

NYWICI 2023

SPONSORSHIP PROSPECTUS

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

nywici.org



MATRIX
AWARDS

NEW YORK WOMEN
IN COMMUNICATIONS



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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% female and 30% 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, 350+ women have been honored.

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 a 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 370 women.

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2023 SPONSOR BENEFITS

	Individual \$5,000	Bronze \$12,500	Silver \$25,000	Gold \$50,000	Platinum \$100,000
Step and Repeat Signage					X
Co-create a Program with NYWICI to meet needs of your company objectives (e.g. DE&I, professional development)					X
Corporate Membership <i>all employees of company receive membership</i>				X	X
VIP Event Reception at Matrix Awards			2 Invites	5 Invites	10 Invites
Monthly NYWICI Newsletter Sponsor				X	X
Banner ad on NYWICI website			X	X	X
Serve as sponsor for WomenHeard podcast sponsor for three months					X
Serve as guest on an episode of the NYWICI WomenHeard podcast				X	X
Verbal recognition from President or Emcee during Matrix Awards			X	X	X
Ad in Matrix Journal		Half	Full	Full	Spread (premium position)
Logo hyperlinked on nywici.org sponsorship page		X	X	X	X
Logo in Matrix Journal and at Matrix Awards show		X	X	X	X
Digital Signage at Matrix Awards	X	X	X	X	X
Listing on Matrix Journal Insert Card	X	X	X	X	X
Dedicated social media recognition	X	X	X	X	X
Seating at Matrix Awards	1 Individual Ticket (Reserved seat)	1 table of 10	1 table of 10	2 tables of 10	2 tables of 10
1-Year Individual Membership	X				

\$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.





MATRIX AWARDS

NEW YORK WOMEN
IN COMMUNICATIONS

DIGITAL SPECIFICATIONS:

For submission of ad materials, questions on specs or FTP information,

Contact: Sabrina Sheth
Phone: 703-442-2079
Email: sabrina.sheth@wearenci.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.

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

SPONSORSHIP OPPORTUNITIES

Please fill out and submit this form.

Check all that apply:

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| <input type="checkbox"/> \$100,000 Platinum Sponsor | <input type="checkbox"/> \$12,500 Bronze Sponsor |
| <input type="checkbox"/> \$50,000 Gold Sponsor | <input type="checkbox"/> \$5,000 Individual Sponsor |
| <input type="checkbox"/> \$25,000 Silver Sponsor | <input type="checkbox"/> \$5,000 Non-Profit Sponsor |

PREMIUM AD SPACE IN MATRIX JOURNAL

- | | | |
|--------------------|---|---------------------------------------|
| Inside Front Cover | <input type="checkbox"/> 4-Color \$10,000 | <input type="checkbox"/> B/W \$10,000 |
| Inside Back Cover | <input type="checkbox"/> 4-Color \$12,000 | <input type="checkbox"/> B/W \$12,000 |
| Back Cover | <input type="checkbox"/> 4-Color \$10,000 | <input type="checkbox"/> B/W \$10,000 |

AD INSERTIONS

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| 4-Color | <input type="checkbox"/> Spread \$12,000 | <input type="checkbox"/> Full-page \$6,750 | <input type="checkbox"/> Half-page \$4,750 |
| B/W | <input type="checkbox"/> Spread \$8,000 | <input type="checkbox"/> Full-page \$4,500 | <input type="checkbox"/> Half-page \$2,500 |

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.

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Web Address (to link to your website) _____

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

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Name on Card _____

Credit Card Number _____

Expiration _____

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160over90	Burberry	Fleishman-Hillard	LinkedIn	Ogilvy & Mather	Sundance Channel
21st Century Fox	Burson Marsteller	Food & Wine	Lippincott &	Oscar de la Renta	Teneo Strategy LLC
4 A's	Business Week	Food Network	Margulies	OWN: Oprah Winfrey	Thomson Reuters Tax
42 West	Calvin Klein	Forbes	Lippincott Mercer	Network	and Accounting
A + E Networks	Capital Publishing	Fortune	Little, Brown and	Oxygen Media	Tiffany & Co.
AARP	Cappa Productions	Fox Cable Networks	Company	Pantheon Books	TikTok
ABC Inc.	Carol H. Williams	Franklyn West	Liz Claiborne	Parade Magazine	Time Inc.
ABC Media Networks	Advertising	Gannett	L'Oreal/Matrix	Paramount	Time Magazine
ABC Television Network	Cartier	GE Companies	Lotus Minard Patton	PBS	Time Out New York
The Abernathy	CBS Corp.	General Foods	Lowe's	The PBS News Hour	Time Warner
MacGregor Group	CBS Interactive	General Motors	Mclver	Pearson/Financial Times	Time Warner Global
Accenture	CBS News	Glamour	Lou Hammond	Penguin Group (USA)	Marketing
The Ad Age Group	CBS Radio	Goldman, Sachs &	& Assoc.	People Magazine	Time Warner Cable
AdColor	Chandler Chico	Company	Macy's	Peppercom	Media Sales
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Altria	Partners	Havas Health & You	McKinsey & Co.	Coopers	TV Guide
AMC Networks	Cover Girl	HBO	Mediaedge:cia	Primetime Omnimedia	Twitter
American	CPC Best Foods	Health/Parenting	Medialink	Procter & Gamble	United Technologies
Advertising	Crain Communications	Hearst Corporation	MediaStorm	Prudential Financial Inc.	Corporation
Federation (AAF)	Creamer Dickson	Hearst Entertainment	Media Networks	PT&Co.	Universal Studios
American Airlines	Basford	& Syndication	Media Recruiting Group	Publicis USA	U.S. Fund for UNICEF
American Express	Creative Artists Agency	Hearst Magazines	Meigher Comms.	Publicis Groupe	US News & World
American Express	Crown Publishing	Hearst Newspapers	Mercedes Benz USA	Publicis Kaplan Thaler	Report
Publishing	DailyCandy.com	Help USA	Meredith Corporation	Putnam Berkeley	USA Network
American Health for	The Daniel Neidich	Heyman Associates	Messner Vetere	PVH Corp.	USA Today
Women	and Brooke Garber	Hill Holliday	Meta	Quantcast	Vanity Fair
American Ireland Fund	Foundation	Hill & Knowlton	Michael Finkelstein Foun-	Ralph Lauren	Verizon
American Legacy	Danielides	Hoffmann	dation	Corporation	Vera Wang
American Legacy	Communications, Inc.	Hollins University	Microsoft	Ralph Lauren	Viacom
Foundation	Davis & Gilbert	Home Depot	Milstein Fuchs	Fragrances	Video Monitoring
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ANA	Deutsch	HSN	Money	Revlon	Waggener Edstrom
ANN INC.	DeVries PR	Hudson Yards	More Magazine	Roche	Worldwide
Aol	Diane Von Furstenberg	HuffingtonPost.com	MPA	Rodale	Wall Street Journal
The Apollo Theater	Discovery	IBM	MSL Group	Rodale Press	The Walt Disney
Foundation	Communications	iVillage	MTV Networks	Ronald McDonald House	Company
Applevision	Disney-ABC Television	Instacart	Munroe Creative	New York	Walt Disney Studios
Applied Graphics	Group	InStyle	Partners	Rosie's All For Kids	Warner Books
ASME	Disney Global Public	International Creative	Mutual of NY	Foundation	Warner Brothers
ASPCA	Policy	Management	NASDAQ	Rubenstien	Discovery
Associated Press	Disney Worldwide	Interpublic Group	National Geographic	Ruder Finn	Washington Post
A.T. Cross	Outreach	IPG Mediabrands	National Geographic	Russell Reynolds	WE tv
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Ballantine/Dell	Doubleday	Jonathan M. Tisch	NBC Universal	The Savannah College	Wells Fargo
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Barbarian, Day One	Dylan McGee/Makers	Jones Apparel Group	New Amsterdam	Schaww/AGT7	WETA Washington, D.C.
Agency	eBay Inc.	Just Ask a Woman	Entertainment, Inc.	Scholastic, Inc.	William Morris
Barclay's Capital	EAB	Kaplow	News Corporation	The Secular Society	WinStar
BBC/Lionheart	Edelman PR	Kaufman Astoria	NEC Inc.	SELF Magazine	Communications
BBDO NY	Electronic Arts	Studios	Neuberger Berman, LLC	Sesame Workshop	Woman's Day
Bcom3	Elle	Kekst and Co.	New Line/Fine Line	Seventeen	Women + Co./Citigroup
BerlandTeam	Entertainment Weekly	Kellwood Company	New York Daily News	Showtime	Women's Health
BET Networks	ESPN/Disney Consumer	Kenneth Cole	New York Mets	Shyldo	Magazine
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Gardens Real Estate	Essence	The Knopf Publishing	& Trust	LLC	World Magazines
Biography	Communications	Group	New York Newsday	Simon & Schuster	WPP Group USA, Inc.
Bloomberg	Estee Lauder	Know Your Value	New York Power	Snap Inc.	Wunderman New York
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The Bravo Group	FCB	Lehman Brothers	Oath	Starcom/Mediavest	
Bristol Myers	The Female Quotient	Lifetime Entertainment	Oberg & Lindquist	Steelcase	
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BSMG	Fine Line	Lifetime Networks	Ogilvy	Suka & Friends	