

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**



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

- \$100,000 Platinum Sponsor
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### 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
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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.

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