



Sponsorship Levels & Benefits

November 7 – 9, 2021

Never Is Now, the world's largest annual summit on antisemitism and hate, brought together 7,000 participants from 28 countries and more than 45 states in 2020. We look forward to partnering with you on our 2021 Summit and the fight against hate.

\$250,000 – Presenting Sponsor

Presenting sponsors receive Visionary benefits, plus:

- Title sponsorship of Never Is Now, the world's largest annual summit on antisemitism and hate, which includes:
 - An employees-only virtual panel discussion and talk-back
 - Representative from organization invited to sit on panel (topic to be determined) open to general audience
 - Dedicated ADL staff to ensure seamless viewing experience for employees
- Two presentations or learning lunches by ADL experts for executives, employees, clients or other stakeholders on topics like extremism, online hate, election security, combatting identity-based bias, disinformation and more
- Two customized virtual education sessions on the dangers and history of antisemitism and bias, in addition to a digital library of pre-recorded content and supplemental reading lists and materials for your employees
- Acknowledgment as a Corporate Partner Against Hate (CPAH) which includes the following:
 - Prominent logo on CPAH Website (as well as respective event collateral and program websites)
 - Partnership announcement emailed to ADL's mailing list, and recognition on CPAH related e-newsletters during the year
 - Social media announcement of partnership

\$100,000 - Visionary

Visionary sponsors receive Leader benefits, plus:

- Recognition as a Visionary sponsor of Never Is Now, the world's largest annual summit on antisemitism and hate, which includes:
 - Featured logo and/or name placement on the Never Is Now website and during Summit program
 - An employees-only virtual post-panel discussion with panel experts
 - Opportunity to sponsor a program track of your choosing
- Two presentations or learning lunches by ADL experts for executives, employees, clients or other stakeholders on topics like extremism, online hate, election security, combatting identity-based bias, disinformation and more
- One customized virtual education session on the dangers and history of antisemitism and bias, in addition to a digital library of pre-recorded content and supplemental reading lists and materials for your employees

\$75,000 - Leader

Leader sponsors receive Champion benefits, plus:

- Recognition as a Leader sponsor of Never Is Now, the world's largest annual summit on antisemitism and hate, which includes:
 - An employees-only virtual post-panel discussion with panel experts
- Learning lunch by ADL experts for executives, employees, clients or other stakeholders on topics like extremism, online hate, election security, combatting identity-based bias, disinformation and more
- One customized virtual education session on the dangers and history of antisemitism and bias, in addition to a digital library of pre-recorded content and supplemental reading lists and materials for your employees

\$50,000 - Champion

Champion sponsors receive Guardian benefits, plus:

- Recognition as a Champion sponsor of Never Is Now, the world's largest annual summit on antisemitism and hate, which includes:
 - Opportunity to be a named sponsor of a panel
 - Education and professional development materials for CLE panels
 - Invitation to exclusive insider session for 10 employees
- Learning lunch by ADL experts for executives, employees, clients or other stakeholders on topics like extremism, online hate, election security, combatting identity-based bias, disinformation and more
- One customized virtual education session on the dangers and history of antisemitism and bias, in addition to a digital library of pre-recorded content and supplemental reading lists and materials for your employees

\$25,000 - Guardian

Guardian sponsors receive Advocate benefits, plus:

- Recognition as a Guardian level sponsor of Never Is Now, the world's largest annual summit on antisemitism and hate, which includes:
 - Invitation to exclusive insider session for 5 employees
 - National social media mention in Never Is Now promotion
- Learning lunch by ADL experts for executives, employees, clients or other stakeholders on topics like extremism, online hate, election security, combatting identity-based bias, disinformation and more
- Supplemental reading lists and materials for your employees on the dangers and history of antisemitism
- Acknowledgment as a Corporate Partner Against Hate (CPAH) which includes logo on CPAH website and other benefits

\$10,000 - Advocate

Advocate sponsors receive Ambassador benefits, plus:

- Recognition as an Advocate level sponsor of Never Is Now, the world's largest annual summit on antisemitism and hate, which includes:
 - Inclusion on event emails to ADL's mailing list of 270,000+ households
 - Opportunity to sponsor Regional CLE credits

\$5,000 - Ambassador

- National website listing recognition as an Ambassador level sponsor of Never Is Now, the world's largest annual summit on antisemitism and hate

In addition to Never Is Now, you can show your support for the fight against hate through our other fall events, the Walk Against Hate and ADL In Concert Against Hate. For more information visit adl.org/events or contact sponsor@adl.org.

Please note that Never Is Now sponsorship confirmations must be received by October 7, 2021 to ensure your sponsorship is recognized in all ways possible. Thank you for your understanding.