



NEW YORK WOMEN
IN COMMUNICATIONS

New York Women in Communications Sponsorship Committee Platform Document 2016-2017

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The New York Women in Communications Sponsorship Committee was formed in 2010 to develop ongoing relationships and increase corporate partnerships for both Matrix -- the organization's prestige event, and for a host of timely, high-powered and engaging year-round networking initiatives.

Goals

The Sponsorship Committee has a number of key goals and responsibilities, among them:

- Market Programming's branded initiatives to potential sponsors, as well as all other year-round events organized by the various committees.
- Identify and recruit new sponsorship opportunities from a wide variety of corporate organizations and institutions, to achieve the financial objectives of the Committee.
- Increase revenue to help defray NYWICI's operating expenses and raise money for our scholarship funds.
- Create effective sponsor packages that demonstrate NYWICI's power to provide unique added value and promote sponsor loyalty.

Strategy & Tactics

Sponsorship continues to be a dominant and effective marketing tool for many U.S. businesses and is a critical component of non-for-profits. The Sponsorship Committee's objective is to attract financial and in-kind support by:

- Creating well thought out sponsorship packages with varying benefit levels in accord with sponsor donation.
- Utilizing the organizations highly prized assets to lure and retain new sponsors.
- Offering a return on sponsorship investment through a blend of: on-site, website, email, social media and employee perks to sweeten the pot.



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Membership

- Maintaining a balanced professional approach that enhances NYWICI's brand credibility.
- Researching and cultivating new funding sources to add to the growing list of target companies that has already been compiled.
- Developing criteria for vetting additional potential sponsors with a more strategic fit: local New York based companies, women owned organizations, fast-track digital and start-ups, organizations marketing specifically to women, etc.

We are tasked with identifying and recruiting passionate, daring and committed members with demonstrated skills in fundraising, sales and marketing, and those wishing to further develop those skills.

We are responsible for providing, clearly defined directives and support to ensure the team achieves its goals.