

# The GRACIES®

presented by the  
Alliance for Women in Media Foundation

The Gracie Awards, presented by the AWM Foundation, celebrate outstanding talent and programming that is by, for and about women. Named after Gracie Allen, one of the best-loved comedienne was a pioneer leading her own shows in television and radio both in front and behind the camera and microphone. The Gracies is the preeminent awards show for women in news and entertainment across television, streaming, radio, podcasting and digital media. For more than 50 years, the Gracies is now one of the longest running awards shows staying on-mission supporting a Foundation to provide programs and scholarships to women in media.

*The Alliance for Women in Media is an industry organization advancing women in media through educational programs, networking, and scholarships. Our mission is to ensure women are impactful storytellers and decision makers through media.*

## Past Winners

The Gracie Awards celebrate those in TV, podcasts, radio, online video, and blog/vlogs. Recent winners include: **Taylor Swift, Selena Gomez, Kathy Bates, Kelly Clarkson, Ava DuVernay, Cristin Milioti, Ziwe, Michelle Obama, Julia Louis-Dreyfus, Elle Fanning, Amy Poehler, Julia Whelan, Mindy Kaling, Alex Cooper, Rachel Scott, Renee Rapp, Norah O'Donnell, and Atsuko Okatsuka.** Lifetime achievement award winners include **Carol Burnett, Debbie Allen, and Rita Moreno.**



## The Event

Winners are honored at our Gracies Gala, a star-studded black-tie gala held at the **Beverly Wilshire** in **Los Angeles** on **May 19, 2026.**

## Our Community

Our community consists of media executives, creators, and producers in the key age demographics of 25–55. Some of the organizations represented include Disney, iHeartMedia, CNN, Amazon, Audacy, ESPN, Spotify, Lemonada Media, Wondery, Televisa-Univision, The Washington Post, Hallmark Media, NPR, Shriver Media, ABC, NBCUniversal, CBS, along with talent agencies, freelancers, and self-employed entrepreneurs.

## Past Sponsors

Bloomberg

CBS NEWS

Disney Entertainment

ESPN

Hallmark  
MEDIA

HEARST  
television

NBCUniversal

iHeartMEDIA

# Partnership Opportunities

## Diamond 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 Gracies 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 Gracies Program Book.

## Rose Gold Package: \$25,000

- Full VIP table.
- Full-page ad in the Gracies Program Book.

## Silver Package: \$15,000

- Partial VIP table.
- Half-page ad in the Gracies Program Book.

### *All Sponsorships Include:*

- **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.



[allwomeninmedia.org/gracies](https://allwomeninmedia.org/gracies)

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