



**Tuesday, April 12, 2016
Grand Hyatt New York**

PRIVATE SECTOR WOMAN OF THE YEAR
Colleen Campbell

Vice Chair, BMO Capital Markets

PUBLIC SECTOR WOMEN OF THE YEAR
The FWA's Past Presidents

Emcee: Kelly Evans
Co-Anchor, CNBC's *Closing Bell*

Darryl White CEO, BMO Capital Markets Honorary Dinner Chair	Lily Klebanoff Blake Joan Shapiro Green Lisa M. Mezzetti Dinner Co-Chairs
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Katrin Dambrot President, FWA	Amy Geffen Interim Executive Director
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PRESIDENT'S CIRCLE

BMO Capital Markets	MetLife
BNP Paribas	Morgan Stanley
BNY Mellon	MUFG
Colgate-Palmolive Company	New York Life
Deloitte	Proskauer Rose LLP
Delta Airlines	Prudential
The Depository Trust & Clearing Corporation	PwC
Goldman Sachs	RBC Capital Markets
Guardian Life	Sidley Austin LLP
McGraw Hill Financial	TIAA-CREF
Merrill Lynch	UBS
	Wells Fargo Advisors

DONOR LISTING

Name to be listed on print materials: _____

Name: _____

Title: _____

Company: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone: _____ Email: _____

SPONSORSHIP OPPORTUNITIES & RESERVATIONS

The benefits of each package are detailed on the reverse.

I am pleased to make the following reservation:

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsor – \$100,000 | <input type="checkbox"/> Champion – \$20,000 |
| <input type="checkbox"/> Grand Sponsor – \$50,000 | <input type="checkbox"/> Patron – \$10,000 |
| <input type="checkbox"/> Benefactor – \$30,000 | <input type="checkbox"/> Partner – \$5,000 |

INDIVIDUAL TICKETS:

_____ Non-Member Individual Ticket(s) – \$500 each

_____ FWA Member Individual Ticket(s) – \$250 each

JOURNAL ADS:

_____ Option 1: \$2,500 each _____ Option 3: \$750 each

_____ Option 2: \$1,500 each _____ Option 4: \$500 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:

- Online at FWA60anniversary.org
 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 of New York Educational Fund, 25 East 21st Street – Floor 6, New York, NY 10010. FWA of New York Educational Fund is a 501(c)(3) organization. Tax ID 13-3092258. Your contributions are fully tax-deductible, and all but \$150 of the individual ticket price and \$1,500 of each table purchase is deductible. For a copy of the FWA Annual Report, please visit FWA.org/pdf_2015/2014_2015/FWA_Annual_Report.pdf.

For questions concerning the 60th Anniversary Gala, sponsorship opportunities, journal ads or individual tickets, please contact Robert Brown, email FWAmembership@fwa.org or phone 212-533-2141 x301. To pay online go to FWA60anniversary.org.



\$100,000 PRESENTING SPONSOR

- ◊ Two premium tables for 10 guests each (20 guests total)
- ◊ Recognition from the podium
- ◊ Acknowledgment on all event materials
- ◊ Inside journal cover (your logo and "presented by" notation) and full-page color ad in printed journal
- ◊ Recognition and logo in video presentation during the event
- ◊ Social media sharing of video
- ◊ Presence on both FWA.org and FWA60anniversary.org for one year
- ◊ One-time email to attendees (by FWA)
- ◊ Opportunity to provide gift item for guests at dinner

\$50,000 GRAND SPONSOR

- ◊ Two preferred tables for 10 guests each (20 guests total)
- ◊ Recognition from the podium
- ◊ Acknowledgment on all event materials
- ◊ Premium full-page color ad in printed journal
- ◊ Recognition and logo in video presentation during the event
- ◊ Social media sharing of video
- ◊ Presence on FWA60anniversary.org for one year
- ◊ One-time email to attendees (by FWA)

\$30,000 BENEFACTOR

- ◊ Preferred table for 10 guests
- ◊ Recognition from the podium
- ◊ Acknowledgment on all event materials
- ◊ Prominent full-page color ad in printed journal
- ◊ Recognition and logo in video presentation during the event
- ◊ Social media sharing of video
- ◊ Presence on FWA60anniversary.org for one year
- ◊ Opportunity to provide one item from below:
 - A) Cocktail hour sponsor: acknowledgement signage during cocktail hour, logoed cocktail napkins and hosting of cocktail hour by sponsor executive, or
 - B) Dessert Sponsor: your logo prominently displayed either on the dessert or on accompanying napkins and/or noted on dessert portion of menu

\$20,000 CHAMPION

- ◊ Preferred table for 10 guests
- ◊ Full-page color ad in printed journal
- ◊ Logo in live display of advertisers on screens during the event
- ◊ Presence on FWA60anniversary.org for one year

\$10,000 PATRON

- ◊ One table for 10 guests
- ◊ Half-page color ad in printed journal
- ◊ Presence on FWA60anniversary.org for one year

\$5,000 PARTNER

- ◊ One half-table for 5 guests
- ◊ Half-page black & white ad in printed journal
- ◊ Presence on FWA60anniversary.org for one year

JOURNAL AD OPTIONS

- ◊ Option 1: One full-page color ad – \$2,500
- ◊ Option 2: One half-page color ad – \$1,500
- ◊ Option 3: One full-page black & white ad – \$750
- ◊ Option 4: One half-page black & white ad – \$500

JOURNAL SPECIFICATIONS

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

MECHANICAL SPECIFICATIONS

Trim Size: 5.5" x 8.5"

Full-Page (bleed): 5.75" x 8.75"

Half-Page Horizontal (no bleed): 5" x 3.875"

Half-Page Vertical (no bleed): 2.375" 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:

Deadline for ad materials: **Tuesday, March 15, 2016.** Extensions upon request.

For questions or advertisement submissions, contact Robert Brown, email Fwamembership@fwa.org or phone 212-533-2141 x301. To pay online, please go to FWA60anniversary.org.

All advertisers will be listed at FWA60anniversary.org for one year.

Due to the charitable nature of this event publication, AGENCY DISCOUNTS DO NOT APPLY.