

WALL BALL 2025



Mural Arts
Philadelphia

Restoring Hope: Where Art and Justice Meet



Event Sponsorship Opportunities

Wall Ball 2025

FRIDAY, MAY 9

6:30 PM VIP Seated Dinner

8:30 PM General Admission



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.

We proudly present our distinguished 2025 honorees:
The Honorable Council President Kenyatta Johnson
The Philadelphia Eagles
Sarena Snider

We celebrate our 2025 Visionary Artist Award recipient:
King Saladeen

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



Photo Credit: Wall Ball 2024, May 3, 2024, 2300 Arena. Photo by Steve Weinik

Mural Arts Restorative Justice Program



Restoring Hope: Where Art and Justice Meet



Photo Credit: Family Interrupted Restoration, 2024. SwimPhilly: Scanlon Rec Center, 2023. Photos by Steve Weinik

Mural Arts' Restorative Justice programs are transforming lives and communities. By fostering creative expression and providing vital support, they empower individuals impacted by the justice system. From their pioneering work at SCI-Phoenix to the innovative Reimagining Reentry Fellowship, Mural Arts is leading the way in reimagining the criminal justice system. These 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 revitalizing public spaces and fostering a sense of community ownership.

Mural Arts' commitment to restorative justice extends beyond individual programs. By amplifying the voices of incarcerated and formerly incarcerated artists, they are challenging the status quo and inspiring systemic change. Through their 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!***

Honoree

The Honorable City Council President **Kenyatta Johnson**



Kenyatta Johnson is also an Ex Officio member of the Mural Arts Board of Directors and is the current President of the Philadelphia City Council, a role he has held since 2024. Johnson has been a member of the City Council since 2012, representing the Second District, which includes parts of South and Southwest Philadelphia. Throughout his tenure, he has been instrumental in securing funding for neighborhood development and advancing policies in education, public safety, and housing. Before his work in the City Council, Johnson served in the Pennsylvania House of Representatives, where he earned recognition for his leadership in criminal justice reform. He 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.

Honoree



Sarena Snider



Sarena Snider, a documentary producer and investigative journalist, blends powerful storytelling with impactful community work. Her 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. Her dedication extends to her hometown of Philadelphia, where she's supported food access as a Vetri Community Partnership volunteer, and to Los Angeles, where she's contributed to cleanup and animal rescue. A passionate Mural Arts Board Member, she aims to amplify the organization's impact through storytelling. Currently, she's 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

The Philadelphia Eagles



Eagles Day 2024. Photo by Steve Weinik.

Mural Arts Philadelphia congratulates our mighty Philadelphia Eagles on their epic Superbowl victory and recognizes their continued commitment to serving the Philadelphia community. In addition to their other charitable work, Mural Arts Philadelphia has proudly partnered with the Philadelphia Eagles and the School District of Philadelphia to transform a deserving elementary school each year for the last 25 years. Led by artist David McShane for the past 20 years, this annual school transformation project revitalizes learning environments, blending play, creativity, and community pride. McShane collaborates with school leadership and students to bring to life artwork that connects with the school's unique spirit.

Eagles players and staff bring new life to schoolyards by installing playground equipment, a turf field, basketball courts, and lush landscaping. Meanwhile, 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 piece is a true, collaborative reflection of the students and their school community. Together, Mural Arts, the Eagles, and Philadelphia's students demonstrate the power of teamwork, creativity, and investment in our city's future.

Visionary Artist Award

King Saladeen



King Saladeen, a highly acclaimed artist, was born and raised in West Philly. He 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 his most iconic creations is the renowned "Money Bear," which has established his prominence in the art world. In 2013, his work began to captivate attention, and the following year, he held his first solo exhibitions in LA and Miami. Since then, he 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.

Furthermore, he actively 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 him to pursue his passion.

2025 Sponsorship Levels



<i>Sponsorship Opportunities</i>	Leadership Circle Sponsor \$50,000	Premier Sponsor \$25,000	Visionary Sponsor \$15,000	Muse Sponsor \$10,000	Collector Sponsor \$5,000	Patron Sponsor \$3,000
VIP SEATED DINNER BENEFITS						
VIP Seated Dinner Tickets (6:30 PM - 8:00 PM)	Ten (10) Tickets Full Table	Ten (10) Tickets Full Table	Five (5) Tickets Half Table	Two (2) Tickets	Two (2) Tickets	Two (2) Tickets
Early Access to Cocktail Hour w/ Complimentary Drinks						
Custom Branding Logo Placement on: Printed Program + Table Signage						
Verbal acknowledgment for onstage event + Digital Branding on event screens						
Limited Edition Print of <i>Brotherly Love</i> Mural by King Saladeen (Print Run of 50)						

2025 Sponsorship Levels



<i>Sponsorship Opportunities</i>		<u>Benefits</u> Recognition as chosen sponsorship level and logo (corporate) and/or name (individual) placement in the following:			
Level	Investment	Wall Ball Event Tickets (8:30 PM)	Digital Invitation and Press Release	Verbal mention during the event	Philadelphia Business Journal Ad
Leadership Circle	\$50,000	15			
Premier	\$25,000	15			
Visionary	\$15,000	10			
Muse	\$10,000	8			
Collector	\$5,000	4			
Patron	\$3,000	4			

2025 Sponsorship Levels



<i>Sponsorship Opportunities</i>		<u>Benefits</u> Recognition as chosen sponsorship level and logo (corporate) and/or name (individual) placement in the following:			
Level	Investment	Wall Ball Event Screens	FY25 Annual Report	Wall Ball Event Program	Wall Ball Landing Page
Leadership Circle	\$50,000				
Premier	\$25,000				
Visionary	\$15,000				
Muse	\$10,000				
Collector	\$5,000				
Patron	\$3,000				

2025 Sponsorship Levels



<i>Sponsorship Opportunities</i>		Social and Digital Media logo (corporate) and/or name (individual) placement in the following:	
Level	Investment	Newsletter e-blasts (18,000+ Subscribers)	Social media mentions (169,000+ followers on Facebook, Twitter, or Instagram)
Leadership Circle	\$50,000	Three (3) newsletter e-blasts	Three (3) custom social media mentions
Premier	\$25,000	Two (2) newsletter e-blasts	Two (2) custom social media mentions
Visionary	\$15,000	One (1) newsletter e-blast	One (1) custom social media mention
Muse	\$10,000	One (1) newsletter e-blast	
Collector	\$5,000		
Patron	\$3,000		

2025 Sponsorship Form



- Leadership Circle Sponsor
- Premier Sponsor
- Visionary Sponsor
- Muse Sponsor
- Collector Sponsor
- Patron Sponsor

Send sponsorship confirmation form and high-resolution files to the email address below.

Email:
adrian.adams@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!

Photo Credit: Our City, Our Team, 2015 by Phillip Adams and Jonathan Laidacker. Photo by Steve Weinik.

Final sponsorship recognition deadline for inclusion on digital invitation: March 31, 2025

Contact Information:

Please fill out how you would like to be mentioned in our sponsor program on the line below.

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

Name:

Address:

City, State, Zip:

Phone:

Email:

Please let us know who from your company/organization will be attending the event, and tickets will be reserved under their names. **Any sponsor tickets unclaimed by April 30 will be released.**

Would you like to donate your tickets? If so, check here

[Digital Form Here](#)

Mural Arts
Philadelphia

Other ways to support Mural Arts



Mural Arts Philadelphia creates custom partnerships with businesses, beyond typical sponsorships, to support our mission and deliver tangible social outcomes. If a partnership for Wall Ball this year isn't right for your business, contact us to design a tailored collaboration that meets your unique needs.

Mural Arts Philadelphia is an Educational Improvement Organization. To check your eligibility and start contributing to our Art Education Program, visit:

<https://dced.pa.gov/programs/educational-improvement-tax-credit-program-eitc/>



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

Thank you for your consideration.

Contact: Adrian Adams Jr.,

Manager of Corporate Relations

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