

2025 SPONSORSHIP PROSPECTUS

NEW YORK WOMEN IN COMMUNICATIONS PRESENT

THE 55TH ANNUAL MATRIX AWARDS

LEADING LUMINARIES

A Night of Glamour,
Grit & Gratitude

MAY 20, 2025

NY
WICI

LEADING LUMINARIES

A Night of Glamour, Grit & Gratitude

The NYWICI logo is a purple square with the letters 'NY' stacked above 'WICI' in white, sans-serif font.

Our honorees, the luminaries are women who are seen and valued. NYWICI is shining a light on those who have paved the way for others to follow.

In times of darkness and uncertainty, the luminaries are a beacon of hope and guidance. The light within our honorees showcases their unwavering spirit of human resilience and the power of perseverance. When faced with challenges and adversity, luminaries always keep their eyes fixed on the prize, remain steadfast in their convictions, and they never lose sight of their goals.

Luminaries lead by example, inspire others, and serve the greater good. A luminary is willing to sacrifice personal gain for the benefit of the collective and use their influence to make a positive impact on the industry and community.

Luminaries not only achieve great things, but they also leave a lasting legacy. They truly embody the human spirit, making meaningful contributions to the world.

Our luminaries carry the torch with pride and purpose, illuminating the path for future generations.

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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. 80% of the audience are senior leaders in the communications industry.

THE 55TH ANNUAL MATRIX AWARDS



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.

THE 55TH ANNUAL MATRIX AWARDS

2025 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				

THE 55TH ANNUAL MATRIX AWARDS

SPONSORSHIP ACTIVATIONS



AFTER-PARTY | \$30,000

Exclusive sponsor of the Matrix Awards after-party. The official after-party will take place on the mezzanine level of the Ziegfeld immediately following the awards ceremony from 9:30-11:00 pm. Your logo will be featured on the cocktail napkins. A special after-party DJ will be present to play the top hits and keep the party going. Sponsor will name the official after-party cocktail available to all guests from a list of cocktails provided by the venue. Signs will be present on each bar with the cocktail name and sponsor's logo. Sponsor and NYWICI curate list of invitees. **Must include additional Silver level table package or above.**

VIP COCKTAIL RECEPTION | \$30,000

Exclusive sponsor of the NYWICI VIP Cocktail Reception. Invitation-only cocktail reception (prior to Matrix Awards dinner) is held on the upper floor of the Ziegfeld and takes place concurrently with the open cocktail reception for all Matrix Awards attendees. Invitations to VIP cocktail Reception is extended to NYWICI notables, Matrix and Trailblazer Honorees as well as Gold and Platinum sponsoring companies which allows for a more intimate opportunity to network with agency and client-side decision makers. There will be a sponsored welcome sign outside the private room, a sponsor/awards specific step and repeat for photo-ops, along with branded cocktail and cocktail napkins. The Sponsor can bring up to ten (10) company representatives to the VIP cocktail reception. NYWICI will send a reminder email to cocktail reception attendees prior to cocktail reception and include a message from the sponsor. **Must include additional Silver level table package or above.**

"RAMPING UP" SOCIAL COVERAGE PARTNER | \$27,500

Company to share 15-20 social posts to all NYWICI social media channels (FB, X, IG) the evening before the Matrix Awards (e.g., anticipation for the big day!).

- Sponsor to share 10-12 social posts to all NYWICI's social media channels the day of the awards.
- Sponsor and NYWICI to discuss social media strategy in advance of the coverage days with NYWICI to approve.
- Official event #2025Matrix to be used.
- Company and NYWICI to run a social competition the month before the awards across social media channels to encourage social activity in the lead up to the event.
- **This includes Bronze level table package.**

CHAMPAGNE SPONSOR | \$22,500

Exclusive sponsor of NYWICI's Champagne. Flutes of champagne will be passed to all guests during the cocktail reception, prior to the Matrix Awards dinner and cocktail receptions. NYWICI will have framed pictures with sponsor logo placed throughout Ziegfeld bars and cocktail reception area, promoting "Company Name" as Champagne sponsor. **This includes Bronze level table package.**

ESPRESSO MARTINI BAR SPONSOR | \$22,500

Espresso Martinis will be available during the program and after the ceremony. NYWICI will have framed pictures with sponsor logo placed throughout Ziegfeld bars and cocktail reception area, promoting "Company Name" as Espresso Martini sponsor. **This includes Bronze level table package.**

"TO-GO" COOKIES & COFFEE | \$22,500

Exclusive sponsor of the to-go cookie and coffee treats offered to guests when they leave Ziegfeld. As in-person guests leave the venue they will be offered a cookie and take-out coffee. Sponsor's branding will appear on the cookie bag, coffee sleeve, and napkin. **This includes Bronze level table package.**

CENTERPIECE SPONSOR | \$17,500

Enjoy heightened visibility as your logo is prominently featured on each centerpiece at the Matrix Awards, capturing the attention of every attendee and ensuring your brand is at the center of every conversation. The sponsor will be recognized in the event materials showcasing your pivotal role in enhancing the Matrix Awards aesthetic and ambiance. Position your brand at the heart of the Matrix Awards by becoming the Table Centerpiece Sponsor. **Sponsor need not attend the event, and this package does not include any seats to the event.**

RISING STAR TABLE SPONSOR | \$12,500

The Rising Star Table Sponsor or the NYWICI Scholars Table Sponsor provides a unique opportunity for young talent to experience an inspiring communications industry event firsthand. Sponsoring a table for ten young people, such as students, interns, or early-career professionals, enables a new generation to gain insights, build connections, and be inspired by accomplished leaders. Sponsors receive brand recognition on sponsored tables, in event programs, and during event presentations. This sponsorship shows your company's commitment to fostering the next generation of professionals, encouraging diversity, and supporting emerging talent. **Sponsor need not attend the event, and this package does not include any sponsor seats to the event.**

THE 55TH ANNUAL MATRIX AWARDS

SPONSOR OPPORTUNITIES



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

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

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	

SPONSORSHIP ACTIVATIONS

\$30,000 After-Party	\$30,000 VIP Cocktail Reception
\$27,500 "Ramping Up" Social Coverage Partner	\$22,500 Champagne Sponsor
\$22,500 Espresso Martini Bar Sponsor	\$22,500 "To-Go" Cookies & Coffee
\$17,500 Centerpiece Sponsor	\$12,500 Rising Star Table 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 _____ CVV _____

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
 21st Century Fox
 3Pas Studios
 4 A's
 42 West
 A + E Networks
 AARP
 ABC Inc.
 ABC Media Networks
 ABC Television Network
 The Abernathy
 MacGregor Group
 Accenture
 The Ad Age Group
 AdColor
 The Ad Council
 Addison
 Adobe
 Advanswers Media
 Programming
 Advanced Marketing Service
 Advertising Agency Register
 Adweek
 Adweek Magazine
 AGT/Seven
 AICPA
 Altria
 AMC Networks
 American Advertising
 Federation (AAF)
 American Airlines
 American Express
 American Express Publishing
 American Health for Women
 American Ireland Fund
 American Legacy
 American Legacy
 Foundation
 Ammirati & Puris
 Ampersand
 Andrea Electronics
 ANA
 ANN INC.
 Aol
 The Apollo Theater
 Foundation
 Applevision
 Applied Graphics
 ASME
 ASPCA
 Associated Press
 A.T. Cross
 AT&T
 Avon Foundation
 Avon Products, Inc.
 Ballantine/Dell
 Bank of America
 Barbarian,
 Day One Agency
 Barclay's Capital
 BBC/Lionheart
 BBDO NY
 Bcom3
 BerlandTeam
 BET Networks
 Better Homes and
 Gardens Real Estate
 Biography
 Bloomberg
 Bloomingdale's
 BlueRock
 Boxenbaum Grates
 Bozell
 Bradford Enterprises
 Brand.net
 Bravo Networks
 The Bravo Group
 Bristol Myers
 Brown Printing
 Brunswick Group
 BSMG

Burberry
 Burson Marsteller
 Business Week
 Calvin Klein
 Capital Publishing
 Cappa Productions
 Carnival
 Carol H. Williams Advertising
 Cartier
 CBS Corp.
 CBS Interactive
 CBS News
 CBS Radio
 Chandler Chico
 Chobani
 Cindy Adams
 CIT Group
 Citi
 Clark & Weinstock
 CMP Publications
 CNBC
 CNN
 Coca-Cola
 Combs Enterprises
 Comcast NBCUniversal
 Condé Nast Publications
 Continuum Health Partners
 Corporate Playbook
 Cover Girl
 CPC Best Foods
 Crain Communications
 Creamer Dickson Basford
 Creative Artists Agency
 Crown Publishing
 Cultural Genesis
 Daggerwing Group
 DailyCandy.com
 The Daniel Neidich and
 Brooke Garber Foundation
 Danielides
 Communications, Inc.
 Davis & Gilbert
 D-A-Y PR
 DDB Worldwide
 Dentsu
 Dept Agency
 Deutsch
 DeVries PR
 Diane Von Furstenberg
 Discovery Communications
 Disney-ABC Television Group
 Disney Global Public Policy
 Disney Worldwide Outreach
 DKC
 Dorf & Stanton
 Dotdash Meredith
 DoubleClick
 Doubleday
 Dow Jones
 Dyllan McGee/Makers
 eBay Inc.
 EAB
 Edelman PR
 Electronic Arts
 Elle
 Entertainment Weekly
 ESPN/Disney
 Consumer Products
 Essence Communications
 Estee Lauder Companies
 Euro RSCG MVBMS Partners
 Expo Design Center
 Facebook
 Fairchild Publications
 Family Circle
 FCB
 Fed Hall
 The Female Quotient
 FGS Global
 Fidelity

Fine Line
 Fleishman-Hillard
 Food & Wine
 Food Network
 Forbes
 Fortune
 Fox Cable Networks
 The FQ
 Joele Frank
 Franklyn West
 Gannett
 GE Companies
 General Foods
 General Motors
 Gladstone Place Partners
 Glamour
 Goldman, Sachs & Company
 Golf Digest
 Good Housekeeping
 Google
 Grey Advertising
 Group M
 Groupe SJR
 Gruner + Jahr
 Gucci Group
 Gurwitch Products LLC
 H & R Block
 Hachette Filipacchi Media U.S.
 HarperCollins
 Harper's Bazaar
 Harpo, Inc.
 Havas
 Havas Health & You
 HBO
 Health/Parenting
 Hearst Corporation
 Hearst Entertainment
 & Syndication
 Hearst Magazines
 Hearst Newspapers
 Help USA
 Heyman Associates
 Hill Holliday
 Hill & Knowlton
 Hilton
 Hoffmann
 Hollins University
 Home Depot
 Howard P. Milstein
 Foundation
 Horizon Media
 HSN
 Hudson Yards
 HuffingtonPost.com
 IBM
 iVillage
 Instacart
 InStyle
 Interbrand
 International Creative
 Management
 Interpublic Group
 IPG Mediabrands
 J. Walter Thompson
 JoeleFrank
 JC Penney Co.
 Johnson & Johnson
 Jonathan M. Tisch
 Foundation
 Jones Apparel Group
 Just Ask a Woman
 Kaplow
 Kaufman Astoria Studios
 Kekst and Co.
 Kellwood Company
 Kenneth Cole
 Ketchum PR
 The Knopf Publishing Group
 Know Your Value
 KPMG
 L Catterton

La Roche Inc.
 Ladies Home Journal
 Landor Associates
 Laurie M. Tisch Illumination
 Fund
 Legacy
 Lehman Brothers
 Lifetime Entertainment
 Services
 Lifetime Networks
 LinkedIn
 Lippincott & Margulies
 Lippincott Mercer
 Little, Brown and Company
 Liz Claiborne
 L'Oréal/Matrix
 Lotas Minard Patton
 Lou Hammond & Assoc.
 Lowe's
 MacManus Group
 Macy's
 Magaschoni
 Mansueto Ventures
 The Markle Foundation
 Marsh Inc.
 Martha Stewart Living
 MasterCard
 Mattel Fisher Price
 McCann Worldgroup
 The McGraw-Hill Companies
 Mclver
 McKinsey & Co.
 Mediaedge:cia
 Medialink
 Media Networks
 Media Recruiting Group
 MediaStorm
 Meigher Comms.
 Mercedes Benz USA
 Meredith Corporation
 Messner Vetere
 Meta
 Michael Finkelstein Foundation
 Microsoft
 Milstein Fuchs
 Mirage Enterprises
 Mobil Corp.
 Momentum
 Money
 Moody's
 More Magazine
 MPA
 MSL Group
 MTV Networks
 Munroe Creative Partners
 Mutual of NY
 NASDAQ
 National Geographic
 National Geographic Society
 NBA
 NBC News
 NBC Universal
 The Nduna Foundation
 New Amsterdam
 Entertainment, Inc.
 News Corporation
 NEC Inc.
 Neuberger Berman, LLC
 New Line/Fine Line
 New York Daily News
 New York Mets
 New York Private
 Bank & Trust
 New York Newsday
 New York Power Authority
 The New York Times
 New York Yankees
 News Corporation
 Newsweek
 NW Ayer
 NYU College of Nursing
 Oath
 Oberg & Lindquist Corporation

Ogilvy
 Ogilvy & Mather
 Omnimedia
 Oscar de la Renta
 OWN: Oprah Winfrey Network
 Oxygen Media
 The Paley Center
 Pantheon Books
 Parade Magazine
 Paramount
 PBS
 The PBS News Hour
 Pearson/Financial Times
 Penguin Group (USA)
 People Magazine
 Peppercom
 Petersen's Youth Group
 Pfizer Inc.
 PGM
 Philip Morris USA
 Planworks
 Planned Parenthood
 PMK Public Relations
 Polo Ralph Lauren
 Potomac Communication
 Strategies
 Port Authority of NY/NJ
 Prada
 Prevention
 PR Newswire
 Pricewaterhouse Coopers
 Primetime Omnimedia
 Procter & Gamble
 Prudential Financial Inc.
 PT&Co.
 Publicis USA
 Publicis Groupe
 Publicis Kaplan Thaler
 Putnam Berkeley
 PVH Corp.
 Quantcast
 Quarter Horse PR
 Ralph Lauren Corporation
 Ralph Lauren Fragrances
 Random House
 Reader's Digest
 Refinery29
 Revlon
 Roche
 Rodale
 Rodale Press
 Ronald McDonald
 House New York
 Rosie's All For Kids
 Foundation
 Rubenstein
 Ruder Finn
 Russell Reynolds
 Associates
 Saatchi & Saatchi
 Salesforce
 Sara Lee Corp.
 The Savannah College
 of Art and Design
 Schawk/AGT7
 Scholastic, Inc.
 The Secular Society
 SELF Magazine
 Sesame Workshop
 Seventeen
 Showtime
 Shydlor Communications, LLC
 Simon & Schuster
 Snap Inc.
 Sony Corp. of America
 SONY Pictures Television
 Sports Illustrated
 Spotify
 SRDS/Kantar Media
 Starlink
 Starcom/Mediavest
 Steelcase
 Sterling Group

Suka & Friends
 Sundance Channel
 TelevisaUnivision
 Telum Media
 Teneo Strategy LLC
 Thomson Reuters
 Tax and Accounting
 Tiffany & Co.
 TikTok
 Time Inc.
 Time Magazine
 Time Out New York
 Time Warner
 Time Warner Global Marketing
 Time Warner Cable Media Sales
 Time Warner Trade
 Tory Burch, LLC
 The Trade Desk
 TrailRunner
 Translation
 Travel & Leisure
 Travelers
 The Travelers
 Companies, Inc.
 Tribeca Productions
 True North
 Truth Initiative
 Tupperware Brands
 Turner Broadcasting
 System, Inc.
 TV Guide
 Twitter
 Unilever
 United Technologies
 Corporation
 Universal Studios
 U.S. Fund for UNICEF
 US News & World Report
 USA Network
 USA Today
 Vanity Fair
 Vayner Media
 Verizon
 Vera Wang
 Viacom
 Video Monitoring Services
 Vogue
 Volvo
 Waggner Edstrom Worldwide
 Wall Street Journal
 The Walt Disney Company
 Walt Disney Studios
 Warner Books
 Warner Brothers Discovery
 Washington Post
 WE tv
 Weber Shandwick
 Weight Watchers
 International, Inc.
 Wells Fargo
 Wells Rich Greene
 WETA Washington, D.C.
 William Morris
 WinStar Communications
 Woman's Day
 Women + Co./Citigroup
 Women's Health Magazine
 World Color Press
 Worth Magazines
 WPP Group USA, Inc.
 Wunderman New York
 WWE, Inc.
 Yahoo! Inc.
 Yorktown Productions
 Young & Rubicam
 Ziff Davis
 The Zucker Organization