

# 2021 MATRIX AWARDS

VIRTUAL EVENT | MONDAY, OCTOBER 18, 2021 | 12:00 P.M. ET



Combining the success of last year's virtually produced event with the return to normalcy we're all feeling, we are thrilled to offer a hybrid awards ceremony this year. A professionally produced event broadcast for all to attend coupled with an invitation-only VIP reception for honorees, their guests, and exclusive sponsors.



**MATRIX**  
AWARDS

NEW YORK WOMEN  
IN COMMUNICATIONS

PRESENTED BY



HOSTED BY

**Bloomberg  
Media**



## New York Women in Communications (NYWICI) celebrates the 51st Anniversary of its Matrix Awards in 2021

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.

But this year will be different, bigger and better. The 2021 Matrix Awards will be delivered as a virtual event, on Monday, October 18 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 2021 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.

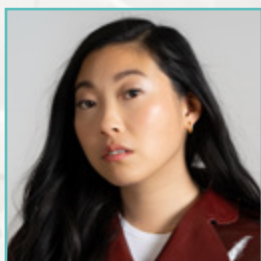




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IN COMMUNICATIONS

## 2021 MATRIX HONOREES



**AWKWAFINA**

Actor



**YAMICHE ALCINDOR**

Host  
WASHINGTON WEEK  
PBS



**MAGGIE HABERMAN**

Washington correspondent  
New York Times



**JUDITH HARRISON**

Executive Vice President,  
GlobalDiversity, Equity  
& Inclusion  
Weber Shandwick



**HODA KOTB**

Co-anchor,  
NBC News' TODAY  
and co-host, TODAY  
with Hoda & Jenna



**DAWN OSTROFF**

Chief Content & Advertising  
Business Officer  
Spotify



**AMANDA RICHMAN**

North America CEO  
Mindshare



**MARISA THALBERG**

Executive Vice President,  
Chief Brand and  
Marketing Officer  
Lowe's

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### BY THE NUMBERS

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**\$1.9M**

awarded in  
scholarships  
since 1998

**353**

young women to  
date have received  
scholarships

**340+**

women have been  
awarded Matrix  
awards since 1971

**\$47K**

has been awarded in  
Pivot grants to 30 deserving  
women since 2012

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NEW YORK WOMEN  
IN COMMUNICATIONS

## SPONSORSHIP OPPORTUNITIES

2021 PARTNER BENEFITS	Non-Profit* \$2,500	Supporter \$5,000	Influencer \$12,500	Catalyst \$25,000	Game Changer \$50,000	World Changer \$100,000
Custom event with NYWICI for sponsor company (ex. panel, q&a with past Matrix winner(s))						X
Sponsored/Named \$5,000 scholarship as part of NYWICI scholarship program					X	X
Serve as guest on an episode of the NYWICI podcast					X	X
Provide up to 30 seconds of congratulatory branded content during Virtual Event*					X	X
NYWICI Corporate Membership gives employee access to professional development programs, with a focus on DE&I				X	X	X
Sponsor an episode of the NYWICI podcast				X	X	X
Dedicated social media recognition				X	X	X
Dedicated eblast sent to NYWICI mailing list				X	X	X
Banner ad on NYWICI website				X	X	X
Verbal recognition from President or Emcee during Virtual Event			X	X	X	X
15% discount on any Matrix 2022 Sponsorship**			X	X	X	X
Tickets to Matrix VIP Event (invite-only)			1	2	4	8
Ad in Matrix Journal			Half Page	Full Page	Full Page	Spread†
Individual Logins for Virtual Event	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
1 Year Individual Membership	1	1	2			
Logo included in crawling banner ad during Virtual Event	X	X	X	X	X	X
Listing on Virtual Event slide	X	X	X	X	X	X
Logo hyperlinked on nywici.org sponsorship page	X	X	X	X	X	X

\*Organization must be a 501(c)6 or a 501(c)3 for this special rate \*\*must commit to 2022 sponsorship prior to 2021 event date to receive discount

†Spread or Inside/Back Inside Cover

### 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 2021 AND ANY  
2022 SPONSORSHIP IF  
COMMITTED SIMULTANEOUSLY!**



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NEW YORK WOMEN  
IN COMMUNICATIONS

MONDAY, OCTOBER 18, 2021  
AT 12:00 NOON

## DIGITAL SPECIFICATIONS:

For submission of ad materials, questions on specs or FTP information, contact: June Price  
Phone: 404.822.6167  
Email:  
[june.price21@gmail.com](mailto:june.price21@gmail.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](mailto:AOWens@kellencompany.com)

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

PAYMENT: Complete form and email to [info@nywici.org](mailto:info@nywici.org), call 212-297-2133, or mail to NYWICI  
355 Lexington Avenue  
Floor 15, New York, NY 10017-6603  
Phone: 212.297.2133  
Email: [info@nywici.org](mailto:info@nywici.org)

Please fill out and submit this form. (✓) Check all that apply:

## SPONSORSHIPS

- ☐ \$100,000 World Changer ☐ \$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

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



# PAST MATRIX SUPPORTERS

21st Century Fox	Business Week	Food Network	Lippincott Mercer	The PBS News Hour	Time Magazine
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	Lotus 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
ABC Television Network	CBS News	General Motors	MacManus Group	PGM	The Travelers Companies, Inc.
The Abernathy MacGregor Group	CBS Radio	Glamour	Magaschoni	Philip Morris USA	True North
Accenture	Chandler Chico	Goldman, Sachs & Company	The Markle Foundation	Planworks	Travel & Leisure
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
Addison	CIT Group	Google	MasterCard	Polo Ralph Lauren	Turner Broadcasting System, Inc.
Advanswers Media Programming	Citi	Grey Advertising	Mattel Fisher Price	Port Authority of NY/NJ	TV Guide
Advanced Marketing Service	Clark & Weinstock	Gruner + Jahr	McCann Worldgroup	Prada	United Technologies Corporation
Advertising Agency Register	CMP Publications	Gucci Group	The McGraw-Hill Companies	Prevention	Universal Studios
Adweek	CNN	Hachette Filipacchi Media U.S.	McKinsey & Co.	PR Newswire	U.S. Fund for UNICEF
Adweek Magazine	Combs Enterprises	HarperCollins	Mediaedge:cia	Pricewaterhouse Coopers	USA Network
AGT/Seven	Comcast NBCUniversal	Harper's Bazaar	Medialink	Primetime Omnimedia	USA Today
AICPA	Condé Nast Publications	Harp, Inc.	MediaStorm	Procter & Gamble	Vanity Fair
Altria	Continuum Health Partners	HBO	Media Networks	Prudential Financial Inc.	Verizon
AMC Networks	Cover Girl	Health/Parenting	Media Recruiting Group	PT&Co.	Vera Wang
American Advertising Federation (AAF)	CPC Best Foods	Hearst Corporation	Meigher Comms.	Publicis USA	Viacom
American Airlines	Crain Communications	Hearst Entertainment & Syndication	Mercedes Benz USA	Publicis Groupe	Video Monitoring Services
American Express	Creamer Dickson	Hearst Magazines	Meredith Corporation	Publicis Kaplan Thaler	Vogue
American Express Publishing	Basford	Hearst Newspapers	Messner Vetere	Putnam Berkeley	Volvo
American Health for Women	Creative Artists Agency	Help USA	Microsoft	PVH Corp.	Waggener Edstrom Worldwide
American Ireland Fund	Crown Publishing	Heyman Associates	Milstein Fuchs	Quantcast	Wall Street Journal
American Legacy	DailyCandy.com	Hill Holliday	Mirage Enterprises	Ralph Lauren Corporation	The Walt Disney Company
American Legacy Foundation	The Daniel Neidich and Brooke Garber Foundation	Hill & Knowlton	Miramax	Ralph Lauren Fragrances	Walt Disney Studios
Ammirati & Puris	Danielides Communications, Inc.	Hoffmann	Mobil Corp.	Random House	Warner Books
Andrea Electronics	Davis & Gilbert	Hollins University	Money	Reader's Digest	Washington Post
ANA	D-A-Y PR	Home Depot	More Magazine	Refinery29	WE tv
ANN INC.	DDB Worldwide	Howard P. Milstein Foundation	MPA	Revlon	Weber Shandwick
AOL	Deutsch	Horizon Media	MSL Group	Roche	Weight Watchers International, Inc.
The Apollo Theater Foundation	DeVries PR	HSN	MTV Networks	Rodale	Wells Rich Greene
Applevision	Diane Von Furstenberg	Hudson Yards	Munroe Creative Partners	Rodale Press	WETA Washington, D.C.
Applied Graphics	Discovery Communications	HuffingtonPost.com	Mutual of NY	Ronald McDonald House New York	William Morris
ASME	Disney-ABC Television Group	iVillage	NASDAQ	Rosie's All For Kids Foundation	WinStar Communications
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
A.T. Cross	Dorf & Stanton	Interpublic Group	NBA	Russell Reynolds Associates	Women's Health Magazine
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
Avon Products, Inc.	Dow Jones	JC Penney Co.	New Amsterdam Entertainment, Inc.	The Savannah College of Art and Design	WPP Group USA, Inc.
Ballantine/Dell	Dylan McGee/Makers	Johnson & Johnson	News Corporation	Schaw/AGT7	Wunderman New York
Bank of America	eBay Inc.	Jonathan M. Tisch Foundation	NEC Inc.	Scholastic, Inc.	WWE, Inc.
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
BerlandTeam	Entertainment Weekly	Kekst and Co.	New York Private Bank & Trust	Showtime	The Zucker Organization
BET Networks	ESPN/Disney Consumer Products	Kellwood Company	New York Newsday	Shyldo Communications, LLC	
Better Homes and Gardens Real Estate	Essence Communications	Kenneth Cole	New York Power Authority	Simon & Schuster	
Biography	Estee Lauder Companies	Ketchum PR	The New York Times	Snap Inc.	
Bloomberg	Euro RSCG MVBMS Partners	The Knopf Publishing Group	New York Yankees	Sony Corp. of America	
Bloomingdale's	Expo Design Center	Know Your Value	News Corporation	SONY Pictures Television	
BlueRock	Facebook	KPMG	Newsweek	Sports Illustrated	
Boxenbaum Grates	Fairchild Publications	La Roche Inc.	NW Ayer	SRDS/Kantar Media	
Bozell	Family Circle	Ladies Home Journal	NYU College of Nursing	Starlink	
Bradford Enterprises	FCB	Landor Associates	Oath	Starcom/Mediavest	
Brand.net	The Female Quotient	Laurie M. Tisch Illumination Fund	Oberg & Lindquist Corporation	Steelcase	
The Bravo Group	Fidelity	Legacy	Ogilvy & Mather	Sterling Group	
Bristol Myers	Fine Line	Lehman Brothers	Oscar de la Renta	Suka & Friends	
Brown Printing	Fleishman-Hillard	Lifetime Entertainment Services	OWN: Oprah Winfrey Network	Sundance Channel	
BSMG	Food & Wine	Lifetime Networks	Oxygen Media	Teneo Strategy LLC	
Burberry		LinkedIn	Pantheon Books	Thomson Reuters Tax and Accounting	
Burson Marsteller		Lippincott & Margulies	Parade Magazine	Tiffany & Co.	
			PBS	Time Inc.	

For more information, please go to our website [nywici.org](http://nywici.org)

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