



Sponsorship Opportunities

November 10, 2022

We invite you to consider a sponsorship for Never Is Now, the world's largest annual summit on antisemitism and hate. ADL's Never Is Now is back in-person on November 10, 2022 at the Javits Center in New York City where more than 1,800 will join us for a full day of crucial conversations with experts and leaders in the fight against antisemitism and all forms of hate. And, with an extended reach to thousands more via our virtual audience*, a Summit sponsorship is a can't miss opportunity to be a part of this inspiring day of action that drives lasting change in our communities.

If you have any questions about sponsorship opportunities or benefits, or would like to explore a multi-year Never Is Now sponsorship, please reach out to sponsor@adl.org or your local ADL contact. We look forward to partnering with you in the fight against hate.

* In 2021, as a virtual-only event, Never Is Now brought together 11,000 participants from 60

\$500,000 – Lead Presenting Sponsor

Exclusive, limited-time sponsorship opportunity

Our Lead Presenting Sponsor is the title sponsor for the Never Is Now Summit. Lead Presenting Sponsors receive all available benefits plus:

- Exclusive listing as the Summit's lead sponsor with stand-alone top-level placement and "presented by" logo and/or name treatment on the Never Is Now main stage, Summit website and in all Summit collateral.
- Opportunity for a standalone custom message to ADL's mailing list of 270,000+ households.

- Featured logo placement on the Never Is Now main stage and Summit website.
- Invitation for an organizational representative to sit on a panel (topic to be determined) open to the Summit general audience.
- Dedicated ADL staff concierge to ensure a seamless experience for employees and invited guests.
- Option to co-create TWO customized virtual education sessions on the history of and current climate surrounding antisemitism, PLUS access to a customized digital library of pre-recorded content and supplemental reading lists and materials for you and/or your employees/invited guests.

\$250,000 – Presenting Sponsor

Presenting Sponsors are shared title sponsors for the Never Is Now Summit and receive all Visionary benefits, plus the following enhancements:

- Presenting Sponsor ticket package includes:
 - 25 Platinum Passes to Summit
 - 25 seats at an invite-only Insider Summit session
 - Invitation for up to 5 to attend the invitation-only Welcome Breakfast
 - Access for invited passholder guests to the Summit VIP lounge and networking space
 - Unlimited General Admission tickets to distribute to employees or invitees of your choosing (via unique registration code)

\$100,000 – Visionary Sponsor

All Leader benefits, plus the following enhancements:

- Visionary Sponsor ticket package includes:
 - 20 Platinum Passes to the Summit
 - 20 seats at an invite-only Insider Summit session
 - Invitation for up to 5 to attend the invitation-only Welcome Breakfast
 - Access for invited passholder guests to the Summit VIP lounge and networking space
 - Up to 50 General Admission tickets to distribute to employees or invitees of your choosing (via unique registration code)
- Opportunity to be the named lead sponsor for our student or continuing legal education (CLE) tracks or one of five fully accessible Summit activation centers. (Exclusive benefit. Please inquire for more details)
- Homepage logo and/or name placement on the Never Is Now website at www.neverisnow.org.
- Opportunity to include a digital ad/message in Summit program (TBC print or digital/app) and on digital sponsor scrolls throughout Summit.

\$75,000 – Leader Sponsor

All Champion benefits, plus the following enhancements:

- Leader Sponsor ticket package includes:
 - 15 Platinum Passes to the Summit
 - 15 seats at an invite-only Insider Summit session
 - Invitation for up to 5 to attend the invitation-only Welcome Breakfast
 - Access for invited passholder guests to the Summit VIP lounge and networking space
- Option to host a private learning lunch on a scheduled date led by ADL experts for executives, employees, clients, friends, colleagues or other stakeholders on topics like extremism, online hate, election security, combatting identity-based bias, disinformation and more.

\$50,000 – Champion Sponsor

All Guardian benefits, plus the following enhancements:

- Champion Sponsor ticket package includes:
 - 10 Platinum Passes to the Summit
 - 10 seats at an invite-only Insider Summit session
 - Invitation for 2 to attend the invitation-only Welcome Breakfast
 - Access for invited passholder guests to the Summit VIP lounge and networking space
- Recognition as the exclusive lead sponsor of a selected Summit panel, PLUS opportunity to schedule an invitation-only virtual post-panel discussion with panel experts. (Exclusive benefit. One available per panel.)
- Featured logo recognition on Never Is Now website at www.neverisnow.org.
- Featured logo placement on digital sponsor scrolls throughout Summit.
- Featured logo placement in program sponsors listing (TBC print or digital/app).

\$25,000 – Guardian Sponsor

All Advocate benefits, plus the following enhancements:

- Guardian Sponsor ticket package includes:
 - 10 Platinum Passes to the Summit
 - 10 seats at an invite-only Insider Summit session
 - Invitation for 2 to attend the invitation-only breakfast
 - Access for invited passholder guests to the Summit VIP lounge and networking space
- Option to schedule a customized virtual education session on the history of and current climate surrounding antisemitism.
- Logo inclusion on Summit event emails to ADL's mailing list of 270,000+ households. (Select email sends. Space permitting.)
- A thank you and acknowledgement of sponsorship via one of ADL's official social media channels.
- Opportunity to include literature or swag items in Summit tote bag given to all in-person participants.
- Recognition as an ADL Corporate Partner Against Hate (CPAH) with access to all program benefits at your Summit sponsorship level.

\$10,000 – Advocate Sponsor

Advocate sponsors receive Ambassador benefits, plus:

- Advocate Sponsor ticket package includes:
 - 5 Platinum Passes to the Summit
- Access for you and/or your employees to a curated digital library of pre-recorded content and supplemental reading lists and materials to build a foundation of knowledge on the history of and current climate surrounding antisemitism.
- Opportunity to be the exclusive underwriter for Continuing Legal Education Credits offered through Never Is Now. (Exclusive benefit. One available per state.)

\$5,000 – Ambassador Sponsor

- Ambassador Sponsor ticket package includes:
 - 5 General Admission tickets to the Summit
- Logo recognition on Never Is Now website at www.neverisnow.org.
- Logo inclusion on digital sponsor scrolls throughout Summit.
- Logo inclusion in program sponsors listing (TBC print or digital/app).