

# 2015

## Women of the Year Awards Celebrating the Power of Women



**MONDAY, MAY 11, 2015  
GRAND HYATT NEW YORK**

**Trailblazer Woman of the Year**

**Cathy Engelbert  
CEO, Deloitte LLP**

**Public Sector Woman of the Year**

**Lisa Schlosser  
Federal Deputy Chief Information Officer**

**Emcee: Tyler Mathisen  
"Power Lunch" & "Nightly Business Report" Co-Anchor, CNBC**

**Maureen E. Adolf  
President, FWA**

**Katrin Dambrot  
Chair, Annual Dinner**

**Jennifer Openshaw  
Executive Director**

**PRESIDENT'S CIRCLE**

BMO Capital Markets  
BNP Paribas  
BNY Mellon  
Colgate-Palmolive Company  
Deloitte  
Delta Airlines  
Goldman Sachs  
McGraw Hill Financial  
Merrill Lynch, Bank of America Corporation  
MetLife  
Morgan Stanley

MUFG  
New York Life  
Proskauer Rose LLP  
Prudential  
PwC  
RBC Capital Markets  
SAP  
Sidley Austin LLP  
TIAA-CREF  
UBS  
Wells Fargo Advisors

Donor listing (as you wish to be listed in print materials):  
\_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**SPONSORSHIP OPPORTUNITIES & RESERVATIONS**

The full range of benefits for each package are detailed on the reverse.  
Each table seats ten guests.

I am pleased to make the following reservation:

- Presenting Sponsor @ \$100,000
- Grand Sponsor Table(s) @ \$50,000
- Benefactor Table(s) @ \$30,000
- Champion Table(s) @ \$20,000
- Patron Table(s) @ \$10,000

**INDIVIDUAL TICKETS:**

- \_\_\_\_\_ @ \$5,000 Includes (5) preferred seats at the Awards Dinner and full-page color ad in the journal
- \_\_\_\_\_ @ \$1,000 Includes (2) preferred seats at the Awards Dinner and 1/2-page color ad in the journal
- \_\_\_\_\_ Non-Member Individual Ticket(s) @ \$500 each
- \_\_\_\_\_ FWA Member Individual Ticket(s) @ \$225 each

**CONTRIBUTIONS IN LIEU OF ATTENDANCE:**

- I/We are unable to attend, but please accept my/our fully tax-deductible contribution of \$\_\_\_\_\_

Total Amount Enclosed/To Charge \$\_\_\_\_\_

- Yes, my company has a matching program

Payment Method:  Check made payable to: FWA of New York Educational Fund

- AMEX  VISA  MC

Card #: \_\_\_\_\_

Name on card: \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_ Security code: \_\_\_\_\_

Signature: \_\_\_\_\_

Please send all completed forms to:

FWA 2015 Women of the Year Awards Benefit Office, 254 West 29th Street, 5th Floor, New York, NY 10001. Financial Women's Association is a 501(c)3 organization. Tax ID 13-3092258. Your contributions are tax deductible - all but \$150 of the individual ticket price and \$1,500 for each table purchase is tax deductible. For a copy of the FWA Annual Report, please visit [http://www.fwa.org/pdf/2013-14\\_FWA\\_AnnualReport.pdf](http://www.fwa.org/pdf/2013-14_FWA_AnnualReport.pdf).

For questions concerning the Awards Dinner, Sponsorship Opportunities, individual tickets and reservations, please contact Maria Ducheine at the FWA Benefit Office, phone (212) 997-0100 fax (212) 997-0188, or email [mducheine@projectsplusinc.com](mailto:mducheine@projectsplusinc.com). To pay online, please go to [FWADinner2015.org](http://FWADinner2015.org).

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### \$100,000 PRESENTING SPONSOR

- Two Premiere tables for 10 guests each (20 guests total)
- Recognition from the Podium
- Acknowledgment on all event materials
- Speaking Role (TBD by FWA):
- Introduction of 2015 Pacesetters or
- Introduction of Women of the Year
- Inclusion in all press opportunities as a Presenting Sponsor
- Journal cover and full-page color ad in printed journal
- Special photo-op with Honorees to be distributed to 20 publications in New York
- Major branding on all on-site signage
- Recognition and Logo in video presentation during the event
- Social media sharing of video
- Presence on both FWA.org and FWADinner2015.org for one year
- One-time email to attendees (by FWA)
- Exposure to audience of 500+ prominent New Yorkers & media
- Opportunity to provide gift item for guests at dinner

### \$50,000 GRAND SPONSOR

- Preferred table seating for 10
- Recognition from the Podium
- Acknowledgment on all event materials
- Inclusion in all press opportunities
- Premier full-page ad in printed journal
- Special photo-op with Honorees to be distributed to 20 publications in New York
- Major Branding on all on-site signage
- Recognition and Logo in video presentation during the event
- Social media sharing of video
- Presence on both FWA.org and FWADinner2015.org for one year
- One-time email to attendees (by FWA)
- Exposure to audience of 500+ prominent New Yorkers
- Opportunity to provide gift item for guests at dinner

### \$30,000 BENEFACTOR

- Preferred table seating for 10
- Recognition from the Podium
- Acknowledgment on all event materials
- Logo design on Dessert and/or noted on dessert portion of menu
- Inclusion in all press opportunities
- Prominent Full-page ad in printed journal
- Major branding on all on-site signage
- Presence on both FWA.org and FWADinner2015.org for one year
- Exposure to audience of 500+ prominent New Yorkers
- Opportunity to provide gift item for guests at dinner

### \$20,000 CHAMPION

- Preferred table seating for 10
- A full-page advertisement in the Journal
- Live display of advertisers on screens during Awards Dinner
- Special Thanks & Acknowledgements Listing in Awards Dinner Journal
- Advertisers will be listed at FWADinner2015.org for one year
- Presence on FWADinner2015.org website for one year

### \$10,000 PATRON

- One table seating 10
- 1/2 page advertisement in the Journal
- Live display of advertisers on screens during Awards Dinner
- Special Thanks & Acknowledgements Listing in Awards Dinner Journal
- Advertisers will be listed at FWADinner2015.org for one year
- Presence on FWADinner2015.org website for one year

#### JOURNAL SPECIFICATIONS

Note: For half page black/white ads, simple typesetting can be provided. Editorial copy for this option must be enclosed with the Journal Reservation Card, unless otherwise pre-arranged.

#### MECHANICAL SPECIFICATIONS

Trim Size: 5.5" x 8.5"

Full Page (bleed): 5.625" x 8.75"

Half Page Horizontal (no bleed): 5" x 4"

Half Page Vertical (no bleed): 2.5" x 8"

#### SUBMISSION FORMATS

The preferred file format for ad submissions is Adobe Acrobat PDF ("press quality" with all fonts embedded.) All images should be CMYK if color ad, Grayscale for BW ads. Unless a match print-quality proof is provided, the Journal publisher cannot be held responsible for color variations. When submitting text for ads to be typeset, do not embed your company logo into a Microsoft Word file. Please send logos as a separate attachment, preferably in a vector format (Adobe Illustrator EPS). Logos sent as 72 dpi JPG files (web graphics) cannot be accepted.

If you require copy only, please print below:

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Deadline for ad materials: Wednesday, TBD. Extensions upon request.

For questions or advertisement submissions, call the FWA Women of the Year Benefit Office (212) 997-0100, fax (212) 997-0188, or email Maria Ducheine @ mducheine@fwa.org. To pay online, please go to [www.FWADinner2015.org](http://www.FWADinner2015.org). All advertisers will be listed at [FWADinner2015.org](http://FWADinner2015.org) for one year. Due to the charitable nature of this event publication, AGENCY DISCOUNTS DO NOT APPLY.