

THE 2025 INNOVATOR AWARDS

THE WALL STREET JOURNAL MAGAZINE



October 29, 2025
MoMa, New York

For 16 years, WSJ. Magazine has become a highly sought-after hallmark for industry leaders across generations, cultures and disciplines. Our ethos is grounded in the core DNA of the Wall Street Journal—*Power, Success and Wealth*.

Each year, our brand is brought to life by celebrating individuals – *Innovators* – who are reflective of this ethos. We honor their unique cultural contributions through longform print and digital features, stunning photography and intimate videos—culminating in an exclusive awards ceremony and dinner.

The 2025 Innovators Awards will take place on Wednesday, October 29th at the Museum of Modern Art.

Meet the 2024 Innovators

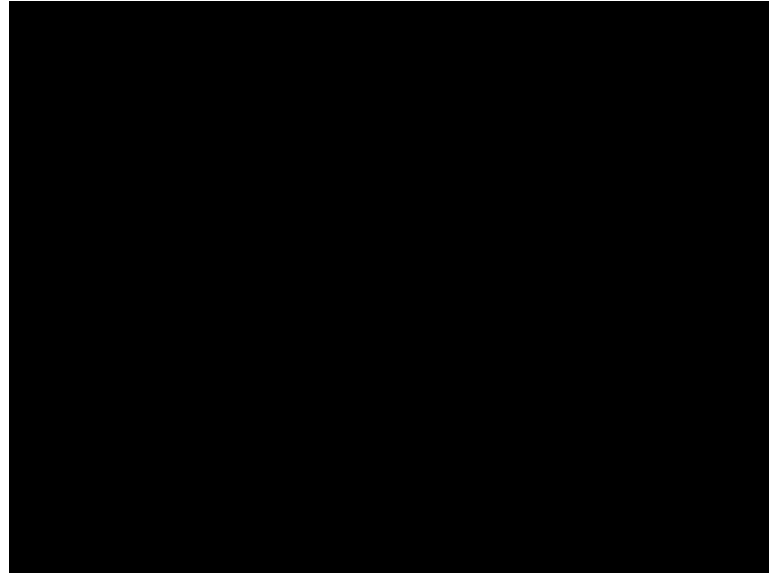




The WSJ. Innovators Awards



Welcome to the *WSJ. Innovator Awards*





Sarah Ball with the 2024 Innovators

“Those who make innovation a key part of their business... are the fastest adapters and the quickest disruptors. They are the fleetest shapeshifters. Innovative spaces are often led by the Great Encouragers—**those who see far beyond the hour’s setbacks or the day crises to imagine a better world.**”

*Sarah Ball, WSJ. Editor In Chief,
introducing the 2024 Innovators*

THE AUDIENCE

Innovators Guest Profile

An eclectic - and extremely powerful - mix of individuals will be in attendance not only to celebrate the 2025 Innovators, but also to network and rub elbows with like-minded entrepreneurs, founders and potential investors in their next big idea...

Who is in the room:

- C-Suite Executives from the worlds of fashion, film, finance and beyond
- Tech Founders and Investors
- Designers, Architects and Artists
- Oscar, Grammy, Emmy, Tony and Golden Globe Winners



A true reflection of
the WSJ Audience...

3 in 5

are millionaires.
(Net Worth \$1MM+)

\$2.5T

Total spent by WSJ|BG
readers annually.

*That's \$2 in every \$5 spent
in the U.S. annually on
consumer expenditures.*

\$2,477,758

Average HHNW

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The Night Of...

From the moment our esteemed guests arrived to the last cocktail poured the evening was filled with influential people with much to celebrate.



Arrivals



Cocktails



Dinner



Awards



The After Party



Innovators Media Across Every Platform



7 x Covers
Distributed Internationally



239.9K+ UV's generated
from Innovators Digital
Features on WSJ.com

*7x Feature Articles; also
included in Print Issue*



Videos of Innovators "The Job Interview" or
"The One" Videos on WSJ.com
Videos Released Pre-Event onsite +
LinkedIn Video Extension



Video and social presence
of Night-of Speeches on
WSJ Social Channels

Record Breaking Media Coverage

3.4B+

Earned media impressions
Our biggest year...yet.

109.3M+

Instagram impressions (1.2M+ *Night Of*)

34.5M

TikTok impressions

90.3K+

X(Twitter) Impressions

*"This was a new york night
for powerful women"*

Mona Kosar Abdi, Extra!



**THE 2024
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The event generated media coverage across major media outlets and platforms including: [ACCESS](#), [AP](#), [ABC News](#), [BuzzFeed](#), [Cosmopolitan](#), [ELLE](#), [ET](#), [Extra!](#), [Glamour](#), [Vogue](#), [Harpers Bazaar](#), [InStyle](#), [People](#), [WWD](#), [Variety](#), [The Sun](#), and more.

A detailed botanical illustration of a flower, possibly a peony, rendered in a light green color against a dark green background. The flower is shown in full bloom with multiple layers of petals and a prominent center. The illustration is positioned on the left side of the image, with the flower head in the upper left and the stem with leaves extending downwards.

2025 Sponsorship Opportunities

Presenting Sponsorship

\$1.2M

Pre-Event

- Logo on invitation
- Preview of event guest list
- Logo and profile on innovators.wsj.com
- Supporting high-impact media plan surrounding Nominee announcement, interviews and videos

Event Day

- Option between:
 - Sponsorship of 'Brunch with an Innovator' (morning before event)
 - Featured activation on-site (during event; developed with WSJ)
 - Sponsorship of 'The After Party' (following the event)
- Logo inclusion on 'Step & Repeat' and on-site
- Gifting activation for guests OR product integration (pending WSJ approval)
- 2x passes for executives

Post Event

- Mention in post-event Innovator Awards press release
- Event imagery and video assets received within 24 hour

*Production Fees Not Included
Six (6) Packages Available*

Contributing Sponsorship

\$500K

Pre-Event

- Logo on invitation
- Preview of event guest list
- Logo and profile on innovators.wsj.com
- Supporting digital media plan

Event Day

- Logo inclusion on-site
- Gifting activation for guests OR product integration (pending WSJ approval)
- 2x passes for executives

Post Event

- Mention in post-event press release
- Event imagery and video assets received within 24 hour

Production and Fees Not Included

Requirements for all sponsors:

*WSJ Magazine Spread in November Issue
\$300K Digital Media Spend (May run in exclusive Innovators inventory)*

**Renewing Presenting Sponsors subject to package discount*

A MID-MORNING CONVERSATION
CELEBRATING INNOVATION,
CREATIVITY AND CONNECTIONS.

NEW FOR 2025 | A FIRST-EVER OPPORTUNITY

The day before the Innovator Awards dinner, **WSJ. will host an intimate and scrumptiously buzzy brunch in New York City.** The guests of honor will be an Innovator from the 2025 class, and one previously honored Innovator.

Our brunch guests will be treated to an up-close and personal conversation led by WSJ. Editor-in-Chief, Sarah Ball. The chat will be a deep-dive into the topics unique to the expertise and passions of our Innovator, bringing further to life the reasons they were chosen to grace the WSJ. pages to share their stories.

As the **Presenting Sponsor**, you will have the opportunity to own the moment with featured remarks by an executive and a bespoke photo or gifting moment. Invitations will also be made available for you to invite clients, partners or additional key executives.



BRUNCH WITH AN INNOVATOR

THE DETAILS

Timing: Morning of October 28th | 2-3 hour event

Audience: 75 attendees | An eclectic mix of artists, entrepreneurs, designers, influencers, executive leaders, WSJ executives, and WSJ media

THE BENEFITS

Six (6) invitations for your executives and clients (with flexibility to add more, if requested)

Logo featured on-site and on invitations

Opening remarks (up to 2 minutes)

Messaging included in the 'Thank You' email to attendees

Photos provided for use on O&O channels

**Innovator attendance based on availability and editorial approvals. Requires \$200,000 production costs (factored within Presenting sponsor investment)*

A PARTY TO CELEBRATE,
CONGRATULATE AND
KICK BACK.



THE MoMA AFTER PARTY

AVAILABLE FOR 2025 | A SOUGHT AFTER EXPERIENCE

After dinner has been swept away and the Awards all accepted, the party moves back downstairs at the MoMa. New cocktails are mixed, the DJ sets the tone and everyone can really start celebrating.

This is an extended opportunity to recap the ceremony, meet more guests and celebrate the happenings of the night.

As the **Presenting Sponsor**, your brand can be a part of the mix through a unique integration—from beverage to entertainment.

THE DETAILS

Timing: Evening of October 29th | Post-Awards | 1-2 hours
Audience: Innovator Award recipients, presenters and all dinner guests/attendees

THE BENEFITS

Logo featured on-site and integrated into party experience
Opportunity for product to be integrated into experience
(subject to editorial approval)
Messaging included in the 'Thank You' email to attendees
Photos provided for use on O&O channels

**Innovator attendance based on availability and editorial approvals. Requires \$75,000 production costs (factored within Presenting sponsor investment)*

LAST CALL
FOR OUR
2025
INNOVATORS.



THE AFTER - AFTER PARTY

AVAILABLE FOR 2025 | AN EXCLUSIVE MOMENT

As the night moves on, our party says goodbye to the MoMa and wanders to a chic, intimate room at a local haunt. With a change of scenery, our late-night Innovators crew will settle in for a nightcap or hit the dance floor for one last toast.

THE DETAILS

Timing: Late Night October 29th | 1-2 hour event

Location: TBC

Audience: Innovator Award attendees, influencers, entrepreneurs, artists, and more.

THE BENEFITS

Logo featured on-site and integrated into After Party experience

Messaging included in the 'Thank You' email to attendees

Photos provided for use on O&O channels

**Innovator attendance based on availability and editorial approvals. Requires \$150,000 production costs (factored within Presenting sponsor investment)*

Philanthropy is front and center
at the WSJ. Innovator Awards...

**An extraordinary force in philanthropy
will be honored at the WSJ. Innovator Awards
on October 29, 2025**, celebrated on stage
alongside industry leaders and renowned global
figures



Our 2023 Innovator José Andrés

NEW FOR 2025 | FOR THE FIRST TIME EVER

Philanthropy Innovator Integration

Option 1: Honor our 2025 Philanthropy Innovator for their unique achievements with a \$25K donation to *their primary charitable partner*.

Example: Our Philanthropy Innovator José Andrés is honored for his World Central Kitchen. Client honors and donates to World Central Kitchen.

Option 2: Honor one Innovator who has made an impact in some other area of a shared philanthropic interest with a \$25K donation.

Example: Our Tech Innovator was integral in the LA Fire Relief Efforts. To honor this, client makes a donation to the same/similar efforts.

Partner Benefits & Details:

Cost: \$1.5M Presenting Sponsor

Exclusive Philanthropy Sponsor

- Exclusive On-Stage Opportunity for Executive following CEO/CRO and before EIC.
- \$25K+ donation (*based on option 1 or 2 above*) underwritten by WSJ; given by the Client.

2025 Innovators Media Plan Overview

- **WSJ. Magazine Innovators Buyout Bundle**
 - :15 Pre-roll
 - WSJ.com, Apple News and YouTube
 - Innovators Buyout
 - 970x250, 728x90, 300x600 & 300x250
 - Style Buyout
 - 970x250, 728x90, 300x600 & 300x250
 - WSJ. Magazine Newsletter Buyout
 - Native
- **Social Media**
 - @WSJMag Organic Carousel Post + Boost
 - @WSJMag Dark Video Post
 - @WSJMag Dark Image Post
- **LinkedIn Wire Program Video Pre-Roll**
 - :15 Pre-Roll against (3) Innovators Videos to customized LinkedIn audiences
- **Discretionary Media**
 - Audience Targeted Display
 - :06-:15 Video Plus
 - Apple News Run of App Display



Past Innovators

JONY IVE, DESIGN / MELINDA GATES, THE GATES FOUNDATION / **SZA, MUSIC** / JULIA LOUIS-DREYFUS, ENTERTAINMENT / **ELON MUSK, TESLA, SPACEX** / JACK DORSEY, TWITTER, SQUARE / **MARK PARKER, NIKE** / DR. DRE & JIMMY IOVINE, BEATS BY DRE / **THE WEEKND, MUSICIAN** / MARTIN SCORSESE, FILM / **ANGELINA JOLIE, ACTRESS** / DANIEL HUM & WILL GUIDARA, NOMAD / **TOM FORD, DIRECTOR** / MARGOT ROBBIE, ENTERTAINMENT / **MIUCCIA PRADA, DESIGNER** / AI WEIWEI, ARTIST / **SNØHETTA, ARCHITECTURE FIRM** / REESE WITHERSPOON, ACTRESS / **TYLER THE CREATOR, MUSIC** / RAF SIMONS, DESIGNER / **DILLER SCOFIDIO & RENFRO, ARCHITECTURE FIRM** / LEWIS HAMILTON, SPORTS / **THOMAS HEATHERWICK, DESIGN STUDIO** / PATTI SMITH, AUTHOR / **CINDY SHERMAN, ART** / PAT MCGRATH, MAKEUP ARTIST / **DAVID CHANG, FOOD** / RALPH LAUREN, FASHION



2024 Sponsor Highlights

THE 2024
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THE WALL STREET JOURNAL MAGAZINE

PRESENTING SPONSORS

HARRY WINSTON



HYUNDAI

rochebobois
P A R I S

SUPPORTING SPONSOR

LA PRAIRIE
SWITZERLAND

THE 2024
INNOVATOR
AWARDS

PRESENTING SPONSOR

HARRY WINSTON



THE 2024
INNOVATOR
AWARDS
THE WALL STREET JOURNAL MAGAZINE

PRESENTING SPONSOR

HARRY WINSTON

Our partner for several years, Harry Winston is an innovator in their own right with their efforts to combine craftsmanship, heritage, and philanthropy.

For the 2024 Innovator Awards, we provided Harry Winston with **invitations for their VIP customers as a unique, a money-can't-buy experience.**

Other elements of our partnership included:

- Exclusive jewelry and timepiece sponsor of the event
- Harry Winston logo on step and repeat
- Brand video featured on the screens prior to the program
- Personal thank you note from Sarah Ball to Harry Winston VIPs
- Opportunity to dress notable guests and VIPs
- Logo inclusion in all marketing collateral including emails and on-site branding
- Noted thanks in opening remarks by Dow Jones CEO, Almar Latour
- Chocolate boxes included as a gift for all guests and honorees/presenters
- Mention in post-event press release



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PRESENTING SPONSOR

HYUNDAI MOTOR AMERICA



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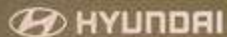
PRESENTING SPONSOR
HYUNDAI

As our auto sponsor, Hyundai took pride of place at our Innovator Awards celebration with **a preview model of the Hyundai IONIQ 6 parked at the entrance to the MoMA.**

Showcasing their commitment to embracing and Electric Vehicle future, their innovative standing was evident to all those on arrival.

Other elements of our partnership included:

- Logo on step and repeat
- Noted thanks in opening remarks by Dow Jones CEO, Almar Latour
- 10x invitations for Hyundai Executives & guests
- Hyundai provided transportation to and from the event for a select group of VIPs
- Logo inclusion in all marketing collateral including emails and on-site branding
- Mention in post-event press release
- Digital media package for pre, during and post-event



HYUNDAI MOTOR AMERICA
IS A PROUD SUPPORTER OF
THE WSJ MAGAZINE
INNOVATOR AWARDS.
LIKE TODAY'S INNOVATORS,
HYUNDAI IS INVESTED IN
MEANINGFUL CHANGE,
SUCH AS OUR DEDICATED
EV BRAND, HYUNDAI IONIQ,
WHICH EMBODIES THE
COMPANY'S SMART-MOBILITY
VISION AND COMMITMENT
TO PROVIDING CONNECTED
LIFESTYLE SOLUTIONS.



THE 2024
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PRESENTING SPONSOR

ROCHE BOBOIS



THE 2024
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PRESENTING SPONSOR

ROCHE BOBOIS

Signature Roche Bobois seating furnished various spaces within MoMA, including the cocktail reception, backstage after party and naturally prompted the **signature Bubble sofa** into becoming a photo moment, with stunning and social trending results.

Other elements of our partnership included:

- Roche Bobois logo on step and repeat
- Furniture integrated onsite at MoMA including entry table and lighting fixtures, and throughout cocktail reception area, backstage and after party; bubble sofas, seats, ottomans and coffee tables
- Backstage lounge for honorees and presenters with Bubble sofa and additional Roche Bobois pieces
- Roche Bobois \$1,000 gift card for all attendees
- Gifting to honorees and presenters included Roche Bobois throw blanket and an invitation to select one item from a curated gift catalogue
- Noted thanks in opening remarks by Dow Jones CEO, Almar Latour
- Passes to event and company profile on event website
- Logo inclusion in all marketing collateral including emails and on-site branding
- Mention in post-event press release



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SUPPORTING SPONSOR LA PRAIRIE

As a first time supporting sponsor, La Prairie's products were gifted to Honorees, Presenters and all guests.

Elements of our partnership included:

- Gifting of La Prairie Skin Caviar Luxe Cream to Innovators and Presenters
- Gifting Skin Caviar Discovery Set to all guests
- Noted thanks in opening remarks by Dow Jones CEO, Almar Latour
- Logo inclusion in all marketing collateral including emails and on-site branding
- Mention in post-event press release
- Passes to event and company profile on event website

YOU ARE INVITED TO

THE 2024 INNOVATOR AWARDS

THE WALL STREET JOURNAL MAGAZINE

DINNER AND PRESENTATION
TUESDAY, OCTOBER 29, AT 7:00 P.M.
THE MUSEUM OF MODERN ART
NEW YORK CITY

RSVP TO INNOVATORS@KCDWORLDWIDE.COM

PRESENTING SPONSORS
HARRY WINSTON HYUNDAI rochebobois PARIS

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LA PRAIRIE
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LA PRAIRIE
SWITZERLAND



THE 2024
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SPONSOR INTEGRATION

GIFTING

Honorees & Presenters

- Harry Winston chocolate box
- Roche Bobois throw blanket and an invitation to select one item from a curated gift catalogue
- La Prairie Skin Caviar Luxe Cream

Attendees

- Harry Winston chocolate box
- Roche Bobois \$1,000 gift card
- La Prairie Skin Caviar Discovery Set



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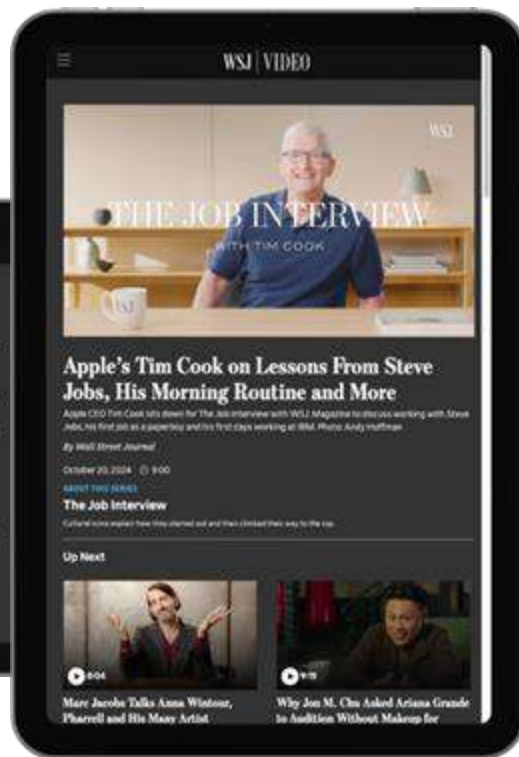
ASIA: 56,529
Singapore, Tokyo, Hong
Kong, Seoul



Distribution

Leading up to and following the 2024 WSJ. Magazine Innovator Awards ceremony, WSJ released one-on-one interview-style videos for each honoree within the WSJ video franchise “The Job Interview,” a series dedicated to the lessons, success, and journey of our WSJ Innovators.

Check out all the videos [here](#).



Editorial Video