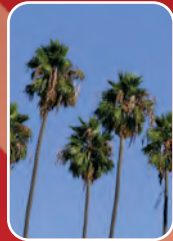
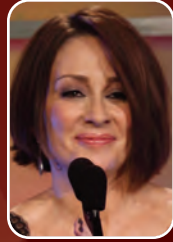


2012 Sponsorship & Underwriting Opportunities



Alliance for Women
in Media Foundation

presents

The Gracies[®]



 #thegracies

The 37th Annual Gracie Awards
May 22, 2012
Beverly Hills, California

www.thegracies.org

About The Gracies

The Gracies®

The Alliance for Women in Media (formerly American Women in Radio & Television) has served as the voice and resource for women in the media for six decades. And for 37 years, the Alliance for Women in Media Foundation has been a leader in celebrating and honoring programming created for women, by women and about women, as well as individuals who have made exemplary contributions to the industry.

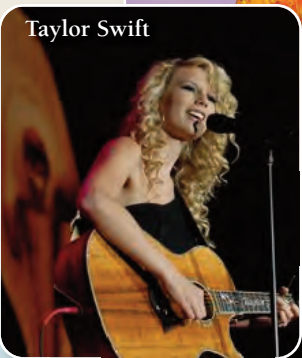
The Gracies, named in honor of the legendary Gracie Allen, strive to encourage the realistic and faceted portrayal of women in entertainment, commercials, news, features and other programs. The 2011 Gracies Gala was televised to a national audience post-event. To experience the excitement of that evening first-hand, visit www.youtube.com/allwomeninmedia.

The Gracies Gala, which draws an audience of influential media and entertainment leaders, will be held May 22, 2012 at the Beverly Hilton Hotel in Beverly Hills, California. National winners will be honored at the Gracies Gala and local market winners will be honored at the Gracies Luncheon the following day.

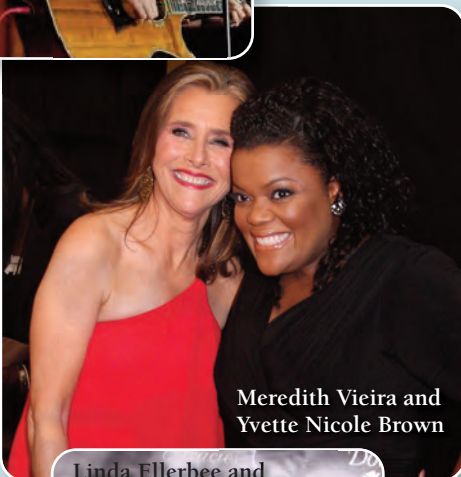
Programs, individuals, sites or other content that celebrate positive images of women in media can be nominated for their achievements at www.thegracies.org. The deadline for submissions is Friday, January 6, 2012.



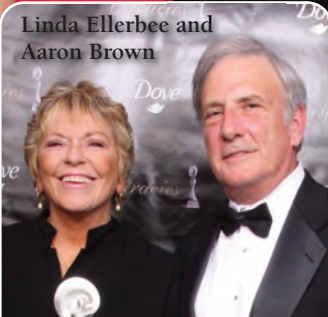
Robin Meade



Taylor Swift



Meredith Vieira and
Yvette Nicole Brown



Linda Ellerbee and
Aaron Brown

About the Alliance for Women in Media Foundation

The AWM Foundation (formerly the Foundation of American Women in Radio & Television) is the philanthropic arm of Alliance for Women in Media, supporting educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the media and allied fields.

The AWM Foundation has created partnerships and strategic initiatives with the National Middle School Association, the Emma Bowen Foundation, Girl Scouts of the USA, the Geena Davis Institute on Gender in Media, the Women in Politics Institute at American University, and other organizations that are philosophically aligned with the mission of the AWM Foundation.

The Foundation supports several public service campaigns including *Empowering America*®, which pays tribute to many of America's most pioneering and inspiring women. Through this initiative, the AWM Foundation adopts at-risk urban middle schools around the country and provides workbooks, posters and teaching guides based on the *Empowering America*® program.

Sponsorship & Underwriting Options



Susan Stamborg and Linda Wertheimer



Anderson Cooper

Your company or organization can support the ongoing work of the AWM Foundation by sponsoring The Gracies. Sponsor opportunities range from \$10,000 - \$150,000 with benefits and recognition customized based on investment level.

Gracies Gala Reception Exclusive Sponsor: \$40,000

Opportunity for a senior corporate executive to present a Gracie award at the Gala; logo on Gracies step & repeat banner; ten (10) tickets to the gala at premium placed table; ad in the souvenir program with inside front cover placement; and opportunity to provide a branded item for the Gala goodie bag.

Gracies Gala VIP After-Party Underwriter: \$30,000

An intimate invitation-only event to honor award winners, presenters and key event sponsors; logo on Gracies step & repeat banner; opportunity to provide a branded item for the Gala goodie bag; plus four (4) tickets to the Gala.

Gracies Gala Sponsor Exclusive by Industry Category: \$25,000

Ten (10) tickets to the gala at a premium placed table; opportunity for a senior corporate executive to present a Gracie award at the gala; ad in the event program; and opportunity to provide a branded item for the Gala goodie bag.

President's Circle Plus: \$20,000

Twelve (12) VIP tickets to the 2012 Gracie Awards Gala at a premium placed table; plus an ad in the souvenir program.

President's Circle: \$15,000

Ten (10) VIP tickets to the 2012 Gracie Awards Gala with a preferred placed table; plus an ad in the souvenir program.

Social Media Sponsor: \$15,000

Corporate logo on the Gracie Awards Twitter board, displayed on three screens in the ballroom so people can watch the Tweets roll in; an ad in the souvenir program; plus four (4) tickets to the gala.

Producer: \$10,000

Eight (8) VIP tickets to the 2012 Gracie Awards Gala and ad in the souvenir program.

Valet Parking Underwriter: \$10,000

Two (2) tickets to the gala and ad in the souvenir program.



Bill Klein and Jen Arnold



Christiane Amanpour

Award winners and presenters may not substitute, trade, or otherwise receive cash value for their complimentary ticket(s) to the event. If you would like a winner and/or presenter to sit at a sponsored table, please make sure to select a package to fit your specific needs and seat requirements.

All winners and/or presenters not seated at a sponsored table will be seated at a non-sponsored VIP table with other guests and not necessarily from the same organization. Complimentary tickets have a zero cash surrender value.

Payment Information: This document serves as a contract. Execution of this sponsorship registration form signifies assumption of legal responsibility to pay for all sponsorship as stipulated on the form. Sponsorship is not confirmed until full payment is received. Payment must be made in U.S. dollars drawn on a U.S. bank prior to the event date.

Refunds: No refunds will be permitted after April 1, 2012. There is a 10% processing fee on all refunds.

ADA Regulations: In compliance with ADA regulations, Alliance for Women in Media will take all reasonable steps to ensure that Americans with disabilities are given equal and reasonable opportunity to participate in the program offered by Alliance for Women in Media. To better serve your needs, please contact the Events Department at 703.506.3290 if you require special accommodations.



Les Moonves



Soledad O'Brien



Holly Robinson Peete and Shaun Robinson



Amy Poehler



Hannah Storm



Erin Andrews and Giuliana Rancic

Underwriting & Sponsor Options

Yes, I want to show my support as noted below

<input type="checkbox"/> Gala Reception Exclusive Sponsor	\$40,000
<input type="checkbox"/> Gala After-Party Underwriter	\$30,000
<input type="checkbox"/> Gala Sponsor Exclusive by Industry Category	\$25,000
<input type="checkbox"/> President's Circle Plus (12 tickets at premium reserved table)	\$20,000
<input type="checkbox"/> President's Circle (10 tickets at preferred reserved table)	\$15,000
<input type="checkbox"/> Social Media Sponsor (4 tickets at reserved table)	\$15,000
<input type="checkbox"/> Producer (8 tickets at reserved table)	\$10,000
<input type="checkbox"/> Valet Underwriter (2 tickets at reserved table)	\$10,000

We cannot attend the 2012 Gracie Awards.

Here is our tax-deductible donation. \$ _____

The Alliance for Women in Media Foundation is a qualifying tax-exempt organization as described under IRS code 501(c)3, tax ID number 52-1193933 and is eligible to receive your contribution.

Please invoice me (Sponsorship is not confirmed until full payment is received.)

Check enclosed made payable to The Alliance for Women in Media Foundation

Charge my: AMEX MasterCard VISA

Credit Card Number _____ Exp. Date _____

Name on card _____

Signature _____

PAYMENT INFORMATION: Execution of this sponsorship registration form signifies assumption of legal responsibility to pay for all sponsorship as stipulated on the form. See conditions of payment on previous page.

REFUND INFORMATION: No refunds will be permitted after April 1, 2012. There is a 10% processing fee on all refunds.

CONTRIBUTOR INFORMATION: Your authorized signature below signifies your commitment to pay for all sponsorship as stipulated herein:

Name _____

Signature _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____

Remit payment to:

Alliance for Women in Media Foundation

1760 Old Meadow Road, Suite 500

McLean, VA 22102

Phone: 703.506.3290

Fax: 703.506.3266

The Gracies®

