events.adl.org

ADL[®]
FIGHTING HATE FOR GOOD

\$25,000 - Defender Sponsor

At this level, Defender Sponsors receive all Advocate benefits, plus:

- Recognition as a Defender Sponsor for all three events
- Opportunity to host ADL training for your company and firm
- Invitation to attend a virtual "thank you" program for top leaders and supporters with special guests

ADL In Concert Against Hate

- Spotlight recognition at exclusive pre-Concert VIP reception
- Exclusive regional social media mention in Concert promotion
- Featured logo and/or name recognition on the Concert website

ADL Walk Against Hate

- Logo and/or name recognition on the Walk website
- Exclusive regional social media mention during Walk promotion

Never Is Now

- Opportunity to co-brand breakout sessions/CLE credit opportunities during the Summit
- Name recognition in Summit virtual program
- Invitation to exclusive insider panel session

\$10,000 - Advocate Sponsor

At this level, Advocate Sponsors receive all Ambassador benefits, plus:

- Recognition as an Advocate Sponsor for all three events
- Opportunity to host an exclusive ADL speaker briefing with your company or firm
- Invitation to ADL Virtual Town Halls

ADL In Concert Against Hate

- Premier name recognition on the Concert website
- Shared regional social media mention

\$10,000 - Advocate Sponsor

Benefits continued:

ADL Walk Against Hate

- Name recognition on Walk t-shirts, distributed to thousands of participants post-event
- Shared regional social media mention
- 25 Walk From Home bags of ADL SWAG

Never Is Now

- Honor scroll mention during Summit "commercial breaks"

\$5,000 - Ambassador Sponsor

At this level, Ambassador Sponsors receive all Supporter benefits, plus:

- Recognition as an Ambassador Sponsor for all three events
- Personal ADL staff liaison dedicated to your support

ADL In Concert Against Hate

- Name recognition on the Concert website
- Special invitation to exclusive pre-Concert VIP reception

ADL Walk Against Hate

- Name recognition on Walk website
- 10 Walk From Home bags of ADL SWAG

\$1,000 - Supporter Sponsor

- Recognition as a Supporter Sponsor for event of your choosing
- Invitations to ADL NY/NJ *Conversations for Change* webinars
- Subscription to ADL NY/NJ monthly Newsletter and monthly Take Action Alerts

*Individual donors at all levels will be recognized through ADL's Donor Recognition Society in 2021.
More details on our Donor Recognition Society and benefits will be communicated separately.*

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UP.**

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Virtual Events Sponsorships

☐

Visionary

\$100,000

☐

Champion

\$50,000

☐

Defender

\$25,000

☐

Advocate

\$10,000

☐

Ambassador

\$5,000

☐

Supporter

\$1,000

Contact & Payment Information

Name: _____

Company: _____ Contact Person: _____

Address: _____ Phone: _____

Email: _____

This sponsorship is for a: ☐ Company ☐ Individual ☐ I/We would like to be recognized as a sponsor for all events

I/We would like to be recognized as a sponsor for the following events: ☐ ADL in Concert Against Hate ☐ Walk Against Hate ☐ Never is Now

Please select all boxes that apply to your payment method:

☐ My / Our payment is enclosed for \$_____ (Please make check payable to Anti-Defamation League)

☐ Please bill me ☐ I agree to pay my pledge in full by 12/31/20

☐ I plan to use a Donor Advised Fund (DAF) for fulfilling my gift to the ADL, and I confirm that I waive all material benefits offered to sponsors*

Signature: _____

Please charge my (circle one): Visa ☐ | Mastercard ☐ | Discover ☐ | American Express ☐

Card number: _____ Expiration date: _____ CVV Code: _____

Name on card: _____ Signature: _____

Address: _____ City: _____

State: _____ Zip Code: _____

Please recognize this sponsorship as: _____

For more information, please contact: _____

Mail: ADL | 605 Third Avenue, 9th Fl. | New York, NY, 10158

*Due to tax regulations, Donor Advised Funds cannot receive material benefits or thank you gifts in exchange for their contribution. However, giving with a Donor Advised Fund will still list you as a generous sponsor of the event and provide access to online viewings on the day of the events.

