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 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**

- 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

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*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
**$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

**$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

*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*