ABOUT THE MATRIX AWARDS

Since 1970, the Matrix Awards have been presented by New York Women in Communications (NYWICI)—the New York City’s largest organization of professional women in the communications industry. It has honored and celebrated female empowerment and achievement in the field of communications and the arts since its first honoree, Gloria Steinem. The Matrix Award is given to women who are making a difference, building community and inspiring the next generation of female leaders in their field. Prior honorees include Maya Angelou, Halle Berry, Sheryl Crow, Tina Fey, Gayle King, Audra McDonald, Sheryl Sandberg, Joanna Coles, Cindi Berger, Dia Simms and Meredith Vieira. For a full list of honorees see here.

AUDIENCE

The NYWICI community is approximately 70% are female and 30% are male from a variety of communications fields including broadcasting, publishing, journalism, media and marketing, advertising, public relations and corporate communications.

WHO WE ARE

Founded in 1929, NYWICI is the premier organization for female communications professionals. Today, the 90-year-old not-for-profit association has more than 2,500 members—from senior executives to students and entrepreneurs to young professionals—in a variety of communications disciplines, including journalism, broadcasting, corporate communications, digital and integrated marketing, publishing, advertising, photography, public relations, graphic design and more.

NYWICI’s mission is to empower women in the communications field at every career stage to reach their full potential and navigate the ever-changing landscape of communications. We promote professional growth and inspire members to achieve and share success by actively encouraging leadership and professional development, as well as networking opportunities that connect women who connect the world. Over the last 50 years, NYWICI has honored the industry’s most outstanding leaders and celebrated all the courageous women who have come before them and those who will come after with the Matrix Awards. Since 1971, 340 women have received the NYWICI Matrix Award.

Each year, NYWICI awards scholarships ranging from $2,500 to $10,000 to high school seniors, college and graduate students, and offer educational programs, including an annual Communications Bootcamp for women beginning their careers or embarking on career transitions. To date, we have awarded more than $2 million in scholarship support to over 350 women. We’ve also awarded $47,000 in PIVOT Development Grants — self-directed grants to female professionals who seek to evolve their careers — to 30 deserving women.

As women who connect, create and communicate, NYWICI members serve as role models, career
2022 MATRIX HONOREES

DEVIKA BULCHANDANI
Global CEO, Ogilvy North America
Devika Bulchandani is a world class marketer who leads with passion, purpose, and an uncompromising focus on creating impact. She currently serves as Global President of Ogilvy. Under her leadership, Ogilvy was named Network of the Year at the 2022 Cannes Lions International Festival of Creativity. In addition, Ogilvy was also named Network of the Year by The One Show and Global Network of the Year by Campaign Magazine. She has received many honors including, NY Power Woman by Moves Magazine; US Advertising Agency Head of the Year by Campaign Magazine; Working Mother of the Year by She Runs It; and AdColor Innovator. She has been the recipient of multiple 4As Jay Chiat Awards for strategic planning. Dev is a founding member of Times Up Advertising, a board member of the ERA Coalition, the Ad Council, the 4A’s, and the Advertising Club. She is a frequent speaker at Ad Council, Ad Forum, and other prominent industry events.

RITA FERRO
President, Advertising
As President of Advertising for Disney Media & Entertainment Distribution (DMED), Rita Ferro leads advertising sales for The Walt Disney Company’s entertainment, news, sports and kids & family linear, digital TV ad-supported streaming and audio businesses: ABC Entertainment, ABC Daytime and ABC News; Disney Channels Worldwide; Disney+; ESPN Networks and ESPN+; Freeform; FX; Hulu; and National Geographic. She also leads the integrated sales team for Disney Digital, the Company's online, mobile and social offerings. Additionally, Ferro directs political, and National TV and Regional Ad Sales for ABC’s eight owned local TV stations. She has been in this role since September 2018.

MARLEE MATLIN
Actress/Activist
Marlee Matlin received worldwide critical acclaim for her motion picture debut in Children of a Lesser God, a performance the film community chose to recognize with its highest honor—the Academy Award® for Best Actress. At age 21, she became the youngest recipient of the Best Actress Oscar® and one of only four actresses to receive that honor for a film debut. In addition to the Oscar®, Matlin was honored by the Hollywood Foreign Press Association with the Golden Globe® Award for Best Actress in a Drama. Matlin continues to make a name for herself behind the camera. Producing several TV and Film projects, including the 2021 Academy Award Nominated short film FEELING THROUGH. And is making her directorial debut on the network series “Accused.” The series, based on the acclaimed British drama is co-production by Sony Pictures Television and Fox, and produced by Howard Gordon, Alex Gansa and David Shore.

STEPHANIE MEHTA
CEO & Chief Content Officer, Mansueto Ventures (parent company, Fast Company)
Stephanie Mehta is chief executive officer and chief content officer of Mansueto Ventures, publisher of Inc. and Fast Company. She previously served as editor-in-chief of Fast Company, where she oversaw digital, print, and live journalism. Under her leadership Fast Company was a National Magazine Award finalist in design for three years in a row, and the title added two new annual conferences. She has worked as a writer and editor at Vanity Fair, Bloomberg Media, Fortune, and The Wall Street Journal. Mehta began her career as a business reporter at The Virginian-Pilot in Norfolk, Virginia. She received a BA in English and an MS in journalism from Northwestern University. A Chicago-area native, she now lives with her husband and two children in Scarsdale, New York.
ELIZABETH RUTLEDGE
Chief Marketing Officer, American Express

Elizabeth Rutledge is the Chief Marketing Officer at American Express, overseeing the brand’s global media, communications, sponsorships, experiences and customer insights. She is a member of the company’s Executive Committee and is passionate about providing the “Powerful Backing” of American Express to colleagues and customers around the globe through innovative content and initiatives. Elizabeth is on the Board of Directors for the Association of National Advertisers, the Ad Council and the YMCA of Greater New York. She is also a member of the Adweek Diversity, Equity and Inclusion Council. Prior to that, Elizabeth was Executive Vice President, Global Network Marketing and Information, where she delivered. Elizabeth and her husband live in Old Greenwich, CT, and have a daughter. Elizabeth is a graduate of Princeton University and holds an MBA from New York University.

GWEN STEFANI
Singer/Songwriter

Gwen Stefani is an American singer, songwriter, rapper, fashion designer and actress. A three-time GRAMMY® Award winner, Gwen Stefani has achieved global success as a performer, songwriter, frontwoman for iconic rock band No Doubt, and multi-platinum solo artist. In addition to her three GRAMMY® Awards, Stefani’s honors include four MTV Video Music Awards, two Billboard Awards, an American Music Award, and a Brit Award. In 2014, she channeled her tremendous musical passion into empowering young singers as their coach on the seventh season of NBC’s musical competition series “The Voice.” One of pop culture’s most magnetic style icons, Gwen Stefani has also emerged as the first global celebrity artist to translate music stardom into a series of massively successful lifestyle brands. Through her fashion line L.A.M.B., its sister label Harajuku Lovers, and her eyewear line gx by Gwen Stefani, the designer and entrepreneur has brilliantly merged modern glamour with fashion-forward streetwear. With over $1 billion in retail sales across all brands to date, she recently took the helm as co-creator and executive producer of “Kuu Kuu Harajuku”: a children’s animated TV show on Nick Jr., fulfilling Stefani’s mission of providing young girls with content that celebrates creativity, imagination, and fearless individuality.

TIFFANY R. WARREN
EVP, Chief Diversity & Inclusion Officer, Sony Music Group / Founder, ADCOLOR

As Executive VP, Chief Diversity & Inclusion Officer for Sony Music Group. In this newly created role, Tiffany will expand equity and inclusion activities and policies across of all Sony Music Group’s (SMG) global recorded music, publishing and corporate divisions, reporting directly to SMG Chairman Rob Stringer. Recognized as a leader in the field of diversity, Tiffany is a talent strategist with 25+ years of championing diverse professionals in the creative industries. In 2005, she founded ADCOLOR, which has launched the ADCOLOR Conference, Awards and FUTURES program. As President of ADCOLOR, she deeply impacted and has been widely recognized for the progress and direction the creative industries have taken around diversity, equity & inclusion. A native Bostonian and the oldest of ten children, Tiffany is a proud graduate of The Winsor School and Bentley University and still finds the time to mentor over 100+ professionals personally.

JUDY WOODRUFF
Anchor and managing editor of PBS NewsHour

Judy Woodruff is the anchor and managing editor of the PBS NewsHour. She has covered politics and other news for five decades at NBC, CNN and PBS. At PBS from 1983 to 1993, she was the chief Washington correspondent for the MacNeil/Lehrer NewsHour. From 1984 – 1990, she also anchored PBS’ award-winning documentary series, “Frontline with Judy Woodruff.” From 2006 – 2013, Judy anchored a monthly program for Bloomberg Television, “Conversations with Judy Woodruff.” In 2006, she was a visiting professor at Duke University’s Terry Sanford Institute of Public Policy. She returned to the NewsHour in 2007, and in 2013, she and the late Gwen Ifill were named the first two women to co-anchor a national news broadcast. After Ifill’s death, Woodruff was named sole anchor. She is the recipient of more than 25 honorary degrees. Judy lives in Washington, DC, with her husband, journalist Al Hunt, and they are the parents of three children: Jeffrey, Benjamin and Lauren.
## 2022 Sponsor Benefits

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<tr>
<th>Benefit</th>
<th>Individual $5,000</th>
<th>Bronze $12,500</th>
<th>Silver $25,000</th>
<th>Gold $50,000</th>
<th>Platinum $100,000</th>
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<tr>
<td>Step and Repeat Signage</td>
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<td>Co-create a Program with NYWICI to meet needs of your company objectives (e.g. DE&amp;I, professional development)</td>
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<td>Corporate Membership</td>
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<td><strong>all employees of company receive membership</strong></td>
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<tr>
<td>VIP Event Reception at Matrix Awards</td>
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<td>2 Invites</td>
<td>5 Invites</td>
<td>10 Invites</td>
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<tr>
<td>Monthly NYWICI Newsletter Sponsor</td>
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<td>Banner ad on NYWICI website</td>
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<td>Serve as guest on an episode of the NYWICI Women Heard podcast</td>
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<td>Verbal recognition from President or Emcee during Matrix Awards</td>
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<td>$X</td>
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<td>Ad in Matrix Journal</td>
<td>Half</td>
<td>Full</td>
<td>Full</td>
<td>Spread (premium position)</td>
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<td>Logo hyperlinked on nywici.org sponsorship page</td>
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<td>Digital Signage at Matrix Awards</td>
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<td>Listing on Matrix Journal Insert Card</td>
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<td>Dedicated social media recognition</td>
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<td>Seating at Matrix Awards</td>
<td>1 Individual Ticket (Reserved seat)</td>
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<td>1-Year Individual Membership</td>
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$15,000 WIFI SPONSOR
- Logo in Matrix Journal and at Matrix Awards
- Signage at Matrix Awards recognizing and thanking sponsor for providing free WiFi access
- Home screen/landing page directing users to URL/message of sponsor’s choice
- Attendees will be notified of the free WiFi service several times prior to the event and sponsor will be recognized and thanked in each notification
- Listing on Matrix Journal Insert Card

$12,500 MIRROR MIRROR SPONSOR
- Sponsor will have their logos featured in the Ladies Rooms Mirrors for Selfie Opportunities
- Selfie accessories and phrases will be available
- Listing in Matrix Journal insert card

$5,000 NON-PROFIT SPONSOR
Organization must be a 501(c)6 or a 501(c)3 for this special rate
- Logo hyperlinked on nywici.org sponsorship page
- Logo in Matrix Journal
- Listing on Matrix Journal Insert Card
- 2 Individual tickets (reserved seats)
- Digital signage

MATRIX JOURNAL AD
**AD INSERTIONS:** SPREAD FULL-PAGE HALF-PAGE
4-Color: $12,000 $6,750 $4,750
B/W: $8,000 $4,500 $2,500

*Ask for rates for premium positions*

Scan the QR code below with your smartphone or mobile device, or visit [this link](#), to access a form where you can submit all the necessary sponsored materials needed from your sponsorship level.
SPONSORSHIP OPPORTUNITIES
Please fill out and submit this form.
Check all that apply:

- $100,000 Platinum Sponsor
- $50,000 Gold Sponsor
- $25,000 Silver Sponsor
- $12,500 Bronze Sponsor
- $5,000 Individual Sponsor
- $5,000 Non-Profit Sponsor
- $15,000 Wifi Sponsor
- $12,500 Mirror, Mirror Sponsor

DIGITAL SPECIFICATIONS:
For submission of ad materials, questions on specs or FTP information, contact: Sabrina Sheth
Phone: 703-442-2079
Email: sabrina.sheth@wearemci.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.

Reserve ads by September 9. Materials due by September 23. Complete, complete by email to NYWICI Matrix Awards
7918 Jones Branch Drive Suite 300 McLean, VA 22102

For all other questions please contact Donna-Jean Plante, CAE, Executive Director, NYWICI
Phone: 571-685-8011
Email: Donna-Jean.Plante@nywici.org

NYWICI Foundation is a 501C3 non-profit organization (Federal Tax ID #: 134111956.) Federal income tax laws limit deductions for charitable contributions to amounts in excess of the fair value of goods or services provided in exchange for your contribution. (a good faith estimate of the value of goods or services per person you receive is $300/head. Or $3,000 for a table of ten) The tax-deductible portion of your contribution is limited to the amount of your contribution less the value of goods or services received in return.

Please Print or Type

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