Shining the spotlight on women
Named after the late, great Gracie Allen, the Gracie Awards acknowledge exemplary programming created by, for and about women in all facets of media. Now celebrating our 41st anniversary, the Gracie Awards focus on women who are making positive change and who continue the discussion of what having a fulfilling career in media looks like. The Gracies are a dual-coast event with the Gala in Los Angeles in May and the Luncheon in New York in June.

“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

To learn more about sponsorship visit allwomeninmedia.org
The Gala is a black-tie star-studded event held annually in Los Angeles. The Gala guest list is comprised of visionary women who blazed the path for where the industry is today as well as for those who are setting the path for the future. These are the influencers creating opportunities for the future of women in media.

"It’s really hard even being yourself, even a sprout, but that’s what makes you beautiful.”

— Maggie Gyllenhaal

To learn more about sponsorship visit allwomeninmedia.org
The Gracies Gala Experience

In the spirit of Gracie Allen, The Gracie Awards are an unapologetically diverse, loud, personal, funny, emotional, bold celebration of what it means to be a 21st Century woman. Driven by inspiring musical performances and insightful comedienne, it is the entertainment industry’s premiere networking and strategic event for women.

2010–2015 Hosts:
Tracee Ellis Ross
Aisha Tyler
Lana Parrilla
Angela Kinsey
Patricia Heaton
Maria Menounos

Attendees:
National Award Winners
Celebrity Presenters
Media Executives
Media Professionals
Corporate Sponsors

Sampling of the Gracies 2015 National Winners:
Cicely Tyson
Maggie Gyllenhaal, Sundance TV, Honorable Woman
Robin Roberts, espnW
Hoda Kotb, NBC, Today Show
Tracy Edmonds, Extra

To learn more about sponsorship visit allwomeninmedia.org
Glenn Close
Claire Danes
Delilah
Selena Gomez
Mariska Hargitay
Angie Harmon
Anjelica Huston
Mindy Kaling
Gayle King
Lisa Kudrow
Giada de Laurentiis
Soledad O’Brien
Amy Poehler
Giuliana & Bill Rancic
Robin Roberts
Wanda Sykes
Barbara Walters
Betty White

History of Gracies
National Winners

To learn more about sponsorship visit allwomeninmedia.org
Behind every great woman is a great organization.

To learn more about sponsorship visit allwomeninmedia.org
Honorary Trustees and Ambassadors

Our Gracies Ambassador program is an exclusive invitation-only group of past Gracies honorees and supporters who are passionate about the advancement of women in media. In addition to acknowledging their support, we will engage our Gracies Ambassadors for their insights and suggestions for Gracies events in the future.

The Honorary Trustee program offers senior executives the opportunity to engage and influence the professionalism and support of women in media. The recognition program highlights ways to work together that are exclusive to Honorary Trustees and not available at any other partnership level through the Alliance for Women in Media Foundation.

Melissa Rivers
Gracies Ambassador

Mark Gray
President,
Katz Radio Group

Rebecca Hanson
Senior Vice President,
Strategy and Policy
Sinclair Broadcast Group

Jason Bailey
Founder and CEO,
Sun Broadcast Group

To learn more about sponsorship visit allwomeninmedia.org
Our Board Members

Kristen Welch
Chair, AWM/F
SVP, Global Content Operations
Discovery Communications, Inc. (Discovery Channel)

Sarah Foss
Chair-Elect, AWM/F
Vice President, Product Management, Media Imagine Communications

Kay Olin
Past Chair, AWM/F
Consultant Olin & Associates

Keisha Sutton-James
Treasurer, AWM/F
Vice President
Inner City Broadcasting Corporation

Christine Travaglini
Treasurer-Elect, AWM/F
President
Christal Radio/KRG Partnerships

Robin Alston
Director, AWM/F
Director of Business and Legal Affairs
A&E Television Networks

Karla Ballard Williams
Director, AWM
Founder, CEO
YING Bank

Valerie Blackburn
Director, AWMF Principal
VKB Holdings

Heather Cohen
Director, AWM/EVP
The Weiss Agency

Michelle Duke
Director, AWM Foundation
Vice President
National Association of Broadcasters Education Foundation

Sandy Girard
Director, AWM
Vice President, Brand Management and Development
SiriusXM Radio

Susie Hedrick
Director, AWM
Vice President of Radio Sales
WideOrbit

Annie Howell
Director, AWM
Founder and Co-President
The Punch Point Group

Jill Luckett
Director, AWM
Senior Vice President of Program Network Policy, National Cable & Telecommunications Association

Valerie Blackburn
Director, AWMF Principal
VKB Holdings

Heather Cohen
Director, AWM/EVP
The Weiss Agency

Michelle Duke
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Annie Howell
Director, AWM
Founder and Co-President
The Punch Point Group

Jill Luckett
Director, AWM
Senior Vice President of Program Network Policy, National Cable & Telecommunications Association

Kimberly Maki
Director, AWM/Corporate Vice President/Chief Communications Officer
Bright House Networks

Laura Martinez
Director, AWM
Senior Director of Affiliate Sales
Westwood One

Christine McLaughlin
Director, AWM
Of Counsel Sciarrino & Shubert, PLLC.

Christine Merritt
Director, AWM
President
Ohio Association of Broadcasters

Deborah Parenti
Director, AWM/Executive Vice President / General Manager
Radio Ink/RBR/TVBR

Josie Thomas
Director, AWM
Executive Vice President and Chief Diversity Officer
CBS Corporation

To learn more about sponsorship visit allwomeninmedia.org
The luncheon of a lifetime

To learn more about sponsorship visit allwomeninmedia.org
The Gracies Luncheon portrays the heart of the Alliance for Women in Media. The program includes awarding scholarships to deserving young women pursuing media careers, as well as recognizing exceptional media work at the local, public, and student level.

“The Gracies has been a plethora of inspirational sources for me — from being exposed to inspiring women leaders and mentors, to realizing my career goals in the media as a woman.”

— Pavlina Osta, two-time Gracie Winner, High School Student, Programming Assistant, The Joe Piscopo Show

To learn more about sponsorship visit allwomeninmedia.org
If you can see it, you can be it and that’s what The Gracies are all about.”
— Tamron Hall, Host of the 2015 Gracies and reporter on NBC’s “TODAY”

“\[The Gracies Luncheon is a special program that portrays the heart of our organization.\]
— Kristen Welch, AWM/F Board Chair and SVP, Global Content Operations at Discovery Communications Inc.
History of Gracies Luncheon Winners

Cumulus Network, Radio - Local Market
Deaf and Hearing Network, LLC, TV - Student
DHN General Newscast
The Empowerment Project
Greater Media Boston, Radio - Local Market
Groucho Productions, LLC
Inc. Radio - Public Market
Indieflix Foundation - Heartfelt Productions, TV
The Lisa Weller Show
Magic 106.7
Magic 106.7 Exceptional Women
Maya Angelou’s Black History Month Special
RCW Media Productions
Rita Cosby
WABC Radio
We Exist: Girls and Women Living with Autism
WMJX
WTHI-TV, TV - Local

To learn more about sponsorship visit allwomeninmedia.org
Making media the center of the story

To learn more about sponsorship visit allwomeninmedia.org
The Gracies **in the Media**

#Gracies40 was trending in the top five on Twitter during the Gala.

Gracies mentions in the press.

To learn more about sponsorship visit [allwomeninmedia.org](http://allwomeninmedia.org)
Women opening doors for women

To learn more about sponsorship visit allwomeninmedia.org
Partnership Opportunities

Alliance Partner
An AWM and Foundation Alliance Partner is an elite partnership reserved for relationships that highlight the importance of supporting women’s leadership initiatives in media. Partners will be category exclusive and highlighted as “The Official Alliance Partner of the Alliance for Women in Media and Foundation.” Acknowledgement will be throughout the year including at the Gracies Gala and Luncheon, Women in Media Series and within our customized programming.

Premiere Partner
AWM/F Corporate Partners support the organizations at an elite level with category exclusivity. Partnerships will be customized to leverage organizational needs. This entails ongoing acknowledgment through social media and exposure at events throughout the year including educational events that bring together media executives from across the country.

To learn more about sponsorship visit allwomeninmedia.org
Gala Sponsorship Opportunities

Gracies Diamond Category Exclusive Sponsorship

Gala Reception
Your company could be the featured supporter of the opening event of the Gracies Gala and set the tone for the evening.

Dessert Reception
The dessert reception is a new addition to the Gracies Gala and is a party immediately following the program where honorees take photos with their Gracies statue and continue the celebration.

Hair and Makeup
A company(s) will have an opportunity to provide hair and makeup for the leadership, featured celebrities and other VIP guests attending the Gracies Gala.

Gracies Platinum Sponsorship

History of Women in Media
AWMF is seeking partners to create an experience using video, audio and photographs of women in media through history as a display to move the honorees, guest celebrities and media executives throughout the event space.

Social Media
The Social Media Sponsor will support the experience at the Gracies Gala through company branding with Gracies Gala social media outreach. Social media efforts will span prior, during and after the event to highlight programming by, for and about women.

To learn more about sponsorship visit allwomeninmedia.org
Gala Sponsorship Opportunities

Gracies Gold Sponsorship

VIP Table Placement for Ten
This is an opportunity for a table of ten to experience the Gracies Gala up close and personal with other honorees and VIP guests.

Valet
Many VIPs and guests will use the Valet or parking areas at the Gracies Gala and one company’s logo will be on all of the Valet tickets provided to the guests and included on signage in valet area.

Exclusive Beverage (Wine or Spirits)
The Gracies pre-event and Dessert Reception provide unforgettable experiences and one company can provide the preferred pour of the evening noted through signage and includes the opportunity for a signature cocktail creation.

Gracies Honorees Travel
This is an opportunity to invest in the support of Gracies honorees (such as a Lifetime Achievement award), the Gracies host or other distinguished guests attending including offsetting airfare, hotel, stylists and more.

To learn more about sponsorship visit allwomeninmedia.org
Gala Sponsorship Opportunities

**Gracies Silver**

**Green Room**
This sponsorship supports the Green Room which is active before and during the show with makeup, hair and staging area for VIPs. A representative from your company can join VIPs and leadership in this area and have signage acknowledging support.

**Provide a Bag for the Gracies**
This sponsorship will provide your company with the opportunity to provide co-branded bags (your company and AWM logos) to all attendees. (Company to provide bags.)

**Gracies Sponsors Add-Ons or Gracies Supporters**

**Ad in the Commemorative Program**

**Include a gift or product bag for attendees**

To learn more about sponsorship visit allwomeninmedia.org
Luncheon Sponsorship Opportunities

Gracies Luncheon Platinum Sponsor

Category Exclusive Luncheon
Your company could be a featured supporter of the luncheon event and set the tone for the event.

Gracies Luncheon Gold

Technology
The Technology Sponsor will impact the entire media experience at the Gracies Luncheon by underwriting the expense of providing audio and video equipment to be used during the event to highlight programming by, for and about women.

Luncheon Reception
Your company could be the featured supporter of the opening event of the Gracies Luncheon to set the tone for the afternoon.

To learn more about sponsorship visit allwomeninmedia.org
Luncheon Sponsorship Opportunities

Gracies Luncheon Silver

VIP Table Placement for Ten
This is an opportunity for a table of ten to experience the Gracies Luncheon up close and personal with other honorees and VIP guests.

Gracies Sponsors Add-Ons or Gracies Supporters

Include a gift or product in a bag for attendees.

* Contact AWMF for special advertising rates available for friends and family (non-corporate) rate for honorees.
Write your own story

To learn more about sponsorship visit allwomeninmedia.org
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 small 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:

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