

# MURAL ARTS WALL BALL 2025



## RESTORING HOPE: WHERE ART AND JUSTICE MEET

Join us in recognizing the visionary artists and change-makers who restore hope and transform lives across Philadelphia.

## SPONSORSHIP OPPORTUNITIES

# MURAL ARTS WALL BALL 2025

FRIDAY, MAY 9, 2025



1009 Canal Street  
Philadelphia, PA 19123

VIP SEATED DINNER  
6:30 p.m.

GENERAL ADMISSION  
8:30 p.m.

## WALL BALL HONOREES

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Philadelphia Eagles

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City Council President Kenyatta Johnson

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Sarena Snider

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Visionary Artist Award

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King Saladeen

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Wall Ball 2024. Photo by Steve Weinik.

Philadelphia's most innovative and vibrant event honors our Restorative Justice Program.

Wall Ball, Mural Arts Philadelphia's signature annual gala, is an unforgettable celebration of creativity, community, and change. Each year, this vibrant event dazzles guests with awe-inspiring moments.

This year, we honor the groundbreaking work of Mural Arts' Restorative Justice program.

Join us in recognizing the visionary artists and change-makers who restore hope and transform lives across Philadelphia.

Don't miss this evening of inspiration, community, and creativity as we champion the power of public art to uplift and unite Philadelphia.





Detail of King Safadeen mural in-progress.  
Photo by Steve Weinik.

# Mural Arts Restorative Justice Program

## Restoring Hope: Where Art and Justice Meet

Mural Arts' Restorative Justice programs are transforming lives and communities. By fostering creative expression and providing vital support, we empower individuals impacted by the justice system. From our pioneering work at SCI Phoenix to our innovative Reimagining Reentry Fellowship, Mural Arts is leading the way in reimagining the criminal justice system. Our programs not only provide artistic and professional development opportunities but also cultivate a deeper understanding of the systemic issues that contribute to mass incarceration.

The Guild program, a cornerstone of Mural Arts' reentry efforts, equips returning citizens with essential job skills and provides a pathway to economic stability. Through paid employment, skill-building workshops, and individualized support, the Guild helps individuals rebuild their lives and reconnect with their communities. The impact extends beyond individual participants, with programs like the Rec Crew that revitalize public spaces and foster a sense of community ownership.

Mural Arts' commitment to restorative justice extends beyond programming. By amplifying the voices of incarcerated and formerly incarcerated artists, we are challenging the status quo and inspiring systemic change. Through our work, Mural Arts demonstrates the power of creativity to heal, transform, and build a more just and equitable society for all.



# PRESENTING SPONSOR

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

 **Citizens**<sup>®</sup>

# HONOREE

CITY COUNCIL PRESIDENT  
KENYATTA JOHNSON



Kenyatta Johnson is the President of Philadelphia City Council, a role he has held since 2024.

Kenyatta Johnson has been a member of City Council since 2012, representing the Second District, which includes parts of South and Southwest Philadelphia. Throughout his tenure, Johnson has been instrumental in securing funding for neighborhood development, and advancing policies in education, public safety, and housing.

Before his work in City Council, Kenyatta Johnson served in the Pennsylvania House of Representatives, where he earned recognition for his leadership in criminal justice reform. Johnson holds a Master of Government Administration from the University of Pennsylvania, and has built a reputation for championing the interests of his constituents while navigating complex legislative issues.

Council President Johnson is also an Ex Officio member of the Mural Arts Board of Directors.



# HONOREE

SARENA SNIDER



Sarena Snider is a documentary producer and investigative journalist who blends powerful storytelling with impactful community work.

Sarena's career, rooted in National Geographic, spans numerous feature documentaries, including Executive Producing "The Quiet Epidemic." Beyond film, Sarena's commitment shines through the Sarena Snider Foundation, advancing individual liberty and supporting community nonprofits.

Sarena's dedication extends to her hometown of Philadelphia, where she has supported food access as a Vetri Community Partnership volunteer, and to Los Angeles, where she's contributed to community cleanups and animal rescue. A passionate Mural Arts Board Member, Sarena aims to amplify the organization's impact through storytelling. Currently, Sarena is producing a documentary on fracking in Western Pennsylvania, reflecting her environmental focus.

Sarena holds degrees from the University of Pennsylvania and Columbia Journalism School.



# HONOREE

## PHILADELPHIA EAGLES



Eagles Day 2024, May 29, 2024. Photo by Steve Weinik.

Mural Arts Philadelphia congratulates our tenacious Philadelphia Eagles on their epic Super Bowl LIX victory and recognizes their continued commitment to serving the Philadelphia community.

The Philadelphia Eagles organization has partnered with the School District of Philadelphia and Mural Arts Philadelphia to revitalize a deserving public school each year for the last 25 years. This annual project transforms learning environments, blending play, creativity, and community pride.

Mural artist—and lifelong sports fan—David McShane collaborates with school leadership and students to envision artwork that connects with each school’s unique spirit.

Eagles players and staff revitalize schoolyards by installing playground equipment, a turf field, basketball courts, and lush landscaping. Mural Arts adds vibrant murals and intricate mosaics to the school’s exterior—and sometimes interior—walls, creating an inspiring backdrop for students and educators alike. Each project is a true reflection of the students and their school community.

Together, the Eagles, Mural Arts, and Philadelphia’s students demonstrate the power of teamwork, creativity, and investment in our city’s future.



# HONOREE

## VISIONARY ARTIST KING SALADEEN



King Saladeen is a highly acclaimed artist who was born and raised in West Philly.

Saladeen has gained worldwide recognition for his exceptional talent in utilizing vibrant colors and creating abstract contemporary art.

His artistic repertoire includes a wide range of mediums, from murals, airport installations, and fine art, to vinyl toys, apparel, and custom-painted luxury cars.

One of King Saladeen's most iconic creations is the renowned "Money Bear," which has established his prominence in the art world.

In 2013, Saladeen's work began to captivate attention and, the following year, he held his first solo exhibitions in LA and Miami. Since then, Saladeen has collaborated with distinguished contemporary artists such as Ron English, Futura, Mad Steez, Seventh Letter, Rob Prior, Mr. Brainwash, and Karen Bystedt. Saladeen's artwork has been showcased in prestigious venues including the NYSE, Philadelphia International Airport, Neiman Marcus, São Paulo Museum of Art, ComplexCon, Lamborghini, Mercedes, Listerine and numerous other renowned brands.

Saladeen engages in philanthropic endeavors, devoting considerable time to giving back to the community that played a vital role in his upbringing. Saladeen attributes his success as an artist to his late best friend, JP, who encouraged Saladeen to pursue his passion.



# SPONSORSHIP OPPORTUNITIES

Sponsorship of Mural Arts Philadelphia's Wall Ball provides an unparalleled opportunity for recognition and visibility for corporations, organizations, and individuals. It is also a chance for you to thank our honorees for their tremendous contributions to our city.

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## LEADERSHIP CIRCLE \$50,000

Ten (10) tickets for VIP seated dinner

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Recognition as a LEADERSHIP CIRCLE sponsor and logo (corporate) and/or name (individual) placement in the following:

- Digital Invitation
  - Press Release
  - Verbal mention during the event
  - Wall Ball Event landing page
  - Wall Ball Event Program
  - Wall Ball Event Screens
  - Philadelphia Business Journal ad
  - FY25 Annual Report
- 

Social and Digital Media logo (corporate) and/or name (individual) placement in the following:

- Three (3) newsletter e-blasts (18,000+ subscribers)
  - Three (3) custom social media mentions (169,000+ followers on Facebook, Twitter, or Instagram)
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Limited Edition print of Brotherly Love mural by King Saladeen. Print run fifty (50).

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## PREMIER \$25,000

Ten (10) tickets for VIP seated dinner

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Recognition as a PREMIER sponsor and logo (corporate) and/or name (individual) placement in the following:

- Digital Invitation
  - Press Release
  - Verbal mention during the event
  - Wall Ball Event landing page
  - Wall Ball Event Program
  - Wall Ball Event Screens
  - Philadelphia Business Journal ad
  - FY25 Annual Report
- 

Social and Digital Media logo (corporate) and/or name (individual) placement in the following:

- Two (2) newsletter e-blasts (18,000+ subscribers)
  - Two (2) custom social media mentions (169,000+ followers on Facebook, Twitter, or Instagram)
- 

Limited Edition print of Brotherly Love mural by King Saladeen. Print run fifty (50).

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## VISIONARY \$15,000

Five (5) tickets for VIP seated dinner

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Recognition as a VISIONARY sponsor and logo (corporate) and/or name (individual) placement in the following:

- Digital Invitation
  - Press Release
  - Verbal mention during the event
  - Wall Ball Event landing page
  - Wall Ball Event Program
  - Wall Ball Event Screens
  - Philadelphia Business Journal ad
  - FY25 Annual Report
- 

Social and Digital Media logo (corporate) and/or name (individual) placement in the following:

- One (1) newsletter e-blast (18,000+ subscribers)
  - One (1) custom social media mention (169,000+ followers on Facebook, Twitter, or Instagram)
- 

Limited Edition print of Brotherly Love mural by King Saladeen. Print run fifty (50).

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## MUSE \$10,000

Two (2) tickets for VIP seated dinner

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Recognition as a MUSE sponsor and logo (corporate) and/or name (individual) placement in the following:

- Digital Invitation
  - Press Release
  - Verbal mention during the event
  - Wall Ball Event landing page
  - Wall Ball Event Program
  - Wall Ball Event Screens
  - Philadelphia Business Journal ad
  - FY25 Annual Report
- 

Social and Digital Media logo (corporate) and/or name (individual) placement in the following:

- One (1) newsletter e-blast (18,000+ subscribers)
- 



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## COLLECTOR \$5,000

Two (2) tickets for VIP seated dinner

Recognition as a COLLECTOR sponsor and logo (corporate) and/or name (individual) placement in the following:

- Wall Ball Event landing page
- Wall Ball Event Program
- FY25 Annual Report

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## PATRON \$3,000

Two (2) tickets for VIP seated dinner

Recognition as a PATRON sponsor and logo (corporate) and/or name (individual) placement in the following:

- Wall Ball Event landing page
- Wall Ball Event Program
- FY25 Annual Report



Caring, Rising, Soaring © 2024 City of Philadelphia Mural Arts Program / David McShane  
Stephen Girard School, 1800 Snyder Ave. Photo by Steve Weinik.



# MURAL ARTS WALL BALL

## 2025 SPONSORSHIP CONFIRMATION

### SPONSORSHIP DEADLINE FOR INCLUSION IN DIGITAL INVITATION MARCH 31, 2025

PLEASE INDICATE YOUR SPONSORSHIP LEVEL

- LEADERSHIP CIRCLE - \$50,000
- PREMIER - \$25,000
- VISIONARY - \$15,000
- MUSE - \$10,000
- COLLECTOR - \$5,000
- PATRON - \$3,000

#### SPONSORSHIP CONFIRMATION FORM and HIGH-RESOLUTION LOGO FILE

Please send to:

Adrian Adams, Jr.  
Manager of Corporate Relations  
adrian.adams@muralarts.org

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#### PAYMENT INFORMATION

Please make your check payable to:

Philadelphia Mural Arts Advocates  
1729 Mt. Vernon Street  
Philadelphia, PA 19130  
ATTN: Adrian Adams, Jr.

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*Philadelphia Mural Arts Advocates  
is a recognized 501(c)(3) nonprofit  
organization. A portion of your  
sponsorship is tax deductible.*

PRIMARY CONTACT for payment, benefits  
fulfillment, and event details.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

#### TICKETS & ATTENDANCE:

Kindly let us know who from your team  
will be attending. Tickets will reserved  
under their name(s).

Any sponsor tickets that are not  
assigned by April 30 will be released.

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#### DONATE YOUR TICKETS?

Please check box  
if you would like to  
donate your tickets.

CLICK ON THE ICON BELOW TO  
COMPLETE THIS FORM ONLINE.





Pyrrhic Defeat: A Visual Study of Mass Incarceration © 2024 Mark Loughney  
Photo by Steve Weinik.

**THANK YOU FOR YOUR CONSIDERATION.**

We could not do our work without you!

**QUESTIONS? Please contact:**

Adrian Adams, Jr.

Manager of Corporate Relations

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