

NEW YORK WOMEN IN COMMUNICATIONS  
PRESENTS

THE 54TH ANNUAL  
**MATRIX AWARDS**



# RULE BREAKERS

Women Writing Their Own Rules &  
Breaking Through the Status Quo

May 21, 2024 | 5:30 PM | Ziegfeld Ballroom

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*As New York Women in Communications nears its 100th year, we spotlight the vital role women have had in challenging the status quo. This year's honorees did not ask permission. They were not afraid to step up to challenges. They rewrote the rules, paved their own path, and relentlessly worked toward a brighter, more equitable future for everyone. **These are the rulebreakers.***

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**2024 SPONSORSHIP PROSPECTUS**



NEW YORK WOMEN IN COMMUNICATIONS PRESENTS

# THE 54TH ANNUAL MATRIX AWARDS

## ANNOUNCING THE 2024 MATRIX HONOREES



**KRISTIN  
CHENOWETH**

Emmy® and Tony® Award  
winning  
actress and singer



**JILL CRESS**

Chief Marketing  
& Experience Officer  
H&R Block



**NINA GARCIA**

Editor-in-Chief, ELLE  
Hearst Magazines



**MEREDITH  
KOPIT LEVIEN**

President and Chief Executive Officer  
The New York Times  
Company



Global Head of Communications  
Citi



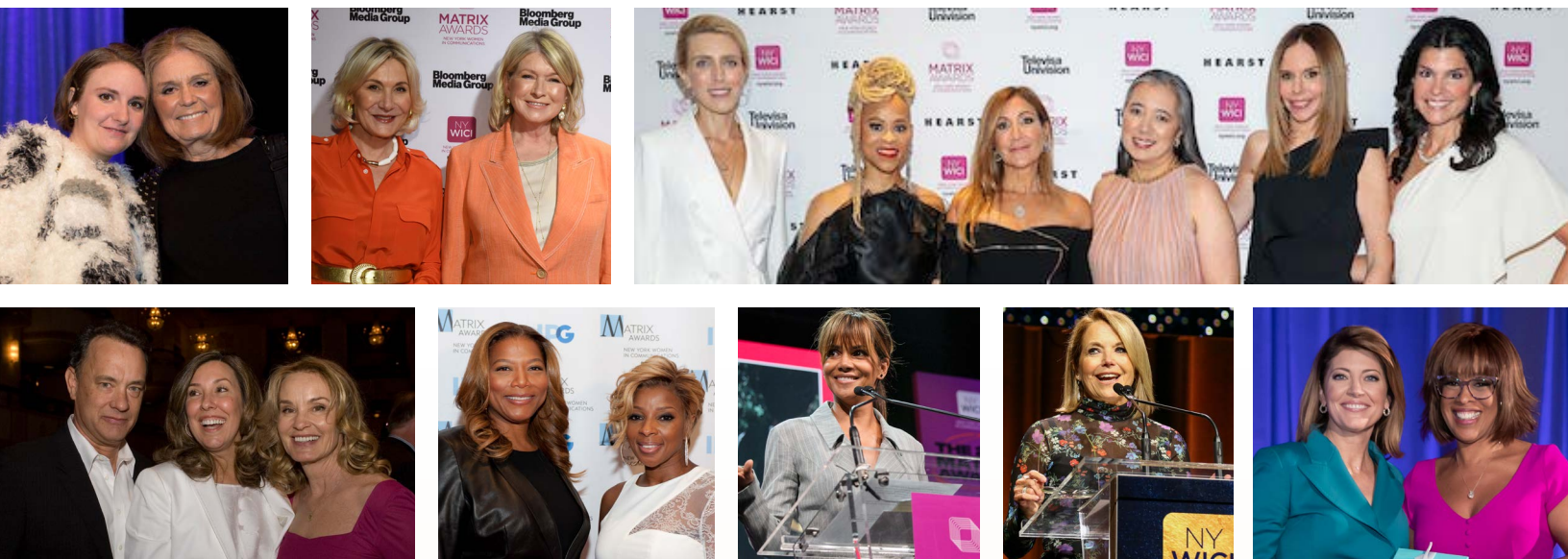
CEO of the Americas  
BBDO



Founder / Executive Officer  
Skai Blue Media



# NEW YORK WOMEN IN COMMUNICATIONS PRESENTS THE 54TH ANNUAL MATRIX AWARDS



## 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, Rogers & Cowen PMK), Dia Simms (CEO, Lobos 1707 Tequilla & Mezcal), Judith Harrison (Chief Diversity, Equity & Inclusion Officer, Weber Shandwick). [For a full list of honorees see here.](#)

[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.



NEW YORK WOMEN  
IN COMMUNICATIONS

## WHO WE ARE

Founded in 1929, NYWICI is the premier organization for female communications professionals. Today, the 95-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 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, 360 plus 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 390 women.

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



## 2024 SPONSOR BENEFITS

	Individual \$5,000	Bronze \$15,000	Silver \$27,500	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				

# SPONSORSHIP OPPORTUNITIES



## MATRIX AWARDS

NEW YORK WOMEN  
IN COMMUNICATIONS

### DIGITAL SPECIFICATIONS:

For submission of ad materials, questions on specs or FTP information, any other questions please contact Donna-Jean Plante, CAE, Executive Director, NYWICI  
Phone: 571-685-8011

Email:  
[Donna-Jean.Plante@nywici.org](mailto:Donna-Jean.Plante@nywici.org)

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.

### TO REGISTER:

Complete and email to  
[Donna-Jean.Plante@nywici.org](mailto:Donna-Jean.Plante@nywici.org)

or mail to:  
NYWICI Matrix Awards  
1660 International Drive  
Suite 600  
McLean, VA 22102

**Please download, fill out and submit this form. Check all that apply:**

- \$100,000 Platinum Sponsor
- \$50,000 Gold Sponsor
- \$27,500 Silver Sponsor
- \$15,000 Bronze Sponsor
- \$5,000 Individual Sponsor

### PREMIUM AD SPACE IN MATRIX JOURNAL

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

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Web Address (to link to your website) \_\_\_\_\_

Credit Card Type:      AMEX      VISA      MASTERCARD

Name on Card \_\_\_\_\_ CVC \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Signature \_\_\_\_\_

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 MATRIX SUPPORTERS

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