



HALL OF FEMME

June 6, 2018
The Eventi, NYC

2018

MEDIA KIT

events.prweek.com/hall-of-fame



HALL OF FEMME

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INTRODUCTION

The 2018 Hall of Femme honors its next class of women professionals at the vanguard of PR and communications. Now in its third year, Hall of Femme continues to foster the conversation around equality, leadership, and representation for women in the industry. PRWeek will not only fête this year's honorees; using this as a platform for action, PRWeek will also highlight mentorship between the year's accomplished Femmes and up-and-coming Champions.

The Hall of Femme has evolved to keep pace with the changing dynamic of today's workplace. With coverage in print, digital, and live event, PRWeek opens the dialogue to the wider community and provides them connection points through open round tables and networking. There has never been a more important time to align with the Hall of Femme platform.

AGENDA

8:30a-9:00a Registration and Breakfast

9:00a-9:05a Welcome

9:05a-9:30a Keynote Speaker

9:30a-10:00a Mentorship vs. Sponsorship - Ways to Maximize Both!

10:00a-10:20a Networking Break

10:20a-10:50a Capturing Career Wisdom Across Generations

10:50a-11:30a The Gender Pay Gap: Powers of Negotiation (Open Roundtables)

11:30a-11:55a Mimosa's & Mingle Mixer

11:55a-12:25p Awards Ceremony



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PREVIOUS HONOREES

2017

- Barby Siegel, CEO Zeno Group
- Renee Wilson, President PR Council
- Marian Salzman, CEO Havas PR North America
- Catherine Hernandez-Blades, SVP of corporate communications, Aflac
- Melissa Waggener Zorkin, founder and CEO, WE Communications
- Kathy Bloomgarden, CEO, Ruder Finn
- Kimberley Goode, SVP of external affairs at Blue Shield of California
- Margery Kraus, founder and executive chairman, APCO Worldwide
- Pam Wickham, VP of corporate affairs and communications and CCO, Raytheon

2016

- Charlene Wheelless, Principal VP, global corporate affairs, Bechtel
- Barri Rafferty, Senior partner and CEO, North America, Ketchum
- Gail Heimann, President, Weber Shandwick
- Aedhmar Hynes, CEO, Text100
- Donna Imperato, CEO, Cohn & Wolfe
- Karen van Bergen, CEO, Omnicom Public Relations Group
- Mónica Talán, EVP, corporate comms and PR, Univision Communications
- D'Arcy Rudnay, EVP and CCO, Comcast
- Karen Hughes, Worldwide vice chair, Burson-Marsteller

PANEL MEMBER SPONSORSHIP

(2 AVAILABLE, 1 SPONSOR PER PANEL)

- Participation as a panel member on one (1) editorial coordinated session (non-promotional). Topic is subject to editorial oversight and coordination
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Five (5) tickets to the event
- Full page congratulatory advertisement in the 2018 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

Rate: \$11,000 net





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SPONSORSHIP

OPEN ROUNDTABLE SPONSORSHIP

(10 AVAILABLE)

- Sponsor will moderate a 25 minute open roundtable discussion with 10-12 participants from the event
- Topic for all open roundtables will be led by a Career Coach
- Framed sponsor logo on table where roundtable discussion is taking place
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Five (5) tickets to the event
- Full page congratulatory advertisement in the 2018 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

Rate: \$8,000 net





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EXCLUSIVE LUNCH ROUNDTABLE SPONSORSHIP

ROUNDTABLE WILL TAKE PLACE IMMEDIATELY AFTER HALL OF FEMME EVENT CONCLUDES

- 5-8 person roundtable, moderated by PRWeek Senior Editor, with sponsor senior leader to be included on the panel
- PRWeek is responsible for roundtable panel recruitment in collaboration with sponsors. All participants will be pre-selected from list of event RSVPs
- 500 word article will be published on PRWeek.com/us within 72 hours of roundtable capturing broad strokes of conversation
- Sponsor receives full marketing license to all content associated with the events, with right to distribute (internally and externally) at its own will
- Logo placement on all awards breakfast promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Logo placement on roundtable event signage
- Five (5) tickets to the event
- Full page congratulatory advertisement in the 2018 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

Rate: \$16,500 net



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PHOTOBOOTH SPONSORSHIP

- Guests will be invited to take souvenir photos or boomerangs (gifs) in sponsor-branded photo booth
- All gifs and photos will be branded with sponsor logo
- Sponsor-branded backdrop and iPads at the social sharing stations
- All photos or boomerang gifs can be uploaded real-time onto social media sites with Sponsor's twitter handle
- Guests will be able to take home a souvenir color photo that incorporates sponsor logo for long-term exposure and association with a memorable event
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Five (5) tickets to the event
- Full page congratulatory advertisement in the 2018 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

Rate: \$12,500 net

EXCLUSIVE DIGITAL PARTNER

- Logo placement on the digital social media wall that displays all social comments and photos uploaded via Twitter and Instagram. This will appear in the room where the event is taking place and outdoors on the jumbotron in the venue's plaza
- Retention of all twitter handles from participants
- Ownership of the Wi-Fi name and password
- Sponsorship of the Snapchat filter (Includes sponsor logo on PRWeek-designed Hall of Femme geo-filter, Sponsor may submit own geo-filter design; subject to PRWeek approval)
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Five (5) tickets to the event
- Full page congratulatory advertisement in the 2018 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

Rate: \$11,500 net



EXCLUSIVE MIMOSAS & MINGLE MIXER SPONSORSHIP

- 15-20 minute networking mixer right before the awards ceremony
- Sponsor to address attendees and femmes with a congratulatory toast
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Logo placement at mimosa's & mingle mixer on signage, napkins etc.
- Two (2) tickets to the event
- Full page congratulatory advertisement in the 2018 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

Rate: \$7,500 net





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CARICATURE ARTIST SPONSORSHIP

- Caricaturist Artist will draw on electronic tablet, in sponsor-branded area. Also includes 28" TV display for everyone to see the caricatures unfold
- Sponsor logo and Hall of Femme event details will be included on 4x6 Caricatures printed on-site
- Digital download webpage will include sponsor logo and link back to sponsor website; webpage made available to guests post-event
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Five (5) tickets to the event
- Full page congratulatory advertisement in the 2018 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

Rate: \$11,500 net





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GOLD PARTNER

- Table of ten (10) at the event for your team and honoree
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Chilled bottle of champagne with a congratulatory note to your honoree
- Full page congratulatory advertisement in the 2018 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

Rate: \$9,000 net

SILVER PARTNER

- Five (5) tickets at the event for your team and honoree
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Chilled bottle of champagne with a congratulatory note to your honoree
- Full page congratulatory advertisement in the 2018 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

Rate: \$6,500 net



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CONTACT

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