

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, Christine Nagy, Kathy Bates, Kelly Clarkson, Katrina B, Cristin Milioti, Chion Wolf, Cindy Adams, Julia Louis-Dreyfus, Elle Fanning, Shelley Wade, Angela Yee, Deborah Honeycutt, Rachel Scott, Rita Cosby, and Atsuko Okatsuka.** Lifetime achievement award winners include **Carol Burnett, Marlo Thomas, Martha Teichner, Suzyn Waldman, and Erin Moriarty.**



The Event

Local and student winners are honored at our Gracies Luncheon, held at **Cipriani on 42nd Street in New York** on **June 16, 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, TEGNA, Audacy, Hearst Television, Gray Media, Red Apple Media, Hallmark Media, Townsquare Media, Premiere Networks, ABC, NBCUniversal, CBS, along with talent agencies, freelancers, and self-employed entrepreneurs.

Past Sponsors



Partnership Opportunities

Diamond Package: \$25,000

- Logo on the Step and Repeat where winners and VIPs are photographed at the event.
- Logo displayed on screens in the room featuring winners and content.
- Full VIP table of ten.
- Two-night stay at the Westin Grand Central Hotel (1 room max).
- Full-page ad in the Gracie Awards Program.

Platinum Package: \$15,000

- Featured sponsor of the Luncheon
- Full VIP table of ten.
- Full-page ad in the Gracie Awards Program.

Rose Gold Package: \$9,500

- Full VIP table of ten.
- Full-page ad in the Gracie Awards Program.

Silver Package: \$5,000

- Partial table.
- Half-page ad in the Gracie Awards Program.

All Sponsorships Include:

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



allwomeninmedia.org/gracies

Becky Brooks, President | becky.brooks@allwomeninmedia.org