



## LUNCHEON RUNDOWN

**650+**

sports industry professionals  
and executives

**80+**

organizations represented  
across brands, leagues,  
teams, apparel manufacturers,  
agencies, media companies,  
networks, athletes and  
universities

## OPPORTUNITIES

- Client hospitality
- Networking
- Employee recognition

For more information, contact  
[WYOYsponsor@WISEworks.org](mailto:WYOYsponsor@WISEworks.org)

## MARCH 19, 2024 ZIEGFELD BALLROOM IN NEW YORK CITY

The WISE Women of the Year Award is a prestigious honor that recognizes extraordinary women who have made a significant impact on the business of sports.

## SUPPORT

Proceeds from sponsorships and ticket sales support WISE's national programming and resources.

Previous recipients of this prestigious award include:

Val Ackerman, Commissioner, Big East Conference • Renie Anderson, CRO and EVP, Partnerships, NFL • Kathy Behrens, President, Social Responsibility and Player Programs, NBA • Andrea Brimmer, CMO, Ally Financial • Kathy Carter, CEO, LA28 • Jill Gregory, EVP & GM, Sonoma Raceway • Sheila Johnson, Vice Chairman, President & Managing Partner, Washington Mystics • Hillary Mandel, EVP, IMG Media • Kim Ng, GM, Miami Marlins • Michele A. Roberts, Executive Director, NBAPA • Carla Williams AD, UVA

## HONOREES



**AYALA  
DEUTSCH**  
Executive Vice President &  
Deputy General Counsel  
**National Basketball  
Association**



**KATE  
JOHNSON**  
Director and Head  
of Global Sports &  
Entertainment Marketing  
**Google**



**MICHELE  
KAJIWARA**  
Senior Vice President,  
Premium & Events Business  
**Crypto.com Arena &  
Peacock Theater**



**RENEE CHUBE  
WASHINGTON**  
Chief Operating Officer  
**USA Track & Field**

## PREVIOUS PARTNERS



CBS Sports • National Basketball Players  
Association • National Football League •  
NBA/WNBA • NBC Sports Group • Under Armour

WISE is the leading voice and resource for  
professional women in the business of sports.

## PARTNERSHIP PACKAGES RATE CARD

	Presenting Partner (Two maximum)	Gold Partner	Silver Partner	Bronze Partner
	\$50,000	\$17,500	\$10,000	\$7,500
<b>Tables</b>	Two (2) tables (20 guests)	One (1) table (10 guests)	One (1) table (10 guests)	One (1) table (10 guests)
<b>VIP Reception</b>	20 tickets	10 tickets	5 tickets	n/a
<b>Event Presence</b>	Welcome and introduce event host (on stage)	n/a	n/a	n/a
<b>Ad in Digital Program*</b>	Full-page ad (premium placement)	Full-page ad	Half-page ad	Full-page ad — \$3,000 Half-page ad — \$1,500
<b>Company Listing*</b>	Logo inclusion in marketing materials, digital program and on WISEworks.org, and mention in event- related content.  Logo projection on luncheon ballroom wall.  Logo inclusion on table tent signage in networking area and honoree green room.  Promotional item hang tag (or similar).	Logo inclusion in marketing materials, digital program and on WISEworks.org.  Logo inclusion on table tent signage in networking area and honoree green room.	Company name listed in select marketing materials, digital program and on WISEworks.org.	Company name listed in digital program.
<b>Social Inclusion</b> 	Social media posts (logo of organization will be shown)	Social media THANK YOU posts (logo of organization will be shown)	Social media THANK YOU posts (name of organization will be listed)	n/a
<b>WISE/R Symposium (Mar. 18, 2024)</b>	Master Class session sponsor, including introduction (on stage), name and/or logo inclusion in event marketing materials, on WISEworks.org, in event app and on-site signage as appropriate.	n/a	n/a	n/a

\*Digital ads are due March 6, 2024.

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WISE is a 501(c)(3). Please contact your WWOY account manager for WISE tax ID letter.  
For more information, contact [WWOYsponsor@WISEworks.org](mailto:WWOYsponsor@WISEworks.org).