Shining the spotlight on women
AWMF is giving women's platforms a spot on the stage

It's really hard even being yourself, even a sprout, but that's what makes you beautiful. — Maggie Gyllenhaal

We've got to get women to sit at the table. — Sheryl Sandberg

Production Company Being Launched to Help Female Empowerment in TV and Film

Redefining how women are portrayed in advertising.

#WomenNotObjects

Jennifer Lawrence

Queen Latifah

Madonna Badger
At The Gracie Awards, our honorees tell the stories of equal pay, race and unity, politics, women’s health, low income communities, women in service to our country, and much, much more. These honorees narrate the laughter, hope and extraordinary that women still find in the every day.

“... [My mother said] ... we could achieve anything we put our minds to and encouraged us to dream of becoming prime minister or president.”

— Indra Nooyi

"Free, safe, quality education is the right of every girl.”

— Malala Yousafzai

Finally, A Late-Night Show with Lady Balls

Samantha Bee

ABC Names its First African American President

Channing Dungey
The Gracie Awards are named for the late Gracie Allen.

One of America’s best-loved comediennes, 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.
The Gracie Awards acknowledge individual achievement and outstanding programming created by, for and about women in all facets of media. Celebrating more than 40 years, 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.

"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
The Gracies 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 the setting the path for the future. These are the influencers creating opportunities for the future of women in media.

“For years and years, the role of a lead actress on a sitcom was to do two things: look amazing and make one-third of what my male co-star makes. I want to be clear. I do always look amazing on the show and no man on that show makes more money than me.”

— Mindy Kaling
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.

Previous Hosts:
- Tracee Ellis Ross
- Aisha Tyler
- Angela Kinsey
- Patricia Heaton
- Maria Menounos

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

Sampling of the 2016 Gracies Winners:
- Beverly Bond
- Kathie Lee Gifford
- Allison Janney
- Mindy Kaling
- Laura Ling
History of Gracie Award Winners

Glenn Close
Claire Danes
Delilah
Tina Fey
Selena Gomez
Maggie Gyllenhaal
Angie Harmon
Anjelica Huston
Gayle King
Lisa Kudrow
Giada de Laurentiis

Robin Meade
Soledad O'Brien
Amy Poehler
Giuliana & Bill Rancic
Robin Roberts
The Satellite Sisters
Martha Stewart
Wanda Sykes
Marisa Tomei
Barbara Walters
Betty White
Behind every great woman is a great organization.
Honorary Trustees

Jason Bailey
Founder and CEO
Sun Broadcast Group

Catherine Frymark
SVP, Corporate Communications
Discovery Communications

Mark Gray
President
Katz Radio Group

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

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.

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

Sarah Foss, Chair, AWM/F
Chief Product Officer, Advertising Management Systems
Imagine Communications

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

Kristen Welch, Past Chair, AWM/F

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

Karla Ballard Williams, Director, AWM/F
Founder, CEO
YING

Christina Barlowe, Director, AWM
Principal Media Consultant
NextMedia Partners, LLC

Valerie Blackburn, Director, AWMF
Principal
VKB Holdings

Heather Cohen, Director, AWM/F
EVP
The Weiss Agency

Anne Coawan, Director, AWMF
SVP, Communications + Marketing
CTAM

Kelly DeLace Perdomo, Director, AWM
Vice President – Sports, Entertainment, Content, and Partnership Marketing
SiriusXM Radio

Susie Hedrick, Director, AWM
SVP Sales
WideOrbit

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

Jenny Laderer, Director, AWM
President
vCreative

Meg LaVigne, Director, AWMF
President of Television
Litton Entertainment

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

Christine McLaughlin, Director, AWMF
Of Counsel
Sciarino & Shubert, PLLC.

Gayle Trotter, Director, AWM
Co-Founder
Shafer & Trotter PLC

Allison Rudnick, Director, AWM
Vice President, Communications
HLN

Deborah Parenti, Director, AWMF
Publisher
Radio Ink/RBR/TVBR

Josie Thomas, Director, AWM
Executive VP and Chief Diversity and Inclusion Officer
CBS Corporation

Rob Stoddard, Director, AWMF
Senior VP, Communications & Public Affairs
NCTA – The Internet & Television Association

To learn more about sponsorship visit allwomeninmedia.org

The GRACIES | ALLIANCE FOR WOMEN IN MEDIA
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, three-time Gracie Winner, High School Student, Programming Assistant, The Joe Piscopo Show
"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 Past Chair

To learn more about sponsorship visit allwomeninmedia.org
History of Gracies Luncheon Winners

Cumulus Network
Deaf and Hearing Network, LLC
DHN General Newscast
The Empowerment Project
Greater Media Boston, Radio
Groucho Productions, LLC
iHeart, Radio - Local Market
Inc. Radio - Public Market
Indieflix Foundation - Heartfelt Productions
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,

To learn more about sponsorship visit allwomeninmedia.org
To learn more about sponsorship visit allwomeninmedia.org

Making media the center of the story
The Gracies in the Media

#TheGracies was trending on Twitter during the 2016 Gala for the second consecutive year.

A sampling of mentions in the press.
Gracies Sizzle Reel

View online at http://allwomeninmedia.org/gracies/gracies-coverage/
Women opening doors for women
Partnership Opportunities

**Alliance Partner (100,000+)**
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 (75,000+)**
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 (40,000+)**

**Gala Reception**
This is an opportunity to 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 will have an opportunity to provide hair and makeup for the leadership, featured celebrities and other VIP guests attending the Gracies Gala.

To learn more about sponsorship visit [allwomeninmedia.org](http://allwomeninmedia.org)
Gala Sponsorship Opportunities

**Gracies Platinum Sponsorship (25,000+)**

**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.

**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.

**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](http://allwomeninmedia.org)
Gala Sponsorship Opportunities

Gracies Gold Sponsorship (15,000+)

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.

Gracie 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.

Gracies Silver Sponsorship (7,500+)

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 with product included. (Company to provide bags.)

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

**Gracies Luncheon Platinum Sponsor (15,000+)**

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

**Gracies Luncheon Gold (7,500+)**

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 acknowledge all honored.

**Gracies Luncheon Silver (5,000+)**

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.

* Contact AWMF for special advertising rates available for friends and family (non-corporate) rate for honorees.
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
Executive Director
becky.brooks@allwomeninmedia.org