


**50 WOMEN  
50 ON BOARDS**



**2024 Partnership Opportunities**



Independent research shows that companies with diverse boards are more profitable and productive, concurrently enhancing risk management, workforce engagement, and demonstrating a positive correlation with employee retention.



## **OUR STEADFAST MISSION**

To educate and advocate for women in the pipeline, aiming for 50% women on public company boards, with a minimum of 20% women of color.

## **VISION: A BALANCED TOMORROW**

Given the current pace at which women are appointed to boards, gender parity won't be achieved until 2044. With only 29% women on boards, 7% women of color, and 12% gender-balanced boards, urgency is paramount.

## **PARTNERSHIPS FOR PROGRESS: JOIN THE MOVEMENT**

Collaborative partnerships drive our global movement. Your support fuels our research, education, and advocacy efforts preparing and propelling women into corporate board service.

## **RESHAPE THE FUTURE: ONE BOARD AT A TIME**

Together, let's reshape corporate board leadership. A balanced, diverse boardroom is not a goal — it is a necessity for sustained business success.

## WHY PARTNERING IS GOOD FOR BUSINESS



Demonstrate that you are an active and visible advocate



Allow women in your network to benefit from our educational workshops and networking events



Provide your company exposure across our global network



Positively impact furthering the business imperative of diverse boards

**29%**

Nationwide, women only hold 29.5% of the Russell 3000 Company board seats

**12%**

Only 353 companies have gender-balanced boards

**8%**

Women only hold 7.9% of Board Chair positions

**7%**

Women of color only hold 7.7% of corporate board seats



## 50/50 PROGRAMS: HOW WE ELEVATE WOMEN FOR BOARD SUCCESS



### IN-PERSON STRATEGIC NETWORKING EVENTS

- Host annual events in 20+ cities and 6 countries.
- Provide personalized coaching from public company board directors based on career level and board journey.
- Gain insights from a seasoned panel of corporate board directors, sharing practical advice and experiences.

### BOARD READINESS EDUCATION

- Master board readiness with tools to articulate your high-impact sound bite, craft a compelling board profile, strategically map your contacts, and enhance your professional brand on LinkedIn.
- Access to our supportive network within the proprietary Networking Hub for coaching, continuous learning, and expanding professional visibility.

### EXPOSURE FOR BOARD-READY WOMEN

#### 50 Women to Watch for Boards:

- Rigorous vetting process by Board Chairs, Nom Gov Chairs, and Stock Exchange Leaders.
- Select 50 exceptional women from 400+ applicants for visibility, training, coaching, networking, and exposure to boards with two or fewer women.



The key to getting on a corporate board is networking. Our events are held in 20+ cities and six countries to help you network strategically. Our prescriptive strategic networking events for women provide the perfect platform for personal coaching from experienced corporate directors, peer connections, and increased visibility among industry leaders. Attendees have the chance to build meaningful relationships and open doors to new opportunities.

## IN-PERSON NETWORKING EVENTS

City Sponsorships	Emerald (\$20K)	Platinum (\$15K)	Gold (\$10K)	Silver (\$5K)
	<i>1 available</i>	<i>3 available</i>		
In-person city event # of tickets	20	15	12	8
Logo featured on respective city webpage	✓	✓	✓	✓
Logo featured in respective city eblasts	✓	✓	✓	✓
Logo featured on event slideshow	✓	✓	✓	✓
Sponsor invited to have an executive join the local Leadership Committee	✓	✓	✓	✓
Leadership Committee headshot featured on respective city page	✓	✓	✓	✓
Sponsor featured on social media platforms (LinkedIn, Instagram & Facebook)	✓	✓	✓	
Logo featured on city event banners	✓	✓	✓	
Sponsor invited to share content with local Leadership Committee	✓	✓		
Sponsor invited to include a pre-recorded, 20-second welcome video	✓	✓		
Sponsor invited to moderate panel discussion	✓			

## IN-PERSON STRATEGIC NETWORKING EVENTS: MULTI-CITY OPPORTUNITIES

Multi-City Sponsorships	\$50K	\$40K	\$30K
	5 Cities	4 Cities	3 Cities
In-person city event # of tickets per city	12	12	12
Logo featured on respective city pages	✓	✓	✓
Logo featured in respective city eblasts	✓	✓	✓
Sponsor featured on social media platforms (Facebook, Instagram, & LinkedIn)	✓	✓	✓
Logo featured on respective in-person city event banners	✓	✓	✓
Logo featured on respective city event slideshows	✓	✓	✓
Logo and quote featured in annual Gender Diversity Index Report	✓	✓	✓
Company name featured in national press release	✓	✓	✓
Sponsor invited to have an executive join the local leadership committee in each respective city	✓	✓	✓
Leadership Committee headshot featured on respective city page	✓	✓	✓



**50**

**WOMEN**

**50**

**ON BOARDS**

A photograph of four women standing together and smiling. The woman on the far left is wearing a red top and has a name tag that reads "Jennifer Rubin, Member, Shane C. Cullen, Event Co-chair". The woman next to her is also wearing a red top. The woman in the center is wearing a black blazer over a red top. The woman on the far right is wearing a red blazer over a black top and a colorful beaded necklace. The background is a blurred indoor setting with other people and lights.

# Thank you for your support!

We extend our heartfelt gratitude for your invaluable support.  
Your commitment empowers us to drive change and advance our mission.

To explore partnership opportunities, please contact Shane Cullen at [shane@5050wob.com](mailto:shane@5050wob.com).

*The registrant or sponsor acknowledges and agrees that all payments made to 50/50 Women on Boards, Inc. shall be in USD currency. Any currency conversion fees or associated charges shall be the responsibility of the sender.*