

2020 MATRIX AWARDS

CELEBRATING FIFTY YEARS of
OUTSTANDING ACHIEVEMENTS of WOMEN
in COMMUNICATIONS INDUSTRIES

PRESENTED BY



HOSTED BY



SPONSORSHIP OPPORTUNITIES
FOR MATRIX 2020 | MONDAY, OCTOBER 12 AT 12:00 NOON

New York Women in Communications (NYWICI) celebrates the 50th Anniversary of its Matrix Awards in 2020

Since 1971, the Matrix Awards have been given annually to a group of outstanding women leaders who exemplify excellence, the courage to break boundaries and steadfast commitment to champion the next generation of trailblazers, creatives and communicators. 2020 will be no different.

But this year will be different, bigger and better. The 2020 Matrix Awards will be delivered as a virtual event, on Monday, October 12 at 12pm ET. This digital presentation offers many new exciting possibilities, breaking down barriers of time and geography to reach a wider audience and new communities. We'll be able to expand the audience and influence of the usual in-person gathering several-fold.

NYWICI will welcome back past winners and presenters, celebrate our scholarship winners and spotlight our longstanding and newly engaged partners who make this all possible. Over the past 50 years, we've celebrated some iconic women like Gloria Steinem, Padma Lakshmi, Norah O'Donnell, Halle Berry, Kirsten Gillibrand, Andrea Mitchell, Joanna Coles, Bonnie Hammer, Sheryl Sandberg and Tina Fey, among many more.

This event is NYWICI's largest fundraiser and we invite you to join us as an event sponsor, demonstrating your support of NYWICI, women in the communications field and the incredible class of 2020 Matrix honorees. Proceeds support the NYWICI Foundation, which offers a robust Scholarship Program helping young women pursue studies in communications fields, plus a full calendar of programs and educational opportunities for our members and the community at large. Please review the sponsorship and advertising opportunities found here.

NYWICI's mission is to empower women at every stage of their careers to reach their full potential. We look forward to welcoming you to this entertaining and very inspiring event.

2020 MATRIX HONOREES



Carla Hassan
Managing Director,
Global Chief Brand Officer
Citi



Ann Lewnes
Executive Vice President
and Chief Marketing Officer
Adobe



Barri Rafferty
Head of Corporate
Communications
Wells Fargo



Carol H. Williams
President, CEO and
Chief Creative Officer
Carol H. Williams Advertising



Linda Yaccarino
Chairman, Advertising and
Partnerships
NBCUniversal



Susan Zirinsky
President and Senior
Executive Producer
CBS News



**2020 INCITE AWARD
Tina Tchen**
CEO, TIME'S UP Now &
TIMES UP Foundation

EMCEE GAYLE KING
Co-host
CBS This Morning
Editor-at-large
O, The Oprah Magazine



2020 MATRIX AWARDS

SPONSORSHIP OPPORTUNITIES

PARTNER BENEFITS NEW SPONSORS — 2020 ONLY	Non-Profit* \$2,500	Supporter \$5,000	Influencer \$12,500	Catalyst \$25,000	Game Changer \$50,000
Tax Deductible Contribution	n/a	\$5,000	\$12,500	\$25,000	\$50,000
Hosted pre/post-show VIP experience with past or present honorees					X
Provide up to 30 seconds of congratulatory branded content during Virtual Event				X	X
Dedicated social media recognition				X	X
Dedicated eblast sent to NYWICI mailing list				X	X
Verbal recognition from President or Emcee during Virtual Event				X	X
Banner ad on NYWICI website				X	X
Include congratulatory gift or branded item in honoree/VIP gift box				X	X
Include congratulatory card/message in honoree/VIP gift box			X	X	X
Logo included in crawling banner ad during Virtual Event	X	X	X	X	X
Listing on Virtual Event slide	X	X	X	X	X
Logo hyperlinked on nywici.org sponsorship page	X	X	X	X	X
Individual Logins for Virtual Event	5	5	25	50	Unlimited
15% discount on any Matrix 2021 Sponsorship*			X	X	X
Tickets to future Matrix Honoree Event (2021 or soonest available)					2
Ad in Matrix Journal		Half Page	Half Page	Full Page	Spread
1 Year Individual Membership	1	1	1		
Corporate Membership (includes ALL employees!)				X	X

*Organization must be a 501(c)6 or a 501(c)3 for this special rate

JOURNAL AD INSERTIONS

Ad Insertions:	Spread	Full-page	Half-page
4-Color:	\$5,000	\$3,500	\$2,000



**SPECIAL OFFER: 15% DISCOUNT
ON BOTH MATRIX 2020 AND
ANY 2021 SPONSORSHIP IF
COMMITTED SIMULTANEOUSLY!**

2020 MATRIX AWARDS

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 and bleeds are included.

Ads can be submitted via email, if under 5MB. If larger than 5MB, an FTP site is available.

JOURNAL SPECS:

Paper: 100# Silk Cover
100# Silk Text
Binding: Perfect bound
Size: 8.5x11

ALL RESERVATIONS, please contact Alexandra Owens
Phone: 212.297.2133
Email: AOWens@kellencompany.com

Reserve ads by SEPT 21.
Materials due by SEPT 30.

PAYMENT: Complete form and email to info@nywici.org, call 212-297-2133, or mail to NYWICI
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Floor 15, New York, NY 10017-6603
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Please fill out and submit this form. (✓) Check all that apply:

SPONSORSHIPS

- ☐ \$50,000 Game Changer ☐ \$25,000 Catalyst ☐ \$12,500 Influencer
☐ \$5,000 Supporter ☐ \$2,500 Non-Profit Sponsor

JOURNAL AD INSERTIONS

- 4-Color ☐ Spread \$5,000 ☐ Full-page \$3,500 ☐ Half-page \$2,000

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

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4 A's	Calvin Klein	Forbes	Little, Brown and Company	Pearson/Financial Times	Time Out New York
42 West	Capital Publishing	Fortune	Liz Claiborne	Penguin Group (USA)	Time Warner
A + E Networks	Cappa Productions	Fox Cable Networks	L'Oreal/Matrix	People Magazine	Time Warner Global Marketing
AARP	Cartier	Gannett	Lotas Minard Patton McIver	Peppercom	Time Warner Cable Media Sales
ABC Inc.	CBS Corp.	GE Companies	Lou Hammond & Assoc.	Petersen's Youth Group	Time Warner Trade
ABC Media Networks	CBS Interactive	General Foods	Macy's	Pfizer Inc.	Tory Burch, LLC
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The Abernathy MacGregor Group	CBS Radio	Glamour	Magaschoni	Philip Morris USA	True North
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The Ad Age Group	Chobani	Golf Digest	Marsh Inc.	Planned Parenthood	Tribeca Productions
The Ad Council	Cindy Adams	Good Housekeeping	Martha Stewart Living Omnimedia	PMK Public Relations	Tupperware Brands
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Advanced Marketing Service	Clark & Weinstock	Gruner + Jahr	McCann Worldgroup	Prada	United Technologies Corporation
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Adweek Magazine	Combs Enterprises	HarperCollins	Mediaedge:cia	Pricewaterhouse Coopers	USA Network
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ASPCA	Disney Global Public Policy	INStyle	National Geographic	Rubenstien	Woman's Day
Associated Press	Disney Worldwide Outreach	International Creative Management	National Geographic Society	Ruder Finn	Women + Co./Citigroup
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AT&T	DoubleClick	IPG Mediabrands	NBC News	Saatchi & Saatchi	World Color Press
Avon Foundation	Doubleday	J. Walter Thompson	The Nduna Foundation	Sara Lee Corp.	Worth Magazines
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Barclay's Capital	EAB	Jones Apparel Group	Neuberger Berman, LLC	The Secular Society	Yahoo! Inc.
BBC/Lionheart	Edelman PR	Just Ask a Woman	New Line/Fine Line	SELF Magazine	Yorktown Productions
BBDO NY	Electronic Arts	Kaplow	New York Daily News	Sesame Workshop	Young & Rubicam
Bcom3	Elle	Kaufman Astoria Studios	New York Mets	Seventeen	Ziff Davis
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For more information, please go to our website nywici.org

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