

MATRIX SPONSORSHIP OPPORTUNITIES

MATRIX TABLE PACKAGES

\$75,000 Diamond Sponsor

- Four tables of 10, prime position
- \$12,000 tax-deductible contribution to NYWICI Foundation
- Six invitations to VIP Honoree Green Room
- 2-page ad spread in luncheon program (color or b/w)
- Three one-year memberships
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page
- Logo displayed in opening slides
- Logo included in Matrix Journal
- Logo will rotate through editorial video at the top of NYWICI home page (size: 320x207 pixels)
- Opportunity for product placement in gift bag

\$50,000 Platinum Sponsor

- Three tables of 10, prime position
- \$10,000 tax-deductible contribution to NYWICI Foundation
- Four invitations to VIP Honoree Green Room
- Full-page ad in luncheon program (color or b/w)
- Two one-year memberships
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page
- Logo displayed in opening slides
- Logo included in Matrix Journal
- Logo will rotate through editorial video at the top of NYWICI home page (size: 320x207 pixels)
- Opportunity for product placement in gift bag

\$40,000 Gold Sponsor

- Two tables of 10, prime position
- \$8,000 tax-deductible contribution to NYWICI Foundation
- Three invitations to VIP Honoree Green Room
- One one-year membership
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page
- Logo displayed in opening slides
- Logo included in Matrix Journal
- Opportunity for product placement in gift bag

\$25,000 Silver Sponsor

- One table of 12, prime position
- \$5,000 tax-deductible contribution to NYWICI Foundation
- Four invitations to VIP Honoree Green Room
- Two one-year memberships
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page
- Logo displayed in opening slides
- Logo included in Matrix Journal
- Opportunity for product placement in gift bag

\$16,000 Corporate Plus Sponsor

- One table of 10, premium position
- \$2,000 tax-deductible contribution to NYWICI Foundation
- Two invitations to VIP Honoree Green Room
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page

\$13,500 Corporate Sponsor

- One table of 10, good position
- \$1,000 tax-deductible contribution to NYWICI Foundation
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page

\$8,000 Supporting Sponsor

- Half table of five
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page

\$6,000 Non-Profit Sponsor

- One table of 10
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page



ADVERTISING RATES

Premium ad space (4-color or B/W):

Inside Front Cover: \$12,000
 Inside Back Cover: \$12,000
 Back Cover: \$13,000

Ad Close: March 7, 2014 for reservations and materials

Ad Insertions:

	Spread	Full-page	Half-page
4-Color:	\$12,000	\$6,750	\$4,750
B/W:	\$8,000	\$4,500	\$2,500

\$20,000 VIP Honoree Green Room Sponsor Benefits

- The option to purchase a table sponsor package at a 20% discount
- Full-page ad in Matrix Journal (color or b/w)
- Signage at entry, plus signage at bars
- Announcement on invitation, on sponsor card at each luncheon place, and, if time allows, in Journal
- Acknowledgement by NYWICI president Liz Kaplow from dais

\$5,000 Text Check-in Sponsorship

- All attendees are sent an advance welcoming text message with their table number
- The message will be brought to them by (Sponsor Company)
- Listing on Journal insert card

Save the Date: Monday, April 28, 2014
at the Waldorf Astoria, New York City.

Take advantage of our
EARLY BIRD RATE

Receive a 10% discount
on your sponsorship and
ads if you pledge by
December 31.

NEW YORK WOMEN IN COMMUNICATIONS 2014 MATRIX AWARDS

Please (✓) check all that apply:

SPONSORSHIPS

- \$75,000 Diamond Sponsor
- \$50,000 Platinum Sponsor
- \$40,000 Gold Sponsor
- \$25,000 Silver Sponsor
- \$16,000 Corporate Plus Sponsor
- \$13,500 Corporate Sponsor
- \$8,000 Supporting Sponsor
- \$6,000 Non-Profit Sponsor
- \$20,000 Reception Sponsor
- \$5,000 Text Check-in Sponsor

PREMIUM AD SPACE

- Inside Front Cover 4-Color \$12,000 B/W \$12,000
- Inside Back Cover 4-Color \$12,000 B/W \$12,000
- Back Cover 4-Color \$13,000 B/W \$13,000

AD INSERTIONS Ad Close: March 7, 2014 for reservations and materials

- 4-Color Spread \$12,000 Full-page \$6,750 Half-page \$4,750
- B/W Spread \$8,000 Full-page \$4,500 Half-page \$2,500

INDIVIDUAL PRICING

Location	Member	Member Guest	Nonmember	Student/ YP Member	Matrix + Membership
Floor	<input type="checkbox"/> \$260	<input type="checkbox"/> \$385	<input type="checkbox"/> \$510	<input type="checkbox"/> \$190	<input type="checkbox"/> \$435
2nd Tier	<input type="checkbox"/> \$210	<input type="checkbox"/> \$335	<input type="checkbox"/> \$460	<input type="checkbox"/> \$140	<input type="checkbox"/> \$385
3rd Tier	<input type="checkbox"/> \$160	<input type="checkbox"/> \$285	<input type="checkbox"/> \$410	<input type="checkbox"/> \$90	<input type="checkbox"/> \$335

NYWICI Tax I.D. #13-6274650: Matrix sponsorships and advertising fees are not deductible as charitable contributions. They may be deductible for federal income tax purposes as an ordinary and necessary business expense.

Please Print or Type _____

DATE _____

Company _____

Address _____

City _____

State _____

Zip _____

Contact _____

Phone _____

Fax _____

Email _____

Web Address (to link to your website) _____

Check for \$ _____ enclosed. (Please make check payable to New York Women in Communications)

Credit Card Type: AMEX VISA MASTERCARD

Name on Card _____

Credit Card Number _____

Expiration _____

Signature _____

DIGITAL SPECIFICATIONS:

For submission of ad materials, questions on specs or FTP information, contact: June Price
Phone: 404.822.6167
Email: jprice@kellencompany.com

File requirements:
Adobe press ready PDF files are preferred. Please be sure all fonts converted; bleeds are included; and provide a full size color laser or digital proof of your ad. Ads can be submitted via email, if under 5MB. If larger than 5MB, an FTP site is available, or files can be sent on CD.

For reservations, please contact Ellery Moses
Phone: 212.297.2131
Email: emoses@kellencompany.com

Complete and mail or fax to New York Women in Communications
Matrix Awards
355 Lexington Avenue,
Suite 1500, New York, NY
10017-6603
Phone: 212.297.2133
Fax: 212.370.9047
Or submit on-line at
www.nywici.org