



WALK AGAINST HATE

JUNE 3, 2018 | 9AM-12PM MARINE PARADE GROUNDS AT THE NAVY YARD, PHILADELPHIA, PA

LET'S TAKE A STEP IN THE RIGHT DIRECTION™

WALK AGAINST HATE

Marine Parade Grounds At The Navy Yard

June 3, 2018





2018 Walk Against Hate

Join us at the 8th Annual **Walk Against Hate** — where schools, civic organizations, houses of worship, and the corporate community come together to show the region that Philadelphia is **No Place for Hate®**!

The 2018 **Walk Against Hate** will be held on Sunday, June 3, 2018 at the Navy Yard in Philadelphia, PA. Registration and the Diversity Expo will open at 8:00 AM, with Main Stage Entertainment and a variety of family-friendly activities kicking off at 9:00 AM. The morning culminates with the **Walk Against Hate** at 10:15 AM, when over 3,000 people “take a step in the right direction” — together!

Available Sponsorships

\$50,000 Presenting Sponsor

- Inclusion in a media campaign, including television, print, billboards, and social media
- Top logo placement on Walk website, main stage, participant t-shirts and throughout the event
- Dedicated space for giveaways within Corporate Village
- Host tent within Corporate Village
- Main stage acknowledgement as Presenting Sponsor
- Team building session with an ADL representative and a Board member
- 100 registration entries and t-shirts

\$25,000 Diversity Expo Sponsor

- Exclusive sponsor of Diversity Expo as well as a lunch and learn with all Diversity Expo organizations post-Walk
- Premium logo placement on Walk website, main stage, participant t-shirts and throughout the event
- Dedicated space for giveaways within Corporate Village
- Main stage acknowledgement as Diversity Expo Sponsor
- Team building session with an ADL representative and a Board member
- 50 registration entries and t-shirts

\$25,000 Entertainment Sponsor

- Exclusive ownership of Main Stage and Walk Route Entertainment (branding, announcements, signage)
- Premium logo placement on Walk website, main stage, participant t-shirts and throughout the event
- Dedicated space for giveaways within Corporate Village
- Main stage acknowledgement as Entertainment Sponsor
- Team building session with an ADL representative and a Board member
- 50 registration entries and t-shirts

\$15,000 Community Engagement Sponsor

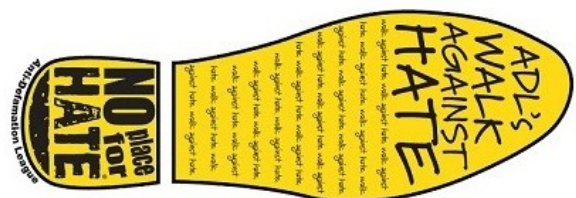
- Exclusive sponsor of both the Artistic Expression and Social Media activations
- Preferred logo placement on Walk website, main stage, participant t-shirts and throughout the event
- Dedicated space for giveaways within Corporate Village
- Main stage acknowledgement as Community Engagement Sponsor
- Team building session with an ADL representative and a Board member
- 30 registration entries and t-shirts

\$10,000 Equality Sponsor

- Logo placement on Walk website and main stage
- Company name on participant t-shirts and event signage
- Corporate Village table for company participants
- Team building session with an ADL representative and a Board member
- 20 registration entries and t-shirts

\$5,000 Respect Sponsor

- Logo placement on Walk website
- Company name on main stage, participant t-shirts and event signage
- Corporate Village table for company participants
- Team building session with an ADL representative and a Board member
- 10 registration entries and t-shirts



2018 Walk Against Hate

About the Navy Yard

The Navy Yard is a great American landmark with over 1,200 acres of picturesque space. Century-old sycamore trees line the main thoroughfares, while jogging and walking paths wind along the riverfront and past the grand warships docked in the reserve basin. Parks and open space offer quiet respites and gathering places for all kinds of recreational activities — including our Walk Against Hate!

Walk Against Hate Schedule

8:00 AM	Registration & Diversity Expo Open
9:00 AM	Main Stage Entertainment & Festival
10:15 AM	Walk Against Hate





2018 Walk Against Hate

SPONSORSHIP OPPORTUNITIES

- ☐ Presenting Sponsor (\$50,000)
- ☐ Diversity Sponsor (\$25,000)
- ☐ Entertainment Sponsor (\$25,000)
- ☐ Community Engagement Sponsor (\$15,000)
- ☐ Equality Sponsor (\$10,000)
- ☐ Respect Sponsor (\$5,000)
- ☐ Other Donation

Total Pledge Amount \$_____

CONTACT INFORMATION

Contact Name & Title

Company

Address

City, State Zip

Phone

E-mail Address

PAYMENT OPTIONS

☐ Cash/Check

Make payable to the Anti-Defamation League

☐ Credit Card

☐ Master Card

☐ Visa

☐ American Express

☐ Discover

Card #

Exp. Date

Signature

Remittance Address:

Daniel H. Keefer
Development
Anti-Defamation League
1500 Market Street, West Tower, Suite 2415
Philadelphia, PA 19102
(215) 568-2223
dkeefer@adl.org

**100% of net proceeds go
towards fighting bigotry & hate.**



2018 Walk Against Hate

Directions to the Marine Parade Grounds at the Navy Yard

4747 South Broad Street, Philadelphia, PA 19112

FROM NORTH OF PHILADELPHIA AND FROM NEW JERSEY VIA THE BEN FRANKLIN BRIDGE OR THE WALT WHITMAN BRIDGE

- South on I-95
- Take Exit 17 (Broad Street)
- Make a left on to Broad Street
- Enter the Navy Yard at the Broad Street Gate
- Proceed two blocks and turn left on Intrepid Avenue for parking

FROM SOUTH OF PHILADELPHIA AND FROM NEW JERSEY VIA THE COMMODORE BARRY BRIDGE

- North on I-95
- Take Exit 17 (Broad Street)
- Make a left at first light at bottom of ramp (Zinkoff Boulevard)
- Make another left on to Broad Street and stay to the right
- Enter the Navy Yard at the Broad Street Gate
- Proceed two blocks and turn left on Intrepid Avenue for parking

FROM WEST OF PHILADELPHIA OR THE PENNSYLVANIA TURNPIKE (EXIT 24 - VALLEY FORGE)

- Schuylkill Expressway East (I-76)
- Take I-76 East to Broad Street Exit
- Take Broad Street South, enter the Navy Yard at the Broad Street Gate
- Proceed two blocks and take a left on Intrepid Avenue for parking

FROM BLUE ROUTE (I-476)

- Take I-476 South to I-95 North
- Take I-95 North to Exit 17 (Broad Street)
- Make a left at first light at bottom of ramp (Zinkoff Blvd)
- Make another left on to Broad Street and stay to the right
- Enter the Navy Yard at the Broad Street Gate
- Proceed two blocks and turn left on Intrepid Avenue for parking

FROM CENTER CITY PHILADELPHIA

- Take Broad Street South, enter the Navy Yard at the Broad Street Gate
- Proceed two blocks and turn left on Intrepid Avenue for parking