

Sponsorship Opportunities

The
GRACIES[®]
50 YEARS

presented by the
Alliance for Women in Media Foundation



Gracies Gala

May 20, 2025

Beverly Wilshire

A Four Seasons Hotel

Beverly Hills, California

ALLIANCE FOR
WOMEN IN MEDIA
FOUNDATION

Why the Gracies

The Gracie Awards are named after the late Gracie Allen. One of America's best-loved comedienne, Gracie's dedication to the entertainment industry and her craft opened doors for future generations of females.

A pioneer in motion pictures, radio and television, Gracie Allen left a legacy that embodies the character of The Gracie Awards program today.

Alliance for Women in Media Foundation is the philanthropic arm fo the Alliance for Women in Media, advancing women in media through educational programs and scholarships.

Gracie Award Winner Phylicia Rashad





Gracies Gala Experience

Celebrating 50 years, the Gracie Awards recognize women who are making positive change and who continue the discussion of what having a fulfilling career in media looks like.

The Gracies Gala is a black-tie star-studded event held annually in Los Angeles. The Gala list is comprised of visionary women who blazed the path for where the industry is today as well as those who are setting the path for the future.

These are the influencers creating opportunities for the future of women in media.

Lifetime Achievement Awards Winners:

Debbie Allen	Lynda Carter	Jane Pauley
Carol Burnett	Erin Moriarty	Rita Moreno

“ Women have and continue to struggle to climb from the bottom of the ladder, but it is with the utmost determination that we reach for that next rung no matter how difficult the challenge.”

— Ms. Cicely Tyson, Gracies Lifetime Achievement Award Winner

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"The Gracies are the only awards ceremony we've gone to in the last three years because we feel like this particular event and group of women is so important and we are so honored to be here with them."

—Glennon Doyle

“I’m too young to have met the legendary Gracie Allen, who is the inspiration behind these awards, but I hope she and I would’ve had something, maybe a lot in common. Her iconic work as an artist paved the way for all the women who came after her, including me.”

—Carol Burnett

"Why the work of the Gracies is so important is because we experience things differently; war, peace, famine, poverty... and if you don't have our voices in the arts and on television, movies and on the sets you're not getting the whole story, and this doesn't just hurt us, it hurts everybody, it hurts men—they are deprived of half the story."

— Jane Fonda

"It's great to be in an organization that honors women and supports other women and women's voices I think are really important and I remember when they weren't so honoring an organization that honors that truth is important."

—Maria Shriver

"It's an incredible honor to be recognized by other women in our industry; they know the highs, the lows... they know the roadblocks they know the joys."

—Tamron Hall



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Gracies Sizzle Reel



*Gracie Award Winner Melanie Lynskey with
Rose McIver, Gracie Awards Presenter*



View online at youtube.com/watch?v=r84JB2ml0eg

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The Gracies in the Press

The Gracies has garnered worldwide press coverage and has been featured across notable outlets in print, digital, broadcast, and beyond.

AP Associated Press The  INDEPENDENT **Newsweek** Town&Country Daily **Mail**

BAZAAR ^{Harper's} *Hollywood* ^{THE} _{REPORTER} *VARIETY* **US** ^{WEEKLY}  _{© CBS MORNINGS} E L L E

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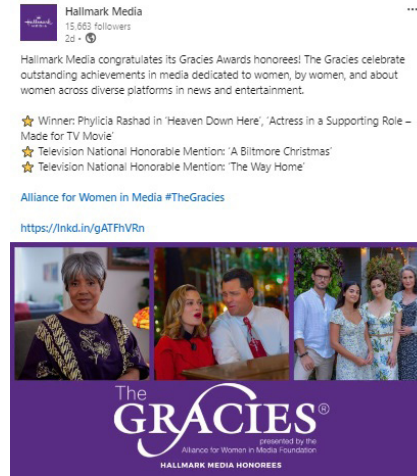
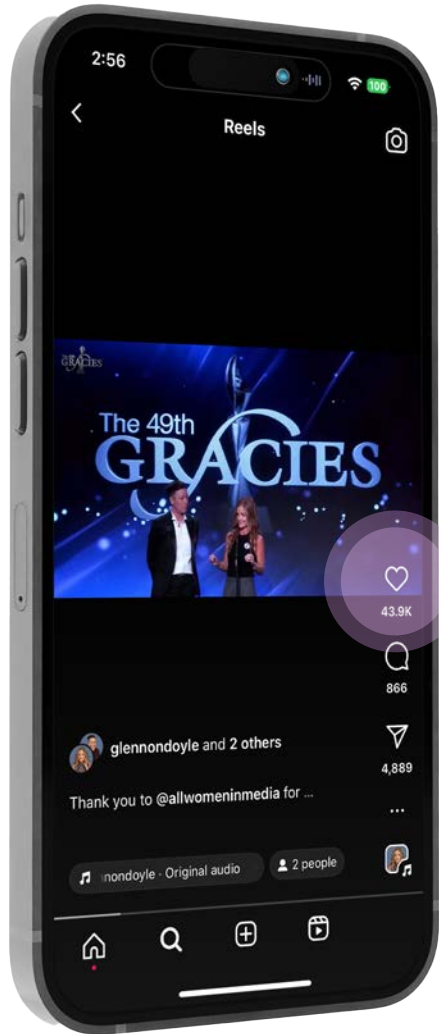
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The Gracies in the Media

#TheGracies is consistently trending.



Liked by latashagivens1 and 7,362 others
oprahdaily Join us in congratulating @gayleking who won "Best On-Air Talent for News" in the National TV category at this year's Gracie Awards. So well deserved and we are extremely proud!



Premiere Networks
Premiere Networks
Congratulations to @angelayee and Medha Gandhi @babyhotsauce on their 2024 Gracie Award wins for @wayupwithyee and @ElvisDuranShow! @AllWomenInMedia #TheGracies



Partnership Opportunities

50th Anniversary Gold Package: \$100,000

- Presented by attribution on invites/promotional materials as well as logo on the Red Carpet Step & Repeat at the Gracies Gala.
- Access to the Red Carpet Step & Repeat for key executives/leadership in attendance.
- Full VIP table.
- Two-night stay at the infamous Beverly Wilshire Hotel (1 room max).
- Full-page ad in the commemorative 50th Anniversary Program Book.

Platinum Package: \$75,000

- Access to the Red Carpet Step & Repeat for key executives/leadership in attendance.
- Full VIP table.
- One-night stay at the infamous Beverly Wilshire Hotel (1 room max).
- Full-page ad in the commemorative 50th Anniversary Program Book.

Rose Gold Package: \$25,000

- Full VIP table.
- Full-page ad in the commemorative 50th Anniversary Program Book.

Silver Package: \$15,000

- Partial VIP table.
- Half-page ad in the commemorative 50th Anniversary Program Book.

Promotional Materials

Every sponsorship will include logo recognition on the website, social, email, as well as press release and program book inclusion commensurate with sponsorship tier.

- **Email:** Logo inclusion and/or mention in AWMF community.
- **Press:** Brand mention in press announcements.
- **Social Media:** Logo inclusion and/or brand mention on AWMF social channels.
- **Logo:** Inclusion on AWMF website.





Octavia Spencer and Gracie Award Winner Allison Janney

Become a Partner

The Alliance for Women in Media Foundation is seeking partnerships with organizations and individuals looking to blaze the trail for generations to come. The information we have included is just a sampling of the opportunities available. We look forward to learning how we can work together to foster the diversity of women in media and empower the leaders of today and tomorrow.

Contact:

Becky Brooks, *President*

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