



MEDIA ALLIANCE  
O F H O U S T O N

# 2022-2023 Memberships

# Table Of Contents

03	About MAH
04	The 2022-2023 Board
05	What's New This Year
06	Membership Levels
07	Membership Benefits
08	Additional Options/Add-Ons
09	Next Steps



# About Us

Media Alliance of Houston (MAH) is affiliated with the national, non-profit organization Alliance for Women in Media, formerly known as American Women in Radio/Television (AWRT). Our chapter was created to include men and women in Houston working in media.

Our Mission is to act as a foundation of leaders with a unity of purpose to promote progress and create change in the Houston area. MAH offers a variety of opportunities and activities to the advertising community.

In addition to our informative monthly luncheons, MAH offers leadership training, networking opportunities, the MAH Job Bank for companies to list their openings, the popular "Battle of the Ad Stars" competition, and the Star Awards Gala.

While also providing annual internships and scholarships to Junior/Senior broadcast and advertising students, MAH also generously donates to the DREAM Fund, a charity which benefits members of the media industry who are in need after a medical or financial emergency.



# 2022-2023 Board



## Naja Cossey

President - Octopus Energy  
naja.cossey@octoenergy.com

Liz Ferrari	President Elect - EffecTV elizabeth_ferrari@comcast.com
Jordan Hess	Vice President - KHOU jhess@khou.com
Susan Miller	VP of Programming - KPRC smiller@kprc.com
Erin Hoffman	VP of Programming - KPRC ehoffman@kprc.com
Avery Domenech	VP of Membership - Brivic Media Group adomenech@brivicmedia.com
Mia Vieira	VP of Strategic Planning - MMI mia.vieira@mmiagency.com
Gene Loya	VP of Fundraising eloya@cw39.com
Mara Diaz	Treasurer - Brivic Media Group mdiaz@brivicmedia.com
Margo Roussel	Treasurer Elect - Outfront Media margo.roussel@outfront.com
Maria de la Riva	Recording Secretary - Love Advertising maria@loveadv.com
Rosa Guerrero	Correspondence Secretary rosa.guerrero@chron.com
Lauren Graff	VP of Networking - Outfront Media lauren.graff@outfrontmedia.com
Sandy Colwell	Scholarships - KTRK lsandy.l.colwell@abc.com
Kelley Rodriguez	Parliamentarian - Love Advertising lKelley.rodriguez@loveadv.com

# What's New This Year

We have some exciting updates to share with you below!



## Luncheons

We will be starting up luncheons in-person on a quarterly basis! Our goal is to have 4 in-person luncheons, in addition to our monthly virtual luncheons that we have scheduled throughout the year.



## Memberships

We will be bringing back tiered memberships, along with individual memberships and junior memberships for college-aged students/recent graduates.



## Networking

We will be hosting networking events throughout the year to allow our members to mix and mingle along with opportunities for those new to the industry to have a chance to explore new areas.



## Battle of the Ad Stars

Battle is BACK February 2023!  
We are thrilled to have the most unique fundraising event of the year back again this year!  
Stay tuned for dates, details and team information!



## Star Awards Gala

Star Awards Gala will be in Spring 2023.  
Pricing for tables and tickets will be sent out around the time nominations and ballots are sent out.

# Membership Levels

This year we are bringing back different levels of membership to accommodate agencies and companies of all sizes, needs and even our future leaders in the media industry!

Memberships are for July 2022 - June 2023 to follow our Board calendar.



## Corporate Members

This year, you will have the option to purchase a 10 member or 5 member plan for your agency or company. This allows us to properly secure venues for our in-person luncheons, as well as bring revenue into our organization.

This membership includes organization dues and 4 in-person luncheons per person. 10 person membership can include a 10 person table at Gala should you choose to pay for it ahead of time.

5 person membership does not include Gala table. This can be added at a later time.

10 person membership: \$4,800 (with Gala table) / \$2,800 (without Gala table)

5 person membership: \$1,400



## Individual Members

This membership is perfect for someone who wants to join outside of their organization, or as an add on to a corporate membership. This membership level only covers organization dues, and does not include luncheons, as those tickets will need to be purchased separately.

Individual membership: \$50



## Junior Members

We are excited to bring back junior memberships to our organization! Our hope is to bring in college-aged students and recent graduates that are looking for ways to get involved or network within our industry. We will have some events tailored to them, as well as scholarship opportunities. This level of membership does not include luncheons, as those tickets will need to be purchased separately.

Junior Membership: \$30

# Benefits

What are the benefits of being a member of MAH?  
See below to find out!

- Public support of professional 501c(3) organization that gives back to the advertising community with networking opportunities and a commitment to the advancement of women and people of diversity in our industry.
- Access to 10 information-packed Luncheons per year: 4 in-person, 6 virtual.
  - We have hosted speakers from various media organizations, as well as world renowned research groups and strategists from other verticals to provide key insights for our members throughout the year.
- Complimentary access to the MAH Job Bank for posting openings.
- Access to MAH Scholarship recipients as potential new hires.
- Free networking events for members; we strive to host a minimum of two events per year.
- Free Making Access Happen events for those that have been in the industry 3 years or less to network and learn about other companies in the industry in Houston.
- Opportunity to serve on the Advisory Board and let your voice be heard.
- Leadership training with our mentor/mentee program that is free to all members.
- Invitations to all special MAH events including the Star Awards Gala & Battle of the Ad Stars.



# Add On Options

These are not included in some, or all, membership levels, and can be added on throughout the year.

## Gala Tickets

Tickets to our Star Awards Gala are required for entry into the event. This is the most talked about event of the year - so you don't want to miss it!  
Members get a discount per ticket. This ticket includes entry to the event, dinner and access to the afterparty!

Member Pricing - \$200 per ticket  
Non Member Pricing - \$250 per ticket

## Gala Table

Purchasing a Gala table is the perfect way to ensure your colleagues and friends get to sit together at dinner for our Star Awards Gala! Each table is 10 seats, and members get a discount per table. This gives 10 people in your organization entry into the event, dinner, and access to the afterparty!

Member Pricing - \$2,000 per table  
Non Member Pricing - \$2,500 per table

## Battle Team

Battle of the Ad Stars is our version of adult field day! We found a way to have a day of fun and shenanigans, while also raising money for scholarships.  
Each team is allowed 10 people to compete in various competitions to win the big trophy! Members get a discount for a battle team! Battle will take place in February 2023!

Member Pricing - \$400  
Non Member Pricing - \$500 per team

## In-Person Luncheons

If you sign up with an individual or junior membership, or you'd like to add an additional spot on top of your corporate member allotted seats, we will be charging per person at each IN-PERSON luncheon. All Virtual luncheons are still free to attend for all members of your organization.

Member Pricing - \$40 per person  
Non Member Pricing - \$50 per person

Star Awards Gala and Battle of the Ad Stars dates are still TBD.  
Members will be given the option to add these on once more details are available.

# Sponsorship

Want more out of your membership with MAH?  
Showcase your company through sponsorship!

Wondering how your company or agency can help support our organization and scholarships even more than being just members?

We have endless opportunities for sponsorships and branding that will showcase your company at events all year long!

- Sponsor a luncheon
  - Email Susan Miller and Erin Hoffman for more information on Luncheon Sponsorships
- Sponsor a happy hour or Making Access Happen
  - Email Lauren Graff for more information on sponsoring a Happy Hour or Making Access Happen event
- Sponsor part of Gala
  - Email Gene Loya for all opportunities for sponsorship at our Star Awards Gala
- Sponsor part of Battle
  - Email Tania Forsyia (tania.forsyia@audacy.com) and Kim Ryan (kim.ryan@nbcuni.com) for all opportunities for sponsorship at Battle of the Ad Stars

Your generosity helps us continue to raise money for scholarships and provide support to those in our media community, while also putting your brand front and center at some of the most well attended events of the year!



# Next Steps

Here's what you need to do officially become a member of Media Alliance of Houston!



## Select your Membership Level

Based on the number of people in your organization that would like to be actively involved in MAH, select either the 5 or 10 person Corporate Membership, Individual Membership or Junior Membership (reserved for college students or recent graduates).



## Email our VP of Membership

Once you have filled out your membership form, please email it to Avery Domenech, our VP of Membership at: [adomenech@brvicmedia.com](mailto:adomenech@brvicmedia.com)  
Please also list out all names/emails to be listed on the membership in your email. Changes can be made throughout the year.  
Once confirmed, she will alert our Treasurer to email you an invoice for payment.



## Receive an Invoice from our Treasurer

Mara Diaz, our Treasurer, will email you a formal invoice along with a payment link for Credit Cards, or an address to send a Check.  
We are also offering deferred payment plans to make it easier on budgets. She will then confirm payment has been received and we will log your membership.



## Enjoy your Membership with MAH!

Now that you have paid for your membership, you will have year long access to all membership benefits, as well as notices about upcoming events and luncheons! Thank you for your support of MAH and we look forward to having you join us this year!

# 2022 - 2023 MAH Membership Request Form



**DATE:** \_\_\_\_\_

**COMPANY NAME :** \_\_\_\_\_

**CONTACT NAME :** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**ADDRESS :** \_\_\_\_\_  
\_\_\_\_\_

<b>QTY</b>	<b>PRICE</b>	<b>DESCRIPTON</b>	<b>TOTAL</b>
_____	\$4,800	10 PERSON CORPORATE W/ TABLE	_____
_____	\$2,800	10 PERSON CORPORATE W/O TABLE	_____
_____	\$1,400	5 PERSON CORPORATE	_____
_____	\$50	INDIVIDUAL MEMBERSHIP	_____
_____	\$30	JUNIOR MEMBERSHIP	_____

**ADD ON OPTIONS**

_____	\$ 2000	MEMBER GALA TABLE	_____
_____	\$ 200	MEMBER GALA SINGLE TICKET	_____
_____	\$ 400	BATTLE OF AD STARS TEAM	_____
_____	\$ 40	LUNCHEON TICKET	_____

**PAYMENT PREFERENCE :**

Credit Card

Check

**TOTAL** \_\_\_\_\_

WE THANK YOU FOR YOUR SUPPORT OF OUR ORGANIZATION!  
OUR TREASURER WILL BE CONTACTING YOU WITH AN INVOICE TO PAY PER YOUR PAYMENT PREFERENCE.  
WE CAN OFFER DEFERRED PAYMENT OPTIONS.