

Shining the Spotlight on Women

The
GRACIES®

ALLIANCE FOR
WOMEN IN MEDIA
FOUNDATION

The Gracie Awards Tell The Stories



The First Female, Asian American
Anchor of ABC's *Nightline*

Juju Chang
Gracie Award Winner

“ I get concerned by corporate boards with very few women. It's about paying attention to what holds women back.”

*Paula Kerger, President & CEO, PBS
Gracies Interview Series*



The First Black Female
Network News President
President, ABC News

Kim Godwin,
Gracies Leadership Award Winner

The Gracie Awards acknowledges individual achievement and outstanding programming created by, for and about women in all facets of media. At The Gracie Awards, presented by the Alliance for Women in Media Foundation, 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 fills storylines every day.

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Why the Gracies

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.

“ I really don't act. I just live what I'm doing. It has to make some sort of sense to me, or it won't ring true. No matter what the script says, there's no audience and no footlights and no camera for me. There's no make-believe. It's for real.”

— Ms. Gracie Allen

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Gracies Gala

May 21, 2024

*Beverly Wilshire
A Four Seasons Hotel
Beverly Hills, California*

Gracies Gala

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 those who are 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, Gracie Awards Winner

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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:

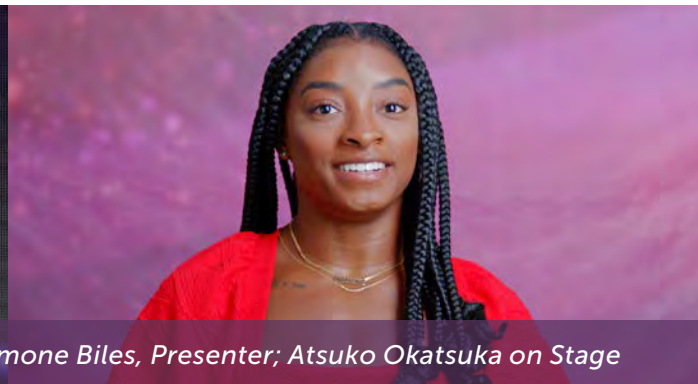
Holly Robinson Peete
Tracee Ellis Ross
Aisha Tyler
Patricia Heaton
Maria Menounos
Susan Kelechi Watson

Previous Presenters:

Simone Biles
Kimberly Williams Paisley
Marla Gibbs
Mimi Rogers
Rose McIver
Rachel Lindsay
Sharon Carpenter

Sampling of 2024 Gracies Winners:

Atsuko Okatsuka
Faith Hill
Katie Couric
Maria Shriver
Miranda Kwok
Jodi Koontz
Paola Ramos



LEFT TO RIGHT: Holly Robinson Peete, Host; Simone Biles, Presenter; Atsuko Okatsuka on Stage



Gracies Luncheon

Gracies *Luncheon*

June 18, 2024

*Cipriani on 42nd Street,
New York City, New York*

The Gracies Luncheon portrays the heart of the Alliance for Women in Media. The program includes recognition to deserving student scholarship recipients pursuing careers in media and honoring student and local media award winners.

“ 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, five-time Gracie Winner, Executive Director and Producer of National Podcasts, Salem Media Group*

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Lifetime Achievement Awards

Celebrating nearly 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.

Previous Lifetime Achievement Awards Winners:

Debbie Allen	Rita Moreno	Cicely Tyson
Lynda Carter	Erin Moriarty	Judy Woodruff
Joan Hamburg	Jane Pauley	Marlo Thomas
Judy McGrath	The Spelling Family	

“ 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 in the Media

#TheGracies is consistently trending during the Gracies Gala.



A sampling of mentions in the press.

HOLLYWOOD
REPORTER

VARIETY

US

TODAY

EXTRA

Entertainment

NEW YORK

ACCESS
HOLLYWOOD

E! ONLINE

YAHOO!

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Partnership Opportunities to Advance Women in Media

\$10,000 Investment Examples

- Partner as an Honorary Trustee.
- Partner as a Gracie Ambassador and partial at the Gracies Leadership Awards
- Host a table at the Gracies Luncheon, supporter at the AWM Breakfast at the NAB Show sponsor and AWM memberships for employees.
- Partner as an Honorary Trustee and supporter of the Gracie Interview Series.
- Partner as a Gracie Ambassador, table at the Gracies Luncheon and AWM membership for employees.
- Partial table at the Gracies Gala and Gracies Leadership Awards.

\$25,000 Investment

- Sponsor of the Gracies Gala including one full table with VIP placement and Gracie Ambassador.
- Sponsor of the Gracies Interview Series, table or partial table at an event and AWM Breakfast at the NAB Show.
- Podcast sponsor of the Gracies including a table and AWM memberships.

\$50,000 Investment

- Exclusive partner at the Gracies Gala including logo on the Step & Repeat used on the Red Carpet for all honoree interviews. Opportunity to have a celebrity spokesperson present awards at Gala.

Partnership Opportunities to Advance Women in Media

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."

Acknowledgment will be throughout the year including at the Gracies Gala and Luncheon 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.

Gala Sponsorship Opportunities

Gracies Diamond Category Exclusive Sponsorship (40,000+)

Gala Reception

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

Gracies Platinum Sponsorship (25,000+)

Exclusive Beverage (Wine or Spirits)

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.

Exclusive Podcast Partner

The Podcast Partner of the Gracie Awards will have the opportunity to interview winners, distribute content and involved in key experiences throughout the celebrations.

Gala Sponsorship Opportunities

Gracies Gold Sponsorship (17,000+)

VIP Table Placement

This is an opportunity for VIP table placement at 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.

Gracies Silver Sponsorship (8,500+)

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.

Gracies Fellowship

Your company will support the next generation of women in media by bringing up to five students to the Gracie Awards Gala who are pursuing a degree in directing, producing or other media fields behind the camera/mic. Students will apply to the program and shadow Gracie Awards production team. Sponsor will be recognized when promoting the program and connected with students following the experience.



Gracies Gift Bag

The AWM Foundation is seeking partners looking to celebrate the outstanding work of content creators and storytellers making audiences laugh, stay informed through news and connect stories the public needs to hear. Companies will have the unique opportunity to provide a gift to all attendees at the 2024 Gracie Awards Gala which will include all award winners attending, guests of honorees which are executives of major media companies, presenters, VIPs, journalists covering the event, and AWM leadership.

All gifts will be featured to journalists covering the Gracie Awards on the carpet and bags given to press in attendance which has included PEOPLE, Today.com, AP, Getty, EXTRA, Access Hollywood, Inside Edition, and more. Opportunities range from \$2,000 to \$7,500 for exclusive features.



Gracie Awards Social Media Ambassador Rachel Lindsay exploring the 2023 Gift Bag live on Instagram during the Gracies Gala

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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 (8,000+)

Luncheon Reception

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

Gracies Luncheon Silver (7,000+)

VIP Table Placement

This is an opportunity for a table 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, *President*

becky.brooks@allwomeninmedia.org



Octavia Spencer and Gracie Awards Winner Allison Janney

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