

Sponsorship Opportunities

& Event Information



Mural Arts
Philadelphia

WALL
BALL
2022



Thursday, June 9
6:30PM (VIP Reception)
7:30PM (General Admission)

Wall Ball Committee
Danielle Hankin (co-chair)
Keith Lewis (co-chair)
Sarena Snider (co-chair)

Kimberly Allen
Daniel Astolfi
Gina Ciralli
Tara Theune Davis
Kelly Edwards
Katy Friedland
Nicole Gainer
Margelle Liss
Rajvi Mehta
Kristy Rothenberger Peters
Greg Seitter
Liz Sterling
Alexis & Max Tuttleman

Philadelphia's most innovative and colorful celebration is back- and this year, we are live and in-person!

Wall Ball, Mural Arts Philadelphia's annual gala fundraiser, is a fun and interactive event that celebrates the Mural Arts community. After going digital in 2021, we are excited to host our signature event in person this year.

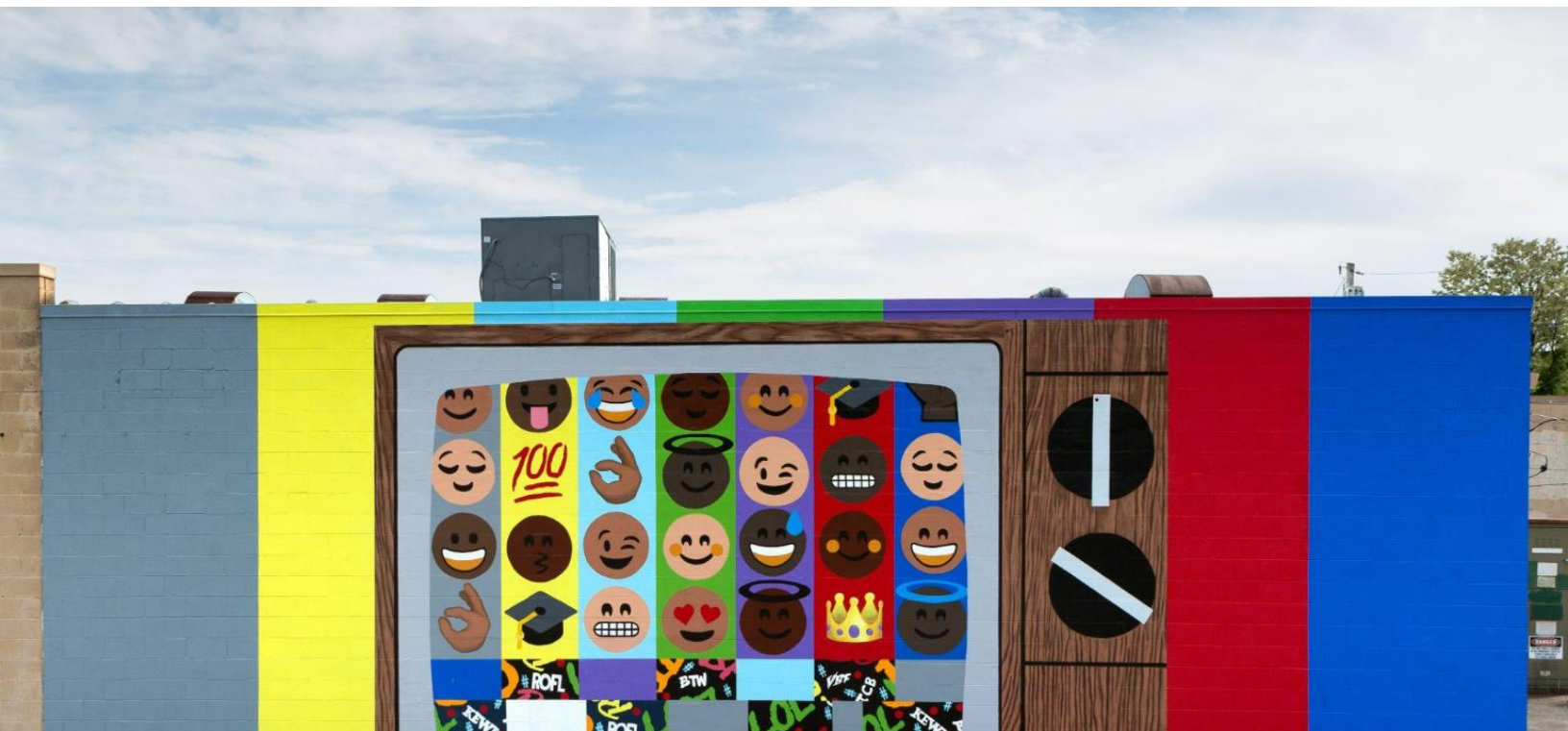
Join us at **2300 Arena** to commemorate leaders who exemplify positive change in Philadelphia. Wall Ball supports our innovative and transformative community outreach programs, reaching participants in every neighborhood in Philadelphia.

This year's honorees, **Romona Riscoe Benson** and **Kathryn Ott Lovell** have avidly supported Mural Arts' mission to empower individuals and transform communities by creating art that ignites change.

Artist and recipient of the 2022 Visionary Artist Award is Philadelphia-based potter, social activist, spoken word poet, and educator **Roberto Lugo**.

Join us on **June 9** to celebrate our honorees and uplift participatory artmaking as a pathway for individual and community healing. This year, we will highlight one of Mural Arts' notable programs, **Art Education**, whose mission is to empower youth to be leaders through artmaking.

Wall Ball 2022: Celebrating Art Education



Mural Credit:
Your Own Channel ©2017 Artist:
Derrick Adams
Photo by Steve Weinik

At Mural Arts, we believe that hands-on art-making provides a strong pathway for individual and community healing.

Art Education Programs

- Foundations & Innovations
- Arts Integration
- Artpreneurs
- Murals on the Move
- Homeschool with Mural Arts
- Restorative Practices Youth
- Apprenticeship Program
- Internship Program

Mural Arts' Art Education Program provides more than 2,000 Philadelphia youth with access to year-round quality art education courses at schools and community sites across Philadelphia. The goals of Mural Arts' Art Education program span academic enrichment, social connection, creative expression, and development of life skills. Our program's multidisciplinary approach addresses the artistic needs of children who may not otherwise have access to the arts. Classes strive to heal, unite and change minds, empowering students to uncover their unique creative voices.

Aimed at youth between the ages of 10-21, Mural Arts' Art Education programs are the perfect way for students to jump headfirst into the worlds of art and art-making. Lessons focus on creative expression and project-based learning, employing drawing, painting, photography, mixed media, mural making, and more to help students discover their distinctive artistic voices.

For our older students, these talented young adults learn essential artistic skills from professional staff, receive training in portfolio development, resume writing, and public speaking. Furthermore, they gain access to industry jobs through networking opportunities.

The Honorees



Romona Riscoe Benson

Romona Riscoe Benson is PECO's Director of Corporate and Community Impact. She has more than 25-years of strategic leadership in the areas of Corporate Philanthropy, Community Engagement and Outreach, Non-profit management, and through an earlier business - event and convention planning, and tourism development/promotion. She oversees PECO's Corporate Social Responsibility strategy, while directing a team that implements the company's corporate contributions, employee giving, sponsorships, vulnerable customer outreach, workforce development initiative and employee engagement programs. She leads efforts regarding diversity, equity and inclusion and serves on the company's Emergency Response Organization as a Communications Officer. Romona has also represented PECO in a number of external initiatives that have impacted the region, which have included the Papal Visit, DNC Convention and NFL Draft.



Benson joined PECO after serving as President and CEO of the African American Museum in Philadelphia, where she led a turnaround strategy, directed a multi-million dollar building renovation project and installation of a nationally recognized exhibit on the early life of African Americans in Philadelphia, known as Audacious Freedom. Under her leadership, AAMP significantly increased earned revenue, visitor attendance, museum membership, public programs and stakeholder investment.

She serves on numerous boards and committees in the Philadelphia area, including Philanthropy Network of Greater Philadelphia, Women of Destiny, Brandywine River Art Museum, Hire Philly Coalition, Forum for a Better Pennsylvania and chairs the board of the Mid-Atlantic Arts Foundation.

Kathryn Ott Lovell

Kathryn Ott Lovell was appointed commissioner of Philadelphia Parks & Recreation by Mayor Jim Kenney in January 2016. In this position, Kathryn oversees 700 full-time employees, more than 2,700 part-time and seasonal employees, over 10,200 acres of land, 500 buildings, 166 miles of trail, 250 playgrounds, and thousands of programs and events throughout Philadelphia's parks and recreation system.

In 2017, Kathryn commissioned the first strategic plan for Philadelphia Parks & Recreation. The plan, Our Path to 2020, established a renewed vision for the department and set in motion a powerful trajectory toward an equitable and exceptional parks and recreation system that connects people to each other, to enriching experiences, and to the natural world. The plan emphasizes citizen-centric service; high quality, relevant, and accessible programs; and a commitment to well-maintained assets.



Kathryn has presented widely on topics ranging from urban forestry, to climate change, to why parks are crucial to our future. Notable speaking and panel appearances include the South by Southwest Conference (SXSW), National Recreation and Park Association (NRPA) Conference, the City Parks Alliance's Greater & Greener Conference, and the One Water Summit. In 2018, Kathryn served as the 2018 NRPA Robert W. Crawford Lecturer.

Currently, Kathryn serves on the Board of Directors for the Please Touch Museum, Schuylkill River Development Corporation, Parkway Council, Free Library of Philadelphia, and the Philadelphia Sports Congress.

Roberto Lugo

Roberto Lugo is a Philadelphia-based artist, ceramicist, social activist, poet, and educator. Lugo utilizes classical pottery forms in conjunction with portraiture and surface design reminiscent of his North Philadelphia upbringing and Hip Hop culture to highlight themes of poverty, inequality, and racial injustice.

Lugo's works are multicultural mash-ups; traditional European and Asian ceramic techniques reimagined with a 21st-century street sensibility. Their hand-painted surfaces feature classic decorative patterns and motifs combined with elements of modern urban graffiti and portraits of individuals whose faces are historically absent on this type of luxury item - people like Sojourner Truth, Dr. Cornel West, and The Notorious B.I.G., as well as Lugo's family members and, very often, himself.

Lugo holds a BFA from the Kansas City Art Institute and an MFA from Penn State. His work has been featured in exhibitions at the Crystal Bridges Museum of American Art, Houston Center for Contemporary Craft, and the Museum of Arts and Design in New York, among others. He is the recipient of numerous awards, including a 2019 Pew Fellowship, a Cynthia Hazen Polsky and Leon Polsky Rome Prize, and a US Artist Award.

His work is found in the permanent collections of the Los Angeles County Museum of Art, Philadelphia Museum of Art, The High Museum of Art, the Museum of Fine Arts Boston, Brooklyn Museum, Walters Art Museum, and more. He is currently an Assistant Professor at Tyler School of Art and Architecture in Philadelphia, PA.



"The Talented Mr. Trotter", 2022,
Roberto Lugo, mural rendering

2022 Sponsorship Levels



Presenting Sponsor: Confirmed



We are honored to receive the continued generous support of our presenting sponsor, Citizens Bank!

NEW THIS YEAR:

Wall Ball VIP Reception!

- 6:30-7:30 pm
- Featuring music, specialty cocktails and hors d'oeuvres
- Live Artmaking
- Dedicated sponsor area

Details to follow

Included in Your Sponsorship

- Limited Edition works of art created by world renowned artist: Roberto Lugo

Leadership Circle Sponsor: \$50,000

- Sixteen (16) Wall Ball VIP Tickets
- Recognition as a Leadership Circle Sponsor and logo (corporate) and/or name (individual) placement in the following:
 - Digital Invitation (deadline April)
 - Verbal mention during the event
 - Wall Ball Event landing page
 - Wall Ball Event Program
 - Wall Ball Event Screens
 - Philadelphia Business Journal ad
 - FY22 Annual Report
- Social and Digital Media logo (corporate) and/or name (individual) placement in the following:
 - Three (3) e-blasts (24,000+ subscribers)
 - Two (2) custom social media mentions (150,000+ followers on Facebook, Twitter, and Instagram)
- Four (4) Limited Edition Roberto Lugo Plates
- Six (6) passes to a day with Roberto Lugo: Includes a visit to The Metropolitan Museum of Art Museum to experience Roberto Lugo's latest exhibit, "Before Yesterday We Could Fly: An Afrofuturist Period Room," followed by lunch with the artist. (Fall 2022)
- Private Mural Arts Tour for up to twenty (20) guests with Executive Director and Founder Jane Golden

2022 Sponsorship Levels Continued



Premier Sponsor: \$25,000

- Twelve (12) Wall Ball VIP Tickets
- Recognition as a Premier Sponsor and *logo (corporate) and/or name (individual)* placement in the following:
 - Digital Invitation (deadline April)
 - Verbal mention during the event
 - Wall Ball Event landing page
 - Wall Ball Event Program
 - Wall Ball Event Screens
 - Philadelphia Business Journal ad
 - FY22 Annual Report
- *Social and Digital Media logo (corporate) and/or name (individual) placement in the following*
 - Two (2) e-blasts (24,000+ subscribers)
 - Two (2) custom social media mentions (150,000+ followers on Facebook, Twitter, and Instagram)
- Four (4) Limited Edition Roberto Lugo Plates
- Four (4) passes to a day with Roberto Lugo: Includes a visit to The Metropolitan Museum of Art Museum to experience Roberto Lugo's latest exhibit, "Before Yesterday We Could Fly: An Afrofuturist Period Room," followed by lunch with the artist. (Fall 2022)
- Private Mural Arts Tour for up to ten (10) guests with Executive Director & Founder Jane Golden

Visionary Sponsor: \$15,000

- Ten (10) Wall Ball VIP Tickets
- Recognition as a Visionary Sponsor and *logo (corporate) and/or name (individual)* placement in the following:
 - Digital Invitation (deadline April)
 - Verbal mention during the event
 - Wall Ball Event landing page
 - Wall Ball Event Program
 - Wall Ball Event Screens
 - Philadelphia Business Journal ad
 - FY22 Annual Report
- *Social and Digital Media logo (corporate) and/or name (individual) placement in the following*
 - One (1) e-blasts (24,000+ subscribers)
 - One (1) custom social media mentions (150,000+ followers on Facebook, Twitter, and Instagram)
- Four (4) Limited Edition Roberto Lugo Plates
- Two (2) passes to a day with Roberto Lugo: Includes a visit to The Metropolitan Museum of Art Museum to experience Roberto Lugo's latest exhibit, "Before Yesterday We Could Fly: An Afrofuturist Period Room," followed by lunch with the artist. (Fall 2022)

Mural Credit:

The Future is Worth the Fight, Just Wait and See © 2021 Jess X Snow / Mural Arts Philadelphia, Photo by Steve Weinik.

2022 Sponsorship Levels



Muse Sponsor: \$10,000

- Six (6) Wall Ball VIP Tickets
- Recognition as a Muse Sponsor and name *(corporate and individual)* placement in the following:
 - Wall Ball Event landing page
 - Wall Ball Event Program
 - Wall Ball Event Screens
 - Philadelphia Business Journal ad
 - FY22 Annual Report
- Social Media name *(corporate and individual)* placement in the following:
 - One (1) e-blast (24,000+ Followers)
- Two (2) Limited Edition Roberto Lugo Plates

Collector Sponsor: \$5,000

- Two (2) Wall Ball VIP Tickets
- Recognition as a Collector Sponsor and name *(corporate and individual)* placement in the following:
 - Wall Ball Event landing page
 - Wall Ball Event Program
 - FY22 Annual Report
- Social Media name *(corporate and individual)* placement in the following:
 - One (1) e-blast (24,000+ Followers)
- One (1) Limited Edition Roberto Lugo Plate

Patron Sponsor: \$2,000

- Two (2) Wall Ball VIP Tickets
- Recognition as a Patron Sponsor and name *(corporate and individual)* placement in the following:
 - Wall Ball Event Program
 - FY22 Annual Report
- One (1) limited edition Roberto Lugo Plate

YOUR SUPPORT
IGNITES CHANGE!

THANK YOU!

Sponsorship Form

Wall Ball 2022: Celebrating Art Education



Final sponsorship recognition deadline for inclusion at the event is May 25, 2022

Indicate your sponsorship level below:

- ☐ Leadership Circle Sponsor: \$50,000
- ☐ Premier Sponsor: \$25,000
- ☐ Visionary Sponsor: \$15,000
- ☐ Muse Sponsor: \$10,000
- ☐ Collector Sponsor: \$5,000
- ☐ Patron Sponsor: \$2,000

- ☐ [Click here to Opt-out of receiving the Roberto Lugo Limited Edition artwork](#)

Send sponsorship confirmation form and associated files to the email address below.

Email:

wallball@muralarts.org

Make Checks Payable To:

Mural Arts Philadelphia
1727-29 Mount Vernon Street
Philadelphia, PA 19130

Note:

The Philadelphia Mural Arts Advocates is a recognized 501(c)(3) non-profit organization. A portion of your sponsorship is tax deductible.

Thank you!

Contact Information:

How would you like to be listed in our sponsor program and collateral?

Primary contact with whom we may be in communication regarding invoicing, benefits fulfillment, and event details:

Name:

Address:

City, State, Zip:

Phone:

Email:

Please provide additional contact for corporate logo if different from contact above:

Name:

Email:

Mural Credit:
The North Philadelphia Beacon Project ©
2013 City of Philadelphia Mural Arts
Program / James Burns, 2701 North Broad
Street. Photo by Steve Weinik