

## **SPONSORSHIP COMMITTEE**

At New York Women in Communications, we are renowned for our annual fundraising event - the Matrix Awards Luncheon, held at the Waldorf=Astoria. Our loyal corporate sponsors enjoy marquis visibility at this much anticipated, premier event of the season, and one of New York's Top Ten Annual Events.

NYWICI also produces ongoing events throughout the year that are informative, engaging and often sell out. Corporate sponsors of our ongoing events are able to connect more personally with our membership and receive visibility and benefits that are immediate, ongoing and cost effective.

Recently, the Sponsorship Committee was formed to increase corporate partnership by offering these expanded marketing opportunities for our ongoing events, which are very much in sync with today's revamped corporate marketing approaches. Matrix Development is now an arm of the Sponsorship Committee.

By offering sponsorship for our ongoing events, we are able to accomplish two things:

- Generate increased revenues to help defray NYWICI's operating expenses.
- Provide year-round benefits to our corporate sponsors that are more cost-efficient - i.e., the publicity associated with NYWICI's quality programming.

### **SPONSORSHIP IS TWO COMMITTEES:**

#### **SPONSORSHIP (Ongoing Events) + MATRIX DEVELOPMENT (Matrix Awards Luncheon)**

Through our expanded marketing offerings, we aim to involve companies in the NYWICI corporate family. Whether it is Event and/or Matrix sponsorship, we encourage them to involve their employees as members of the organization, to provide speakers for our events, and advise and consult in program development to the NYWICI board members.

By achieving our goals, our corporate sponsors can realize the benefits of sponsorship and NYWICI can achieve its mission of empowering women in all communications disciplines.

Serving on the Sponsorship Committee and/or the Matrix Development Committee is basically the same type of involvement. The committee members sell corporate sponsorships to Matrix and/or ongoing Events.

## **SPONSORSHIP and MATRIX DEVELOPMENT LEADERSHIP**

The two board-level chairs overseeing and directing these committees are:

- Joanne Sephine, Vice President Sponsorship
- Nancy Megan, Matrix Development Director, Matrix Awards Luncheon; Board Advisor

You'll find our bios on [www.nywici.org](http://www.nywici.org) in the "About Us" section under "Board of Directors."

## **SPONSORSHIP COMMITTEE**

The Sponsorship Committee sells corporate sponsorships for our ongoing events produced by NYWICI and its Foundation throughout the year, ranging from our Cocktails & Conversation gatherings to the full-day Student Career Conference in November. Sponsorship is a year-round committee, relatively new and very dynamic.

The committee members reach out to corporations primarily based in the New York area. The prime contact might be the VP or Director of Communications, Marketing or Public Relations. We also reach out to small businesses for smaller sponsorships.

Members are assigned a group of companies to work with; they can request companies where they have contacts, and can reach out to other companies of their choosing as well. Our Research Department provides them with the contact information for their companies. Initial contact is by phone with email follow up and ongoing communication as needed.

The Sponsorship Director is Joanne Sephine, VP Sponsorship on the NYWICI Board, who provides ongoing training and is closely involved with members' progress. She helps with problem areas, steps in for one-on-ones, and keeps the momentum going.

The Sponsorship Committee meets at 6:00PM the second Thursday of each month throughout the year at NYWICI headquarters in midtown Manhattan.

**SPONSORSHIP COMMITTEE GOAL, 2011-2012 - \$30,000.**

## **MATRIX DEVELOPMENT COMMITTEE**

Matrix Development is the arm of the Sponsorship Committee that sells corporate tables, journal advertising pages and some additional sponsorship opportunities for the Matrix Awards Luncheon. The Matrix Development campaign is limited to the months immediately preceding Matrix. Work begins in earnest right after the dais has been announced, generally after the December holidays, and runs right up to about a week before the event. The group has an initial meeting in the fall where materials and general guidelines are discussed. Thereafter, meetings are rare.

Committee members are given corporate assignments from our database to contact by phone (which they can hand pick) and plenty of guidance in approach, selling points, etc. The Development Director remains intimately involved in all their efforts and challenges, and steps in to help whenever necessary.

The Development Director is Nancy Megan, and each year there is also a Development Chair, usually an industry leader, who helps us by lending a hand in our outreach. The Development Chair for Matrix 2011 was Jeannine Shao Collins, Executive Vice President, Chief Innovation Officer, Meredith 360.

Matrix Development committee members are given a discounted Matrix ticket.

### **MATRIX DEVELOPMENT GOAL, 2012 – \$1 million.**

#### **HOW YOU CAN BENEFIT FROM SERVING ON SPONSORSHIP**

Being on the Sponsorship and/or Matrix Development Committees brings rewards that enhance your professional development:

- Build your business development skills and deepen your experience in fundraising.
- Work with high level contacts at Fortune 500 firms; you may also request specific firms to work with.
- Team up and network with a great group of women - executives and entrepreneurs from public relations, corporate communications, publishing, digital media, journalism, advertising, TV and universities. We are accomplished, creative and fun loving!
- Enjoy the status of working with one of the New York area's most prestigious organizations.

#### **WHAT IT TAKES TO SUCCEED ON SPONSORSHIP**

If you are an experienced fundraiser, in business development or are entrepreneurial, you are well suited to serving on the Sponsorship and/or Matrix Development Committee.

If you are looking to learn sales techniques, you should be a self-starter who likes to reach out to unknown or new sources, you should be comfortable working the phone, be outgoing, engaging and persuasive. Add to that: persistence, ability to take rejection (definite assets), comfort in managing the sales materials and writing or adapting them to the individual target.

If you have these qualities, you will receive the training and guidance to succeed in sponsorship. We will work with you to be strategic and to apply sound marketing practices to develop a strong pipeline. Then you'll be able to say that you carefully select the companies you want to work with and proactively pursue them to sponsor an event that is a perfect fit for them and for NYWICI!

#### **To join, or for more information, contact Sponsorship VP's:**

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Nancy Megan  
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