



THE GLOBAL ENTERTAINMENT
MARKETING ACADEMY OF
ARTS & SCIENCES

2025



GEMA
EMPOWER **HER**
INITIATIVE

Where Women in Entertainment Marketing
Connect, Inspire, and Rise - Together.



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ABOUT *The* GEMA EMPOWERHER INITIATIVE

A COLLECTIVE FORCE FOR WOMEN IN ENTERTAINMENT MARKETING

EmpowerHER is a bold new initiative—a movement in the making. It will be a space where **women across entertainment marketing and adjacent fields** come together to **connect, learn, teach, inspire, and be inspired.**

Built on the belief that growth is collective, EmpowerHER seeks to create an environment where **knowledge is shared, support is given, and women uplift each other**—because when one rises, we all rise.

Through a dynamic series of gatherings, conversations, workshops, roundtables, and networking experiences, EmpowerHER will challenge industry norms, cultivate leadership, and build meaningful relationships that foster mentorship and career advancement.

Whether you're an **emerging talent, a creative trailblazer, or an executive leader,** EmpowerHER is designed to **ignite new perspectives, fuel ambition, and amplify the collective voice of women in entertainment marketing.**

**“EMPOWERED WOMEN
EMPOWER WOMEN.”**





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Driving IMPACT, *Creating* CHANGE

ELEVATE & AMPLIFY WOMENS VOICES - Create a platform where women in entertainment marketing can share their stories, insights, and expertise, driving meaningful conversations that shape the industry.

CULTIVATE LEADERSHIP & GROWTH - Empower women at every career stage with the tools, mentorship, and opportunities needed to step into leadership roles and drive innovation.

FOSTER MEANINGFUL CONNECTIONS & MENTORSHIP - Build a supportive network that encourages collaboration, mentorship, and the exchange of knowledge to help women advance in their careers.

CHALLENGE INDUSTRY NORMS & DRIVE CHANGE - Create a space where women can push boundaries, break barriers, and lead the evolution of entertainment marketing with confidence and creativity.

WHY THIS MATTERS NOW - The entertainment industry is constantly evolving, shaped by shifting audience behaviors, emerging technologies, and new storytelling landscapes. In this dynamic environment, the representation, leadership, and advancement of women are more critical than ever.

HOW WILL WE ACHIEVE THIS - EmpowerHER is a multifaceted initiative creating accessible opportunities for all women in entertainment marketing, from creatives to strategists, emerging talent to executives. Through in-person gatherings, mentorship, workshops, and industry conversations, EmpowerHER fosters connections, amplifies voices, and equips women with the tools, insights, and opportunities to learn, lead, and shape the future—together.

HOW TO GET INVOLVED - We invite industry leaders, companies, and individuals to join us in shaping this movement. Whether through sponsorship, mentorship, or participation, your support will directly contribute to a stronger, more inclusive future for women in entertainment marketing.





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Why SUPPORT?

Supporting the **GEMA EmpowerHER Initiative** is more than just brand visibility, it's a commitment to empowering, elevating, and connecting women in entertainment marketing. This initiative brings together creatives, strategists, executives, and rising talent across film, TV/streaming, music, sports, and gaming to inspire, mentor, and lead meaningful change in the industry.

By aligning with EmpowerHER, your brand will take center stage in championing diversity, fostering leadership, and creating tangible opportunities for women at every career stage. Through mentorship, workshops, conversations, and networking experiences, this initiative is shaping a future where women's voices are amplified, careers are advanced, and the entertainment marketing industry thrives with greater inclusivity and innovation.

YOUR SPONSORSHIP WILL DIRECTLY IMPACT:

EMPOWERMENT & ADVANCEMENT – Support a transformative initiative dedicated to elevating, amplifying, and championing women across all levels of entertainment marketing.

MENTORSHIP & CONNECTION – Create opportunities for meaningful relationships, knowledge-sharing, and career development, inspiring the next generation of female leaders.

INDUSTRY ACCESS & GROWTH – Provide women with essential tools, insights, and networking opportunities to help them thrive in an evolving entertainment marketing landscape.

LEADERSHIP IN DEI – Align your brand with a purpose-driven movement, demonstrating a commitment to diversity, equity, and inclusion while investing in the future of women in leadership.





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IMPACT & VISIBILITY

By sponsoring the **EmpowerHER** Initiative, your brand will be part of a powerful movement dedicated to uplifting, connecting, and advancing women in entertainment marketing. Your sponsorship will not only support meaningful change but also position your brand at the forefront of diversity, leadership, and innovation in entertainment marketing, engaging directly with the women shaping the future of the industry.

WHO YOU WILL REACH:

Industry Leaders & Future Trailblazers

Connect with influential attendees, spanning executive decision-makers, and rising professionals shaping the future of entertainment marketing.

High-Impact Industry Network

Amplify your brand across a highly engaged community of entertainment marketing professionals through targeted digital communication.

Expanded Social Media Visibility

Enhance your reach through GEMA's established presence across key social platforms, driving awareness and engagement with a curated industry audience.

Exclusive Editorial Recognition

Position your brand as a champion of diversity and leadership in entertainment marketing through dedicated features in GEMA's industry-focused communications.

MULT-TOUCH DIGITAL INTEGRATION:

Extend your brand's visibility beyond the event through targeted GEMA marketing channels:



14,000+

EMAIL CAMPAIGN REACH

Industry professionals actively engage in entertainment marketing from around the world.



112,000+

SOCIAL MEDIA AMPLIFICATION

Gain exposure to 112K+ followers across Instagram, LinkedIn, and Facebook.



8,300+

SPOTLIGHT NEWSLETTER FEATURE

Gain exclusive recognition in GEMA's weekly newsletter, reaching 8,300+ industry professionals.



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BENEFITS *of* SPONSORSHIP

EMPOWERHER CHAMPION \$15,000 ANNUAL CONTRIBUTION

As an **EmpowerHER Champion**, your brand receives top-tier recognition, engagement, and branding opportunities at all EmpowerHER events (in-person and virtual), ensuring unparalleled exposure and direct access to influential industry professionals.

- ✓ **Premier Brand Recognition** – Logo placement on all event materials, signage, invitations, marketing emails, and the EmpowerHER event website.
- ✓ **Industry Leadership Spotlight** – Opportunity for a company executive to be a featured panelist or moderator at one of the three brunches, reinforcing thought leadership.
- ✓ **Branded Experience Integration** – Ability to curate an on-site activation or unique brand presence at each event, allowing for creative engagement with attendees.
- ✓ **"On-Stage" Recognition** – Dedicated acknowledgment as an EmpowerHER Champion Sponsor during event opening and closing remarks.
- ✓ **Exclusive Post-Event Feature** – A sponsor spotlight in GEMA's post-event report, shared with attendees and industry executives.
- ✓ **Guaranteed Attendance** – Receive priority attendance for ten (10) at each brunch for your team or special guests.
- ✓ **GEMA Membership Benefit** – Receive ten (10) complimentary GEMA annual memberships to gift to women in entertainment marketing at your discretion, providing exclusive access to industry events, professional development, and networking opportunities.
- ✓ **Year-Round Recognition** – Featured logo placement and link on the GEMA Partners page and EmpowerHER event website for all of 2025.
- ✓ **Exclusive Leadership Access** – Receive access for two of your organization's executives to attend one exclusive leadership event of your choice in 2025. This could include a private industry roundtable, an invitation-only board discussion, an executive leadership luncheon, or a high-level leadership talk, offering a unique opportunity to engage with key decision-makers, industry executives, and thought leaders in entertainment marketing.





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BENEFITS *of* SPONSORSHIP

EMPOWERHER ADVOCATE \$6,000 ANNUAL CONTRIBUTION

As an **EmpowerHER Advocate**, your brand receives strong visibility and engagement opportunities while supporting a high-impact initiative for women in entertainment marketing.

- ✓ **Brand Recognition** – Prominent logo placement across all event signage, digital promotions, and marketing materials.
- ✓ **Community & Industry Recognition** – Recognition as a Supporting Sponsor during event opening and closing remarks, as well as a dedicated feature in a sponsor spotlight section of GEMA's Spotlight editorial.
- ✓ **Direct Audience Engagement** – Opportunity to display promotional materials, provide product samples, or contribute branded swag to curated gift bags.
- ✓ **Guaranteed Attendance** – Receive priority attendance for eight (8) at each brunch for your team or special guests.
- ✓ **GEMA Membership Benefit** – Receive eight (8) complimentary GEMA annual memberships to gift to women in entertainment marketing at your discretion, providing exclusive access to industry events, professional development, and networking opportunities.
- ✓ **Year-Round Recognition** – Featured logo placement and link on the GEMA EmpowerHER event website for all of 2025.
- ✓ **Sponsor Spotlight in GEMA Editorial** – Featured mention in GEMA's Spotlight editorial as a Supporting Sponsor.





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BENEFITS *of* SPONSORSHIP

EMPOWERHER ALLY \$3,000 ANNUAL CONTRIBUTION

As an **EmpowerHER Ally**, your brand will be recognized as a valued supporter of this powerful initiative, dedicated to uplifting and connecting women across the entertainment marketing industry.

- ✓ **Brand Visibility** – Logo placement on select event promotional materials and the EmpowerHER event website.
- ✓ **Community Recognition** – Acknowledgment in GEMA's Spotlight editorial, reinforcing your company's commitment to supporting women in entertainment.
- ✓ **Guaranteed Attendance** – Receive priority attendance for five (5) at each brunch for your team or special guests.
- ✓ **GEMA Membership Benefit** – Receive five (5) complimentary GEMA annual memberships to gift to women in entertainment marketing at your discretion, providing exclusive access to industry events, professional development, and networking opportunities.
- ✓ **Branded Swag Opportunity** – Ability to provide product samples or promotional materials in curated gift bags.
- ✓ **Year-Round Recognition** – Featured logo placement and link on the GEMA EmpowerHER event website throughout 2025.



These sponsorship opportunities reflect a year-long commitment to this initiative, but we understand that every organization has unique priorities and budget considerations. If you're interested in exploring alternative ways to support this series or individual events, we're happy to discuss a tailored approach that works for you!



MEET *the* WOMEN Who
SUPPORT *and* INSPIRE US!

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GEMA EMPOWERHER

"When we support women, we inspire the next generation
of leaders and changemakers."

Thank you to our Media Partner:

VARIETY

Want to support?
Contact us: Stacy La Cotera
Stacy@gema.org

