



NEW YORK WOMEN
IN COMMUNICATIONS
Connect. Create. Communicate.



FOUNDATION

TAKE THE LEAD

Get involved now with the leaders of today and the rising stars of tomorrow
in the rapidly changing and converging world of communications.



“From newspapers to digital media to marketing, New York City is the undisputed media capital of the world – and in all of these disciplines and more, women are making vital contributions to this thriving industry... I am proud to recognize New York Women in Communications, which for more than seven decades has been an important resource for women leaders in the industry and has made a significant difference in the lives of so many women and girls throughout the Big Apple.”

MICHAEL R. BLOOMBERG

Former Mayor, The City of New York



NEW YORK WOMEN
IN COMMUNICATIONS
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OUR PURPOSE

To strengthen the role of women in all communications professions, we strive to:

- Inspire women to achieve and to share their success
- Promote leadership and professional development
- Network for professional growth and support
- Nurture future leaders in communications



FOUNDATION

OUR PILLARS

We are driven by two key pillars:

- Supporting the Advancement of Women at Every Stage of their Careers
- The Changing Landscape of Communications



ABOUT OUR MEMBERS

- 70% earn \$50,000+ annually
- 20% make \$125,000+ annually
- 70% range in age from 25 to 54
- 90% hold management positions in advertising & marketing, corporate communications, digital media, magazine and book publishing and public relations
- 10% own their business or function as chief executives, senior executives, managing editors, presidents and publishers within major communications firms
- Students and young executives represent the fastest-growing member segment

New York Women in Communications, Inc. is the premier organization for communications professionals in the New York metropolitan area. We are a not-for-profit association (501(c) 6) founded in 1929, and we operate in a city that leads the industry and shapes the way people communicate around the world. The membership represents all facets of the communications industry, including print, broadcast and online journalism, public relations, marketing, corporate communications, advertising, digital media and book publishing. Membership is made up of professionals at entry levels, mid-career stages and top management, as well as growing numbers of entrepreneurs.



BENEFITS FOR ALL PARTNERSHIPS:

- Inclusion on e-blast invitations
- Acknowledgment in Matrix Journal
- Exposure through the website
- Corporate Memberships



EVENT CATEGORIES

-► **NOW** (Connectors)
Cocktails & Conversations[†] | Night of the Coaches[†]
Annual Meeting[†] | NYWICI Nights Out | Other programs[†]
-► **NEXT** (Early adopters)
Student Career Conference*
Careers in Media Day (HS Students)*
Student Affairs/Young Professional Programs*
-► **SPOTLIGHT** (Influencers)
Matrix[†] | One-on-Ones with Matrix Honorees[†]
WiCi Awards

(For information regarding the Matrix Awards, please contact our offices at 212-297-2133.)

* New York Women in Communications, Inc. Foundation — 501c3, fully tax-deductible events

[†] New York Women in Communications, Inc. — 501c6, deductible as a business expense

NOW

A community for today's communications leaders, NOW encompasses women on their upward career climb and senior executives from a wide range of enterprises. Attendees vary from entry-level and mid-level positions to C-level executives.



COCKTAILS & CONVERSATIONS COFFEE & CONVERSATIONS

*“Real talk. Real solutions.
Every step of your career.”*

C&Cs are tactical panel discussions designed to connect media professionals at various levels of their careers. Recognized as outstanding networking opportunities, attendees get up-close-and-personal as speakers openly share their experiences about working within their respective communications fields. Branded C&C events include “5 Great Gigs and the Women Who Have Them,” highlighting rising stars across all communications disciplines and “Digital Dialogue,” an ever-evolving look at what’s next in new media. Previous guest panelists have come from *Vogue*, *The New York Times*, MSNBC, MTV, *Vanity Fair*, Gawker, Atlantic Records, Nike, The NFL and Time Inc. Typical Attendance: 75-100.

NIGHT OF THE COACHES

An evening of structured, high-powered networking on specific subjects. Attendees participate in two 50-minute discussions on topics they have pre-selected. Due to the nature of the event, attendance is capped at 200. Roundtable discussions are facilitated by top professionals in a variety of communications fields and disciplines. Typically held in the spring.

ANNUAL MEETING

The Annual Meeting always features a high-level speaker such as Katie Couric, Suze Orman, Iman or Barbara Walters.

OTHER PROGRAMS

Other events are scheduled strategically throughout the year. The programs focus on fast-breaking trends and strategic issues affecting professional communicators. Typical Attendance: 50-150

NEXT

An arm of New York Women in Communications, the Foundation awards scholarships and develops programs for women who demonstrate the desire and talent to become future leaders in the field, whether just starting out or at transition points in their careers. It is the largest foundation for communications scholarships for women in the tri-state area.

We have more than 200 members who are entry-level, young professionals or communications students.



NEW YORK WOMEN IN COMMUNICATIONS FOUNDATION STUDENT CAREER CONFERENCE

More than 200 college students attend our annual Student Career Conference, an all-day event where leading professionals across communications disciplines such as broadcast and print journalism, public relations, advertising, marketing, digital media, film and television production share their knowledge, as well as opportunities and obstacles they have encountered along their career paths.

Recent keynote speakers have included Hoda Kotb, Co-Anchor, fourth hour or Today; Ann Shoket, former editor-in-chief, *Seventeen* magazine; Roz Abrams, former anchor, WCBS-TV; Anne Fulenwider, editor-in-chief, *Marie Claire* magazine; and Pulitzer Prize-winning journalist Dana Canedy of *The New York Times*, to name a few.

CAREERS IN MEDIA DAY (HS STUDENTS)*

NYWICI's Careers in Media Day for High School Students targets teenage girls in diverse communities within the New York tri-state area who are interested in pursuing a career in communications.

This full day event targets high school teen girls (9th - 12th Grade) who have an interest in exploring or pursuing a career in the communications and media field. We provide teens with role models, mentors, resources and access to established and emerging leaders in the communications field and provide them with information about current and emerging career opportunities. We pay particular attention to reaching out to girls from under-served communities. Although we target the event to girls, boys who wish to attend are welcome.

NEXT

Attracting over 100 attendees each year since its inception in 2013, it features notable speakers such as Bevy Smith (Bravo), JuJu Chang (ABC News), Lola Ogunnaike (AriseTV), Kara Iaconis (Scholastic), Delora Jones-Blake InStyle, Angela Yee (Power 105), Demetria Lucas (A Belle in Brooklyn/Bravo), Andrea Morabito (NY Post) and Kelly Ramirez (Weber Shandwick) who graciously share what it takes to be a top-notch media professional by exposing and inspiring our students to all the possibilities available within media.

STUDENT AFFAIRS/ YOUNG PROFESSIONAL PROGRAMS

The Student Affairs Committee plans young professional and student events throughout the year. These events focus on helping the next generation of communications professionals chart their course toward success.

Young professional and student events are planned throughout the year by the Student Affairs Committee as part of the Foundation (a 501c3 tax-deductible organization).



SPOTLIGHT

Throughout the year, we hold spotlight events. The credibility and visibility of New York Women in Communications has grown our platform to include powerful events, activities and programs that attract people across influence of all professional and personal interests.



MATRIX AWARDS

Since 1970, New York Women in Communications' Matrix Awards Luncheon has been recognized by New York's communications and entertainment community as one of the most outstanding events of the year. Well over 1,000 people gather to salute exceptional women from various communications disciplines including, but not limited to, advertising, arts and entertainment, books, broadcasting, magazines, newspapers, public relations and digital media. Each woman is presented with the prestigious Matrix Award, a Tiffany medallion.

ONE-ON-ONES WITH MATRIX HONOREES

Intimate one-on-one interviews between former Matrix winners. Past speakers have included Columnist Liz Smith; Lesley Stahl, "60 Minutes," CBS News

Correspondent; Linda Kaplan Thaler, Chairman of Publicis Kaplan Thaler; and Mary Alice Williams, one of the principal architects of CNN. These programs allow members better access to Matrix winners.

WICI AWARDS

Established in 2013, the WiCi Awards celebrate the career achievements of rising stars in communications. Honorees represent the next generation of leaders who have made significant contributions to their companies and industry, are admired by peers and employees and embody the values of New York Women in Communications. Past honorees include Maureen Sullivan, president, Aol.com & Lifestyle Brands; Danielle Weisberg and Carly Zakin, co-founders of theSkimm; and Mara Schiavocampo, correspondent, ABC News.



“Sponsoring New York Women in Communications helped us to connect with our target audience. We were able to reach potential customers, partners and employees who are engaged in NYWICI. Our involvement in the Matrix Awards and other initiatives for this great organization has paid off for both our brand and for me personally.”

KRISTINE WELKER

*Vice President, Publisher and Chief Revenue Officer,
Dr. Oz magazine, Hearst Magazines*



NOW

COCKTAILS & CONVERSATIONS

Overall Sponsor Benefits (\$25,000)

This option offers you sponsorship of all Cocktails & Conversations during the fiscal year. This gives your organization the opportunity to be acknowledged at all C&C's! For every scheduled C&C, your organization will receive the following benefits:

- Five complimentary tickets to each C&C
- Company name and logo on invitations*
- Company name and logo on signage on site
- Partner profile in the annual Matrix Journal
- A full page color ad in the Matrix Journal

- Exposure of company through calendar listing on the website
- Opportunity to link to and from website
- Attendee mailing list after each event
- Acknowledgment in the newsletter
- Inclusion in all press and public relations efforts
- Opportunity to distribute collateral during the event
- Complimentary corporate membership (for ten individual members)
- Welcome at the podium by a member of your company
- Presentation of sponsor collateral materials at the Board of Directors meeting

Partner Benefit (\$2,500 per individual event)

- Five complimentary tickets to the event
- Company name and logo on invitations*
- Company name and logo on signage on site
- Exposure of company through calendar listing on the website
- Opportunity to link to and from website
- Attendee mailing list after event
- Opportunity to distribute company collateral during the event
- Verbal acknowledgment during the event

** Promotional efforts go out to full membership and industry partners multiple times*



NOW

ALL OTHER EVENTS (ANNUAL MEETING, NIGHT OF THE ROUNDTABLES AND OTHER PROGRAMS)

Overall Sponsor - \$5,000

- Five complimentary tickets to the event
- Three complimentary individual memberships
- Company name and logo on invitations*
- Company name and logo on signage on site
- Exposure of company through the calendar listing on the website
- Opportunity to link to and from the website
- Attendee mailing list after each event
- Acknowledgment in the newsletter
- Inclusion in all press and public relations efforts
- Opportunity to distribute collateral during the event
- Welcome at the podium by a member of your company
- Presentation of sponsor collateral materials at the Board of Directors meeting

** Promotional efforts go out to full membership and industry partners multiple times*

*In-Kind Benefits
(location, food, drinks, A/V)*

For just location:

- Company name and logo on invitations*
- Exposure of company through calendar listing on the the website
- Opportunity to link to and from the website
- Verbal acknowledgment during the event

For Hosting an Event (includes location, food, drinks, A/V):

- Same as Partner Benefits for "Cocktails & Conversations"
- Same as Overall Sponsor Benefits for all "Other Events (Annual Meeting, Night of the Roundtables and Other Programs)"



FOUNDATION

NEXT

“EXCLUSIVE” STUDENT AFFAIRS

Annual Partnership (\$25,000)

- Company listing, testimonial opportunity and logo on the website
- Company listing and logo on printed/electronic invitations to Student and Young Professional events
- Hotlink to sponsor website from the e-vites
- Sponsor credit/tag in all printed publicity materials
- On-site signage at all Student Affairs events
- Opportunity to distribute product samples and displays at all student affairs events.
- A full page color ad in the Matrix Journal

- Acknowledgment from the podium during all student affairs events
- Opportunity to distribute goodie bags and/or promotional items including organized raffles at any student affairs activity or event
- Annual Career Conference “Presenting Sponsorship” benefit package included *(See next page)*
- Right of first refusal for exclusive annual partnership renewal

NAMED SCHOLARSHIP

(\$5,000)

- Your company acknowledged at the Matrix Awards for providing a scholarship to a deserving recipient

OTHER EVENTS (STUDENT AFFAIRS/ YOUNG PROFESSIONAL PROGRAMS)

Overall Sponsor (\$5,000)

- Five complimentary tickets to the event
- Three complimentary individual memberships
- Company name and logo on invitations*
- Company name and logo on signage on site
- Exposure of company through the calendar on the website
- Opportunity to link to and from website
- Attendee mailing list after event
- Acknowledgment in newsletter
- Inclusion in all press and public relations efforts
- Opportunity to distribute collateral during the event
- Welcome at the podium by a member of your company
- Presentation of sponsor collateral materials at the Board of Directors Meeting

** Promotional efforts go out to full membership and industry partners multiple times*

Continued >



FOUNDATION

NEXT

STUDENT CAREER CONFERENCE

Presenting Sponsor (\$10,000)

- Company listing and logo on all conference materials including printed/electronic conference brochures, programs and invitations
- Hotlinks to sponsor website from e-vite and the website
- On-site signage at conference keynote addresses, panel discussions and registration areas
- Ten complimentary student passes to the conference
- Four passes each to breakfast keynote and luncheon keynote for company executives
- Photo opportunities with breakfast and luncheon keynote speakers
- Opportunity to distribute product samples, gift bag items and to host display in registration area

- Opportunity for a company representative to welcome conference attendees from podium
- Opportunity to insert company page in conference program
- Credit in nywiciNEXT student email newsletter
- Right of first refusal for exclusive annual partnership renewal

Luncheon Keynote Sponsor (\$5,000)

- Sponsor signage at luncheon and opportunity to have promotional materials at place settings
- Acknowledgment from the podium
- Credit in conference brochures, programs, electronic invitations and the website
- Five complimentary student passes to conference
- Two additional luncheon-only passes for sponsor representatives

- Photo opportunity with luncheon keynote speaker
- Credit in nywiciNext student email newsletter
- Information/gifts in goodie bags

Breakfast Keynote Sponsor (\$3,500)

- Sponsor signage at breakfast and opportunity to have promotional materials at place settings
- Credit in conference brochures, programs, electronic invitations and the website
- Acknowledgment from the podium
- Five complimentary student passes to conference
- Two additional breakfast only passes for sponsor representatives
- Photo opportunity with breakfast keynote speaker
- Credit in nywiciNEXT student email newsletter
- Information/gifts in goodie bags

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FOUNDATION

NEXT

**CAREERS IN MEDIA DAY
(HS STUDENTS)***

Presenting Sponsor (\$10,000)

- Company listing and logo on all Conference materials
- Opportunity to Welcome participants
- Full-page ad in Conference Program
- Two (2) social media chat co-sponsorship
- Three (3) emails with hotlink logo (audience consisting of counselors and NYWICI membership for a total reach of 25k)
- Onsite signage
- Photo opportunity with Keynote Speaker
- 8x10 table in registration area
- Product samples, gift bag items and insert company page in Conference Program
- Seven (7) complimentary student passes; four passes for company executives
- Article in nywiciNEXT student email newsletter/blog
- Hotlink to your company website from our website



SPOTLIGHT

WICI AWARDS

Presenting Sponsor – \$10,000

- (1) Table of 10; Premier Table Placement
- Q&A with one honoree showcased on WICI website and your O&O
- Exclusive meet and greet with honorees
- Promotional exposure via branded welcome signage in Condé Nast lobby
- Co-branding across all event signage
- Full page ad in 2015 WiCi Awards program
- Logo rotation throughout month of September on NYWICI website
- Premier visibility within WiCi event program
- Press releases and accompanying media publicity
- Welcome remarks at podium by Presenting Sponsor
- Social channel promotion across Twitter, Facebook, Instagram, etc.
- Inclusion in Matrix Journal

Table Sponsor – \$1,000

- (1) Table of 10; Premier Table Placement
- Promotional co-branding opportunities across event signage
- Prominent visibility within WiCi event program
- Social channel promotion across Twitter, Facebook, Instagram, etc.