

Wall Ball

2018

Sponsorship Packet
& Event Information



ART
IGNITES
CHANGE

Wall Ball 2018

Thursday, June 7, 2018

The Fillmore Philadelphia

29 East Allen Street

Philadelphia, PA 19123

Wall Ball

6–10 p.m.

Off the Wall Ball Afterparty

Presented by the Mural Arts Advisory Council

9:30 p.m.– midnight

Honorees

David Pudlin

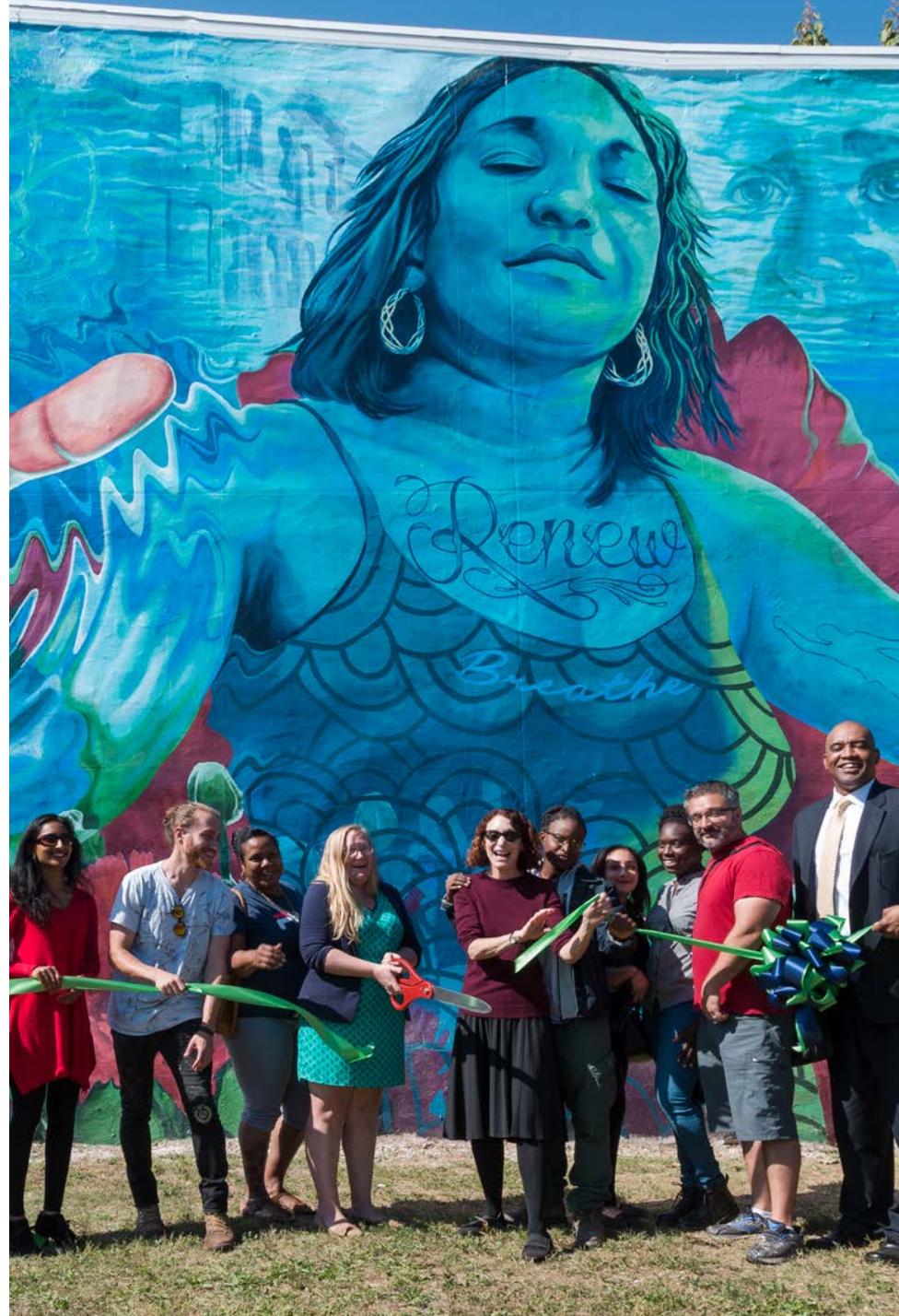
Board Chair, Mural Arts Advocates

Joan Reilly

Chief Operating Officer, Mural Arts Philadelphia

Tony Goldman Visionary Artist Award

TBA



Wall Ball 2018

Wall Ball Committee Co-Chairs

Daniel Astolfi

Margelle Liss

Wall Ball Committee

Honorary Co-Chairs

Michael DiBerardinis

Jane Goldblum

Joe Goldblum

Joel Greenberg

Marcy Gringlas

Jane Pepper

Ann Reed

Frank Reed

Pam Schneider

Tony Schneider

Howard Silverman

Marjorie Silverman

Wall Ball Committee Members

Kimberly Allen

Kevin Basden

Robyn Duda

Michele Fenkel

Shelly Guise

Danielle Hankin

Monica Jindia

Tiffany Tavaréz

David Wilkes



The Event

Our annual Wall Ball event brings together hundreds of Mural Arts family members in the Philadelphia region to honor key leaders and role models in Philadelphia while raising funds in support of Mural Arts' mission: to create powerful and engaging public art projects that transform spaces, communities, institutions, and individual lives. Wall Ball also supports high-quality art education and outreach programs that provide people with the inspiration and tools to seize their own future.

Since its inception in 2004, Wall Ball has consistently provided critical support to Mural Arts through the generation of unrestricted revenue. Over the years, Wall Ball has grown to be an annual Philadelphia Who's Who, with the 2017 event attracting 650+ guests and raising more than \$600,000.

Once again, this year's Wall Ball will feature fabulous cuisine, immersive entertainment, and a stunning auction filled with unparalleled works of art and experiences.

Join us and be a part of this one-of-a-kind event!



The Honorees – David Pudlin



We honor David Pudlin for his four years of outstanding service as the Chair of the Mural Arts Advocates Board of Directors. During David's term as Board Chair, Mural Arts has had significant growth; the organization now serves over 24,000 children and vulnerable adults each year, hosts special projects that engage individuals citywide, and has a collection of over 4,000 murals throughout Philadelphia.

David, who is the President and CEO of the law firm of Hangley Aronchick Segal Pudlin & Schiller, graduated from the University of Pennsylvania Law School and received his BA *magna cum laude* with Exceptional Distinction in Economics from Yale University. David concentrates his practice in tax law, estate planning, and business/employment law.

He has served as a lecturer in law at Temple University School of Law and as a faculty member of several Pennsylvania Bar Institute seminars. David has authored numerous tax papers and has served as Chair of the Federal Tax Committee of the Philadelphia Bar Association Tax Section and as Editor in Chief of the Tax Section newsletter. In addition, David has served as Chair of both the Large Law Firm and Mid-Size Law Firm Management Committees of the Philadelphia Bar Association and as an Executive Committee member of the Association's Probate Section. David also serves as a director of the Anti-Defamation League, for which he is a past Chair of the Board and the Bryn Mawr Film Institute. He also completed seven years as a Trustee of The Baldwin School.

David is also an enthusiastic squash player and has competed in squash at the World Maccabiah Games in Israel, where he was the recipient of a gold medal.



The Honorees – Joan Reilly



Joan Reilly, M.ED. is a seasoned leader who has dedicated her career to building cross-sector partnerships that serve the greater good. Throughout her rich history of work with the non-profit and public sectors, she has built collaborations in order to make seemingly impossible things possible. She is a strategic thinker with the ability to help organizations and alliances create a shared vision, develop clear strategies, and secure the necessary resources to achieve their mission. Her approach gathers and builds community and equips the partners with the capacity to grow and sustain the work well beyond the time of her involvement.

Reilly joined Mural Arts in November 2010 to serve as its Chief Operating Officer. In her role as COO, Reilly partners with Executive Director Jane Golden to oversee the operations of the organization. Reilly also serves as the President of the Philadelphia Mural Arts Advocates and in this role is responsible for board operations and development.

Prior to her work with Mural Arts, Reilly served as a Director with the Pennsylvania Horticultural Society (PHS). In this capacity, she developed innovative programs that transformed abandoned parcels of blighted land into thriving parks and community gardens. She played a key role in the creation of collaboration between the Philadelphia Department of Park and Recreation, PHS, various community organizations, and residents. This collaboration was nationally recognized as a model for private/public partnership. Additionally, Reilly has served as a consultant and framer of a wide range of organizations in the areas of civic engagement, leadership, development, strategic planning, and advocacy.



Sponsorship Opportunities

Sponsorship of the Mural Arts Philadelphia Wall Ball and Off the Wall Ball celebrations provides the opportunity for high-level recognition and visibility for corporations, organizations, and individuals.

Wall Ball attendees are an eclectic and diverse group, representing all of Philadelphia's neighborhoods and surrounding counties, as well as parts of Southern New Jersey and Delaware. Attendees are business leaders, politicians, members of the regional philanthropic community, representatives from the arts and culture sector, artists, and Philadelphia residents.

At Wall Ball 2018, you will have the opportunity to recognize our honorees for their significant contributions to Philadelphia. During Off the Wall Ball, guests will continue to mingle with artists, Mural Arts staff, and our Advisory Council, while enjoying music from local DJs. The entire night of celebration represents the many people that are part of the Mural Arts family and are passionate about the potential of our city's future.

Available levels of support include our Leadership Circle (\$50,000+), Master Artist (\$25,000), Visionary (\$15,000), Innovator (\$10,000), Muse (\$5,000), and Patron (\$1,500). Additional opportunities include support of Off the Wall Ball. Please email wallball@muralarts.org with inquiries regarding Off the Wall Ball sponsorship.



Sponsorship Levels

Presenting Sponsor: SOLD

- 25 reservations to Wall Ball
- Access to an intimate toast with the honoree directly preceding Wall Ball
- Access to reserved lounge area at Wall Ball with personal service attendants
- Speaking opportunity for company representative during program at Wall Ball
- *Presenting Sponsor* recognition featured on mailed Wall Ball invitation
- *Presenting Sponsor* recognition in select print advertising and promotional materials
- Inclusion in Wall Ball eblasts (24,000 subscribers)
- Inclusion in 10 social media mentions (100,000+ followers on Facebook, Twitter, and Instagram)
- Logo and link on Wall Ball webpage
- Logo placement on step and repeat backdrop
- Additional logo or name placement at The Fillmore
- Two experiential painting activities (25 people)

Leadership Circle Sponsor: \$50,000

- 16 reservations to Wall Ball
- Access to an intimate toast with the honoree directly preceding Wall Ball
- Access to reserved lounge area at Wall Ball with personal service attendants
- Recognition as member of the *Leadership Circle* during speaking program
- *Leadership Circle* recognition on mailed Wall Ball invitation if confirmed by March 15, 2018
- *Leadership Circle* recognition in select print advertising and promotional materials
- Inclusion in Wall Ball eblasts (24,000 subscribers)
- Inclusion in 5 social media mentions (100,000+ followers on Facebook, Twitter, and Instagram)
- Recognition and link on Wall Ball webpage
- Logo placement on step and repeat backdrop
- Additional logo or name placement at The Fillmore
- Mural tour with Jane Golden



Sponsorship Levels



Master Artist Sponsor: \$25,000

- 12 reservations to Wall Ball
- Access to reserved lounge area at Wall Ball with personal service attendants
- Recognition as a *Master Artist Sponsor* during speaking program
- *Master Artist Sponsor* recognition featured on Wall Ball invitation if confirmed by March 15, 2018
- *Master Artist Sponsor* recognition in select print advertising and promotional materials
- Inclusion in Wall Ball eblasts (24,000 subscribers)
- Inclusion in 3 social media mentions (100,000+ followers on Facebook, Twitter, and Instagram)
- Recognition and link on Wall Ball webpage
- Logo placement on step and repeat backdrop
- Additional logo or name placement at The Fillmore

Visionary Sponsor: \$15,000

- 10 reservations to Wall Ball
- Recognition as a *Visionary Sponsor* during speaking program
- *Visionary Sponsor* recognition in select print advertising and promotional materials
- Inclusion in Wall Ball eblasts (24,000 subscribers)
- Recognition and link on Wall Ball webpage
- Additional logo or name placement at The Fillmore

Innovator Sponsor: \$10,000

- 8 reservations to Wall Ball
- Inclusion in Wall Ball eblast (24,000 subscribers)
- Recognition and link on Wall Ball webpage
- Additional logo or name placement at The Fillmore



Sponsorship Levels

Muse Sponsor: \$5,000

- 6 reservations to Wall Ball
- Inclusion in Wall Ball eblast (24,000 subscribers)
- Recognition and link on Wall Ball webpage
- Logo or name placement at The Fillmore

Collector Sponsor: \$3,000

- 4 reservations to Wall Ball
- Inclusion in Wall Ball eblast (24,000 subscribers)
- Recognition and link on Wall Ball webpage
- Logo or name placement at The Fillmore

Patron Sponsor: \$1,500

- 2 reservations to Wall Ball
- Inclusion in Wall Ball eblast (24,000 subscribers)
- Logo or name placement at The Fillmore

Please email wallball@muralarts.org with inquiries regarding Off the Wall Ball sponsorship.



Wall Ball 2018

Sponsorship Confirmation Form

Sponsorship Deadline: May 25, 2018

INDICATE YOUR SPONSORSHIP LEVEL BELOW:

- Leadership Circle Sponsor - \$50,000
- Master Artist Sponsor - \$25,000
- Visionary Sponsor - \$15,000
- Innovator Sponsor - \$10,000
- Muse Sponsor - \$5,000
- Collector Sponsor - \$3,000
- Patron Sponsor - \$1,500
- Off the Wall Ball Ticket Bundle - \$200

How should you or your company be listed in our sponsor recognition?

Provide a primary contact with whom we may be in communication regarding invoicing, benefits fulfillment, and event details.

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____

EMAIL: _____

LOGO INFORMATION:

Please provide additional contact for logo if different from above. [For on-site logo placement]

NAME: _____

EMAIL: _____



Send sponsorship confirmation form and associated files directly to:

POST: 1727-29 Mount Vernon St. Philadelphia, PA 19130

EMAIL: wallball@muralarts.org

FAX: 215-685-0757

Photos by Steve Weinik.