



Media Alliance of Houston

2024- 2025 Memberships



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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 be a community of professionals who believe in fostering future talent, sharing knowledge and giving back to our 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.

2024-2025 Board



Gene Loya

President - Limitless Elements
gene@limitlesselements.com

Avery Domenech	President Elect - Avail Media Adomenech@availmedia.com
Lauren Graff	Vice President - Outfront lauren.graff@outfront.com
Denise Janowoski	VP of Programming - Nexxen djanowski@nexxen.com
Rosa Guerrero	VP of Membership - CoStar rosaelenag@gmail.com
Leticia Garza	VP of Strategic Planning - Outfront Media Leticia.garza@outfront.com
Raquel Moore	VP of Fundraising - Cumulus raquel.moore@cumulus.com
Nykia Jones	VP of Fundraising Elect - Houston Public Media njones@houstonpublicmedia.org
Madison Minton	Treasurer -BPI Media mminton@bpimedia.com
Katelyn Martin	Treasurer Elect -MiQ Digital katelynn.martin@miqdigital.com
Margo Johnson	Recording Secretary - Outfront Media margo.johnson@outfront.com
Scylla Lopez	VP of Communications - KHOU slopez@khou.com
Natalie Lyles	VP of Networking - Love Advertising natalie@loveadv.com
Sandy Colwell	Scholarships - KTRK sandy.l.colwell@abc.com
Kelley Rodriguez	Parliamentarian - Love Advertising kelley.rodriguez@loveadv.com

What's Happening This Year

We have some exciting updates to share with you below!



Luncheons

We are back with ALL IN PERSON luncheons! Our luncheons allow us to gather as a community and learn about different aspects of our industry and what's going on in the market.



Memberships

Our memberships will have more opportunities for sponsorship and visibility on our channels to reach our members.



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

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 2025. Pricing for tables and tickets will be sent out around the time nominations and ballots are sent out.

Luncheons

Media Alliance of Houston provides luncheons on a semi-monthly basis with topics that speak to a wide variety of issues and opportunities our industry faces.

Our luncheon topics also aim to inform and give insight into other industries and the issues they face, while allowing us to see how our industry can provide support.

Past topics have included:

- local, state and national politics
- city-wide demographics and diversity
- economic climate for local and national
- professional development and mentorship
- technological advancements and trends
- media industry leaders
- healthcare sector leaders
- automotive and purchasing trends

Luncheons will continue to take place at the ION building near downtown Houston with catered box lunches.

Look out for calendar reminders and invitations from our Hospitality team!

Be sure to add MAHHospitality@gmail.com to your email contacts!

Sponsorship opportunities are available if you would like to showcase your agency or company!

To find out what that would look like, please contact:
VP of Programming - Denise Janowski
(djanowski@nexxen.com)!

Topics and Speakers will be announced prior to the luncheon, so be sure to check your email and our social channels for updates!

Networking

Media Alliance of Houston provides networking opportunities throughout the year for our members. From early morning coffee meet-ups to happy hours to educational Making Access Happen events, there are plenty of ways to meet new people in our community.

Our Connect and Caffeinate meet ups allow members a chance to meet up for coffee before work and start their day on a social foot. These take place about once a month at the LaLaLand Coffee on Shepherd Dr.

Our Making Access Happen events are geared towards those that have been in the industry 3 years or less, but we have found that even well seasoned media legends are curious to see what goes on at member agencies or companies. Everyone is welcome!

Hosting a Making Access Happen event at your company or agency allows you to be in the spotlight and teach others what you do, what makes you unique and allows you to show off your warehouse or studio space. It's also great for inspiring young graduates to apply for jobs or internships at your company!

Happy Hours and get togethers are becoming more popular with companies and agencies coming back to the offices. If you are interested in sponsoring or hosting a happy hour, we are open to helping!

So, get ready to network like never before. Join the Media Alliance of Houston, where we turn networking into a party!

For more information about networking and events, please contact our VP of Networking Natalie Lyles (Natalie@loveadv.com).



Battle of the Ad Stars

What do you get when you invite members of the media industry out for an adult field day? Battle of the Ad Stars!

Prepare for an exhilarating clash of media giants at the Battle of the Ad Stars, our ultimate fundraising extravaganza! This event pits media agencies and partners against each other in a high-stakes battle to claim the coveted titles of top fundraiser and top game winner.

Our fundraising efforts are an adrenaline-fueled journey in themselves! Attendees revel in an array of pre-party events and pulse-pounding contests that push boundaries and test limits. Picture the heart-pounding "Dunk your Boss" challenge or the hilariously messy "Pie your Boss" showdown. Every dollar raised is channeled into scholarships for high school and college students, empowering them to fulfill their dreams of joining the media industry.

Now, brace yourself for the main event: a battle like no other. Teams engage in a fierce series of games that will leave you on the edge of your seat.

Cornhole throws, lightning-fast relay races, and tug o' war contests propel teams towards the pinnacle of glory. Every triumph, every hard-earned point contributes to their overall score, combining the total funds raised, the points scored in games, and the points awarded for theme execution.

Then the grand finale awaits. Trophies are ready to be bestowed upon the champions who have conquered the battlefields of fundraising, creativity, and competition.

Battle of the Ad Stars 2025 date is TBD, along with location. More details to come.

For more information on Battle, please contact our Battle committee member: Nykia Jones
(nykia.jones@houstonpulicmedia.com).



Star Awards Gala

Our annual night to shine!
Learn how we recognize talent in our industry!

MEDIA
ALLIANCE OF
HOUSTON

The Star Awards Gala is the most anticipated event in our community, celebrated annually with glamour and excitement. It is a magnificent affair that brings together the crème de la crème of the industry, honoring and recognizing the outstanding achievements of the top performers. This elegant affair combines the allure of a red carpet event with the anticipation of award announcements.

The heart of the Star Awards Gala lies in the award ceremony itself, where the best and brightest talents are recognized for their exceptional contributions to the industry by their peers.

Just like the Oscars, the winners are determined through a voting process. However, to ensure fairness and transparency, an outside Certified Public Accountant (CPA) is entrusted with tallying the votes and points awarded by outside market judges for essay responses. This meticulous process adds credibility and integrity to the award announcements, emphasizing the significance of the accolades received by the winners.

The Star Awards Gala not only serves as a platform to honor outstanding achievements but also provides an opportunity for industry professionals to network, collaborate, and celebrate their shared passion for media. It is a night where talents are recognized, leaving a lasting impression on attendees and reminding them of the incredible talent that propels the industry forward.



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 9 information-packed Luncheons per year:
 - 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.
- **NEW: One spotlight social post to all of our social channels each quarter (LinkedIn, Instagram and Facebook)**
- 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 4 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.



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 Denise Janowoski (djanowoski@nexxen.com) for more information on Luncheon Sponsorships
- Sponsor a happy hour or Making Access Happen
 - Email Natalie Lyles (natalie@loveadv.com) for more information on sponsoring a Happy Hour or Making Access Happen event
- Sponsor part of Gala
 - Email Raquel Moore (raquel.moore@cumulus.com) for all opportunities for sponsorship at our Star Awards Gala
- Sponsor part of Battle
 - Email Nykia Jones (nykia.jones@publicmedia.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!



Membership Levels

We have 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 2024 - June 2025 to follow our Board calendar.



Corporate Members

This year, you will have the option to purchase a Gold, Silver or Bronze memberships for your agency or company. This allows us to properly secure our venue for our in-person luncheons, as well as bring revenue into our organization. This membership includes organization dues and access to our monthly luncheons

Gold Membership: Up to 10 attendees per luncheon (individual tickets can be purchased if exceeding 10-person limit), 10-person table for Gala 2025, one "Spotlight" email blast highlighting your business and topic of your choice. \$6,100

Silver Membership: Up to 10 attendees per luncheon (individual tickets can be purchased if exceeding 10-person limit). *Membership does not include a table at the 2025 Spring Gala. \$4,100.

Bronze Membership: Up to 5 attendees per luncheon (individual tickets can be purchased if exceeding 5). *Membership does not include Gala table. This can be added at a later time. \$2,050.



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

With Junior Memberships, 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

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 2025!

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 luncheon. All luncheons are now in person at the ION on the second Wednesday of the month.

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.

Next Steps

Here's what you need to do to 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 Rosa Guerrero at rguerrero@costar.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

Madison Minton, 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!

2024 - 2025 Media Alliance of Houston Membership Request Form

DATE: _____

COMPANY NAME : _____

PRIMARY CONTACT: _____

EMAIL ADDRESS: _____

SECONDARY CONTACT: _____

EMAIL ADDRESS: _____

ADDRESS : _____

QTY	PRICE	DESCRIPTON	TOTAL
_____	\$6,100	GOLD MEMBERSHIP	_____
_____	\$4,100	SILVER MEMBERSHIP	_____
_____	\$2,050	BRONZE MEMBERSHIP	_____
_____	\$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.

MEDIA ALLIANCE OF HOUSTON TAX ID #: 26-1612843