

# SPEAK UP.

# SHARE FACTS.

# SHOW STRENGTH.

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

For more information visit [events.adl.org](https://events.adl.org) or contact [sponsor@adl.org](mailto: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**

- Premier logo and/or name recognition on the Summit website and inclusion in a minimum of 1 email blast to more than 250,000 ADL supporters

\*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](https://events.adl.org)

**ADL**<sup>®</sup>  
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 town hall
- 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 and/or logo recognition in a minimum of 1 email blast to over 25,000 ADL supporters
- 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

*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.*

[events.adl.org](https://events.adl.org)

## \$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 opening and closing sessions

## \$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 town hall

### 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