



NEW YORK WOMEN
IN COMMUNICATIONS

New York Women in Communications Sponsorship Committee Platform Document 2018-2019

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The New York Women in Communications Sponsorship Committee was formed in 2010 to develop ongoing relationships and increase corporate partnerships for both the annual Matrix Awards luncheon – the organization’s prestige event – and for a host of timely, high-powered and engaging networking initiatives taking place year round.

Goals

The Sponsorship Committee has a number of key goals and responsibilities, among them to:

- Market branded initiatives developed by the Programming Committee to potential sponsors, as well as all other year-round events organized by the various committees.
- Identify and recruit new sponsorship opportunities from a wide variety of corporate organizations and institutions, to achieve the financial objectives of the Committee.
- Increase revenue to help defray NYWICI’s operating expenses and raise money for the organization’s scholarship funds.
- Create effective sponsor packages that demonstrate NYWICI’s power to provide unique added value and promote sponsor loyalty.

Strategy & Tactics

Sponsorship continues to serve as a dominant and effective marketing tool for many U.S. businesses and is a critical component for nonprofits as well. To this end, the objective of NYWICI’s Sponsorship Committee is to attract financial and in-kind support by:

- Creating well thought out sponsorship packages, with varying benefit levels, in accordance with sponsor donations.
- Utilizing the organization’s highly-prized assets to attract and retain new sponsors.
- Offering a “return on sponsorship” investment through a blend of on-site, website, email, social media and employee perks as incentives.



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Committee Membership

The Sponsorship Committee is tasked with identifying and recruiting passionate, daring and committed committee members, with demonstrated skills in fundraising, sales and marketing, and those wishing to further develop those skills. Additionally, the Committee is responsible for:

- Providing clearly-defined directives and support to ensure the Committee achieves its goals.
- Maintaining a balanced professional approach that enhances NYWICI's brand credibility.
- Researching and cultivating new funding sources to add to the growing list of target companies that has already been compiled.
- Developing criteria for vetting additional potential sponsors with a more strategic fit for NYWICI, such as local, New York based companies, women-owned organizations, technology companies, startups, organizations marketing specifically to women, etc.