

2026 MATRIX SPONSORSHIP OPPORTUNITIES

NYWICI

THE 56TH ANNUAL
MATRIX AWARDS

THE
**BUTTERFLY
EFFECT**

**Women Who Transform the World
and Inspire the Future.**

MAY 19, 2026

NYWICI WHO WE ARE



EMPOWERING WOMEN. ELEVATING VOICES. INSPIRING CHANGE.

Through our signature tentpole events, we raise critical funds for scholarships, mentorship programs, and professional development initiatives that embody the true Butterfly Effect — the power of one woman’s story to inspire countless others.

Founded in 1929, NYWICI is the premier organization for female communications professionals. Today, the 96-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.

Each year, NYWICI awards scholarships ranging from \$1,000 to \$10,000 to high school seniors, college and graduate students, and offer educational programs, including a Career Conference for women beginning their careers or embarking on career transitions. To date, we have awarded more than \$2.2 million in scholarship support to over 410 women.

As women who connect, create and communicate, NYWICI members serve as role models, career advisors and mentors.



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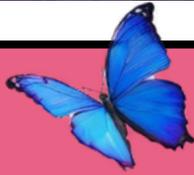
ABOUT THE MATRIX AWARDS Since 1971, the Matrix Awards have been presented by New York Women in Communications (NYWICI)—the largest organization of professional women in the communications industry. It honors and celebrates female empowerment and achievement in the field of communications since its first honoree, Gloria Steinem. The Matrix Award honors women who are making a difference, building community, and inspiring the next generation of leaders in their field. Prior honorees include Devika Bulchandani (Global CEO, Ogilvy), Elizabeth Rutledge (Chief Marketing Officer, American Express), Moira Forbes (Executive Vice President and President and Publisher, Forbes Women), Sheryl Sandberg (Former COO of Facebook now Meta), Joanna Coles (Former Chief Content Officer, Hearst Magazines), Cindi Berger (Chairman & CEO, Rogers & Cowen PMK), Dustee Jenkins (Chief Public Affairs Officer, Spotify) and Esi Eggleston Bracey (Chief Growth and Marketing Officer, Unilever). [For a full list of honorees click here.](#)

Over the last 55 plus 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, 380 plus women have been honored.

The Matrix Awards event is held at the Ziegfeld Ballroom. The event is limited to 600 established and highly influential leaders in the various fields of communications including broadcasting, publishing, journalism, media marketing, advertising, public relations, and corporate communications.

AUDIENCE The NYWICI community is approximately 70% female and 30% male from a variety of communications fields including broadcasting, publishing, journalism, media, marketing, advertising, public relations and corporate communications. 80% of the audience are senior leaders in the communications industry.

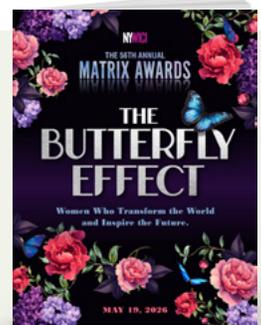




	MONARCH \$100,000 <i>Powerful Change-maker</i>	MORPHO RADIANCE \$50,000 <i>Stands Out, Impact</i>	FRITILLARY \$30,000 <i>Active, Vibrant</i>	SKIPPER \$17,500 <i>Small but Meaningful</i>
Opportunity to introduce NYWICI President or President-Elect on stage at Matrix Awards	X			
2 Reserved tables of ten, priority seating	X			
Logo on Step and Repeat	X			
2 Reserved Tables of ten, preferred seating		X		
1 Reserved table of ten			X	X
Corporate membership for all employees	X	X		
Verbal recognition from President or Emcee during Matrix Awards of sponsorship	X	X	X	X
Additional external media coverage surrounding NYWICI events	X	X	X	X
Logo and Ad in Matrix Journal (print and digital)	Spread (premium position)	Full page	Full page	Half page
Logo on digital and print signage at Matrix Awards	X	X	X	X
VIP Event Reception at Matrix Awards	10 tickets	5 tickets	2 tickets	

THE NYWICI MATRIX JOURNAL

It is more than just a program—it’s a treasured keepsake for the 600+ attendees who gather in the room to celebrate and connect. Beautifully designed and filled with inspiring content, it captures the essence of the event and the stories behind it. For those who want to revisit the experience or share it beyond the room, the Journal is also available digitally on our website, ensuring its impact lives on long after the event concludes.



PREMIUM AD SPACE

Inside Front Cover	4-Color \$10,000	B/W \$10,000
Inside Back Cover	4-Color \$12,000	B/W \$12,000
Back Cover	4-Color \$10,000	B/W \$10,000

AD INSERTIONS

4-Color	Spread \$12,000	Full-page \$6,750	Half-page \$4,750
B/W	Spread \$8,000	Full-page \$4,500	Half-page \$2,500

For more information please contact Donna-Jean Plante, CAE, NYWICI Executive Director, 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 \$350/head. Or \$3,500 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.

PAST SUPPORTERS

160over90	Bobbi Brown	Dyllan McGee/Makers	Horizon Media	Michael Finkelstein	Pricewaterhouse Coopers	Time Warner Trade
21st Century Fox	Boxenbaum Grates	eBay Inc.	HSN	Foundation	Primetime Omnimedia	Tory Burch, LLC
3Pas Studios	Bozell	EAB	Hudson Yards	Microsoft	Procter & Gamble	The Trade Desk
4 A's	Bradford Enterprises	Edelman PR	HuffingtonPost.com	Milstein Fuchs	Prudential Financial Inc.	TrailRunner
42 West	Brand.net	Electronic Arts	IBM	Mirage Enterprises	PT&Co.	Translation
A + E Networks	Bravo Networks	Elle	iVillage	Mobil Corp.	Publicis USA	Travel & Leisure
AARP	The Bravo Group	Entertainment Weekly	Instacart	Momentum	Publicis Groupe	Travelers
ABC Inc.	Bristol Myers	ESPN/Disney	InStyle	Money	Publicis Kaplan Thaler	The Travelers
ABC Media Networks	Brown Printing	Consumer Products	Interbrand	Moody's	Publicis Media	Companies, Inc.
ABC Television Network	Brunswick Group	Esence Communications	International Creative Management	More Magazine	Putnam Berkeley	Tribeca Productions
The Abernathy	BSMG	Estee Lauder Companies	Interpublic Group	Movable Ink	PVH Corp.	True North
MacGregor Group	Burberry	Euro RSCG MVBMS Partners	IPG Mediabrands	MPA	Quantcast	Truth Initiative
Accenture	Burson	Expo Design Center	J. Walter Thompson	MSL Group	Quarter Horse PR	Tupperware Brands
The Ad Age Group	Burson Marsteller	Facebook	JC Penney Co.	MTV Networks	Rakuten Advertising	Turner Broadcasting System, Inc.
AdColor	Business Week	Fairchild Publications	JoeleFrank	Munroe Creative Partners	Ralph Lauren Corporation	TV Guide
The Ad Council	Calvin Klein	Family Circle	JPMorganChase	Mutual of NY	Ralph Lauren Fragrances	Twitter
Addison	Capital Publishing	FCB	Johnson & Johnson	NASDAQ	Random House	Uber Advertising
Adobe	Cappa Productions	Fed Hall	Jonathan M. Tisch Foundation	NBA	Reader's Digest	UM
Advanswers Media Programming	Carnival	The Female Quotient	Just Ask a Woman	NBC News	Refinery29	Unilever
Advanced Marketing Service	Carol H. Williams Advertising	FGS GLocal	Kaplow	NBC Universal	Revlon	United Technologies Corporation
Advertising Agency Register	Cartier	Fidelity	Kaufman Astoria Studios	The Nduna Foundation	Roche	Universal Studios
Adweek	CBS Corp.	Fine Line	Kekst and Co.	New Amsterdam	Rock My Soul Productions	University of North Texas
Adweek Magazine	CBS Interactive	Fleishman-Hillard	Kellwood Company	Entertainment, Inc.	Rodale	U.S. Fund for UNICEF
AGT/Seven	CBS News	Food & Wine	Kenneth Cole	News Corporation	Rodale Press	USA Network
AICPA	CBS Radio	Food Network	Ketchum PR	NEC Inc.	Ronald McDonald House New York	USA Today
Altria	Chandler Chico	Forbes	The Knopf Publishing Group	Netflix	Rosie's All For Kids Foundation	Vanity Fair
AMC Networks	Chobani	Fortune	Know Your Value	Neuberger Berman, LLC	Rubenstein	Vayner Media
American Advertising Federation (AAF)	Cindy Adams	Fox Cable Networks	KPMG	New Line/Fine Line	Ruder Finn	Verizon
American Airlines	CIT Group	The FQ	L Catterton	New York Daily News	Russell Reynolds Associates	Vera Wang
American Express	Citi	Franklin West	La Roche Inc.	New York Mets	Saatchi & Saatchi	Viacom
American Express Publishing	Clark & Weinstock	Gannett	Ladies Home Journal	New York Private Bank & Trust	Salesforce	Video Monitoring Services
American Health for Women	CMP Publications	GE Companies	Landor Associates	New York Newsday	Sara Lee Corp.	Vogue
American Ireland Fund	CNBC	General Foods	Laurie M. Tisch Illumination Fund	New York Power Authority	The Savannah College of Art and Design	Volvo
American Legacy	CNN	General Motors	Legacy	New York Times	Schawk/AGT7	Waggener Edstrom Worldwide
American Legacy Foundation	Coca-Cola	Genesco	Lehman Brothers	New York Yankees	Scholastic, Inc.	Wall Street Journal
Ammirati & Puris	Combs Enterprises	Gladstone Place Partners	Licensing International Foundation	News Corporation	The Secular Society	The Walt Disney Company
Ampersand	Comcast NBCUniversal	Glamour	Lifetime Entertainment Services	Newsweek	SELF Magazine	Walt Disney Studios
Andrea Electronics	Condé Nast Publications	Goldman, Sachs & Company	Lifetime Networks	NW Ayer	Sesame Workshop	Warner Books
ANA	Corporate Health Partners	Golf Digest	LinkedIn	NYU College of Nursing	Seventeen	Warner Brothers Discovery
ANN INC.	Cover Girl	Good Housekeeping	Lippincott & Margulies	Oath	Showtime	Washington Post
Aol	CPC Best Foods	Google	Lippincott Mercer	Oberg & Lindquist Corporation	Shyldo Communications, LLC	WE tv
The Apollo Theater Foundation	Crain Communications	Grey Advertising	Little, Brown and Company	Ogilvy	Signal AI	Weber Shandwick
Applevision	Creamer Dickson Basford	Group M	Liz Claiborne	Ogilvy & Mather	Silverstein Properties	Weight Watchers International, Inc.
Applied Graphics	Creative Artists Agency	Groupe SJR	L'Oréal/Matrix	Omnicom	Simon & Schuster	Wells Fargo
ASME	Crown Publishing	Gruener + Jahr	Lotas Minard Patton	Omnimedia	SJR	Wells Rich Greene
ASPCA	Cultural Genesis	Gucci Group	Lou Hammond & Assoc.	Oscar de la Renta	Snap Inc.	WETA Washington, D.C.
Associated Press	Daggerwing Group	Gurwitch Products LLC	Lowes	OWN: Oprah Winfrey Network	Sony Corp. of America	William Morris
A.T. Cross	DailyCandy.com	H&R Block	MacManus Group	Oxygen Media	SONY Pictures Television	WinStar Communications
AT&T	The Daniel Neidich and Brooke Garber Foundation	Hachette Filipacchi Media U.S.	Macy's	The Paley Center	Sosha	Woman's Day
Avon Foundation	Danielides Communications, Inc.	HarperCollins	Magaschoni	Pantheon Books	Sports Illustrated	Women + Co./Citigroup
Avon Products, Inc.	Davis & Gilbert	Harper's Bazaar	Mansueto Ventures	Parade Magazine	Spotify	Women's Health Magazine
Axiom	D-A-Y PR	Harpo, Inc.	The Markle Foundation	Paramount	SRDS/Kantar Media	World Color Press
Ballantine/Dell	DDB Worldwide	Hart & Brigitte Hanson	Marsh Inc.	PBS	Starlink	Worth Magazines
Bank of America	Dentsu	Havas	Martha Stewart Living	The PBS News Hour	Starcom/Mediavest	WPP Group USA, Inc.
Barbarian,	Dentsu Creative	Havas Health & You	MasterCard	Pearson/Financial Times	Steelcase	WPP Media
Day One Agency	Dept Agency	HBO	Mattel Fisher Price	Penguin Group (USA)	Sterling Group	Wunderman New York
Barclay's Capital	Deutsch	Health/Parenting	McCann Worldgroup	People Magazine	Suka & Friends	WWE, Inc.
BBC/Lionheart	DeVries PR	Hearst Corporation	McDonald's	Peppercom	Sundance Channel	Yahoo! Inc.
BBDO NY	Diane Von Furstenberg	Hearst Entertainment & Syndication	The McGraw-Hill Companies	Petersen's Youth Group	TelevisaUnivision	Yorktown Productions
Bcom3	Discovery Communications	Hearst Magazines	Mclver	Pfizer Inc.	Telum Media	Young & Rubicam
BerlandTeam	Disney-ABC Television Group	Hearst Newspapers	McKinsey & Co.	PGM	Teneo Strategy LLC	Ziff Davis
Berlanti Family Foundation	Disney Global Public Policy	Help USA	Mediaedge:cia	Phillip Morris USA	Thomson Reuters	The Zucker Organization
BET Networks	Disney Worldwide Outreach	Hill Holiday	Medialink	Planworks	Tax and Accounting	
Better Homes and Gardens Real Estate	DKC	Hill & Knowlton	Media Networks	Planned Parenthood	TCV	
Biography	Dorf & Stanton	Hilton	Media Recruiting Group	PMK Public Relations	Tiffany & Co.	
Bloomberg	Dotdash Meredith	Hoffmann	MediaStorm	Polo Ralph Lauren	TikTok	
Bloomingtondale's	DoubleClick	Hollins University	Meigher Comms.	Potomac Communication Strategies	Time Inc.	
BlueRock	Doubleday	Home Depot	Mercedes Benz USA	Port Authority of NY/NJ	Time Magazine	
	Dow Jones	Howard P. Milstein Foundation	Meredith Corporation	Poster Child	Time Out New York	
			Messner Vetere	Prada	Time Warner	
			Meta	Prevention	Time Warner Global Marketing	
				PR Newswire	Time Warner Cable Media Sales	