



**50 WOMEN
50 ON BOARDS**

The Global Conversation on Board Diversity™

Partnering to accelerate gender balance and diversity on corporate boards.

PARTNERING TO BUILD EQUITABLE BOARDROOMS

50/50 Women on Boards™ is the leading global education and advocacy campaign dedicated to raising awareness of the business imperative for gender balance and diversity on corporate boards.

More than 80% of our funds support our research, programs, and public awareness campaigns that enable us to **Educate, Advocate,** and **Collaborate** with organizations, like yours, to positively impact boardroom diversity.

GENDER BALANCE AND DIVERSITY BY THE NUMBERS

Our **50/50 Women on Boards Gender Diversity Index™** tracks the number of women directors on corporate boards of the Russell 3000 companies. While the numbers increase over time, we can't do it alone!

"When I think about what men and women can do to accelerate diversity in the boardroom, it's very simple - count. Anything that matters is worth counting and anything that matters counts – so start counting."

- **Mellody Hobson, Chairwoman of Starbucks Corporation**

23.7%

OF THE BOARD SEATS OF COMPANIES IN THE RUSSELL 3000 ARE HELD BY WOMEN.

6%

OF THOSE COMPANIES HAVE GENDER-BALANCED BOARDS.

< 5%

OF FORTUNE 500 CORPORATE BOARD SEATS ARE HELD BY WOMEN OF COLOR.

WHY IT MATTERS TO YOUR CORPORATION

Independent research demonstrates that when three or more women serve on a board, business profitability, productivity and workplace engagement increases. Investors, legislative mandates, and corporate America continue to make institutional decisions that reinforce the business imperative.

BlackRock

2018: With more than \$6 trillion in assets under management advocates to vote against nominating/governance committees with fewer than two women directors.



2019: Will not take companies public without 'at least one diverse board candidate.



2020: California also enacted AB 979 a minimum requirement of one director from an underrepresented community by the close of 2021.



2020: Proposes to require its listed companies to have at least one woman and one "diverse" director and report the data or face the consequences.

STATE STREET GLOBAL ADVISORS

2017: Announced voting against directors of corporations that don't have women on their boards.



2018: California enacted the first law in the country, SB 826 requiring at least one-woman director on every public company board headquartered in the state by December 31, 2019, and two more by year-end 2021.



Vanguard®

2019: Advocates for greater representation of women on corporate boards.



2020: Will vote 'No' on the re-election of Nominating and Governance Chair if their company does not have at least one woman on their board.



Vanguard®

2020: Explicitly urged boards to seek greater diversity across a range of characteristics.

BE PART OF THE GLOBAL CONVERSATION

Every November 50/50 Women on Boards hosts **The Global Conversation on Board Diversity™** event, followed by approximately 30 City/State events.

These programs create a dialogue among engaged senior-level executives and decision-makers who are committed to advancing gender balance and diversity.

In 2020, we were honored to attract more than:

6,000

SENIOR-LEVEL EXECUTIVES,
BUSINESS LEADERS, AND
INFLUENCERS

120

VIP PANELISTS

186

UNIQUE SPONSORS

400

DIRECTOR COACHES

“The single most important thing business leaders can do to accelerate diversity in the boardroom is to insist on fielding a diverse slate of candidates. Including one token woman or one woman of color on the slate – that doesn’t count.”

- Melinda Gates

“

OUR GLOBAL NETWORK

With a campaign presence in five countries, and growing, we attract more than 6,000 registrants and reach more than 5 million people through our marketing, PR, and social media efforts.

32

Cities

6

Countries

UNITED STATES

Atlanta, GA
Austin, TX
Boston, MA
The Carolinas
Chicago/Midwest

Dallas, TX
Denver, CO
Detroit, MI
Houston, TX
Indiana
Las Vegas, NV

Los Angeles, CA
Miami, FL
Minnesota
New York, NY
Oklahoma
Orange County, CA

Phoenix, AZ
Pittsburgh, PA
Portland, OR
Sacramento, CA
San Diego, CA
San Francisco, CA

Seattle, WA
Tampa Bay, FL
Washington, DC
Wilmington/Philadelphia

INTERNATIONAL

London, UK

Mexico City, Mexico

Madrid, Spain

Athens, Greece

Toronto, Canada

WHY ENGAGING WITH US IS GOOD FOR YOUR BUSINESS



Reinforce Diversity, Equity & Inclusion Commitment



Build Credibility with Target Audience and Key Stakeholders



Expand Brand Exposure & Corporate Visibility



Engage Employees, Clients & Business Partners in this essential Business Issue



Meet Accomplished Women to expand your company's networks



Offer Educational and Training Opportunities for Your Women Employees

GLOBAL SPONSORSHIPS	<div>50</div> <div>50</div> <div>WOMEN</div> <div>ON BOARDS</div>	10 Cities	6 Cities	3 Cities
		Diamond	Emerald	Ruby
Sponsor Deliverables		\$100,000*	\$60,000	\$30,000
Event Tickets: The Global Conversation + City/State Conversation		80 (8 PER CITY)	60 (10 PER CITY)	30 (10 PER CITY)
The Global Conversation on Board Diversity				
Logo on The Global webpage		■	■	■
Logo on The Global invite email blast		■	■	■
Logo featured on The Global Broadcast		■	■	■
Digital Ad, produced by sponsor, Featured on the Global Broadcast		■		
Executive speaking opportunity and visibility on the Global webpage & social channels		■		
The City/State Conversations				
Logo featured on the applicable City/State event webpage(s)		ALL	6	3
Logo featured on the applicable City/State event invite email blast(s)		ALL	6	3
Logo featured during the applicable City/State broadcast(s)		ALL	6	3
Executive panelist featured in one City/State event and visibility			1	
Marketing and Social Media Exposure				
Global Social media - dedicated sponsor post(s)		3 posts on all platforms	2 posts on all platforms	1 post on all platforms
Global Social media - group sponsor post (logo only)		1 on all platforms	1 on all platforms	1 post on LI, FB
National Press Release Inclusion (in name only)		■	■	■
Topical news article featured in quarterly newsletter and distributed to our database		■	■	■
One Leadership Committee liaison for each sponsored city		10	6	3
Leadership Committee headshot featured on the sponsored city/state event page		10	6	3
Get on Board! Workshops Seats		10	6	3
Logo banner and content featured in the Sponsor Hub on the virtual event platform		■	■	■

CITY/STATE SPONSORSHIPS	1 City	1 City	1 City
	Platinum	Gold	Silver
Sponsor Deliverables	\$10,000	\$5,000	\$3,500
Event Tickets: The Global Conversation + City/State Quantities	20	15	10
The City/State Conversations			
Logo featured on the City/State event webpage	■	■	Name Only
Logo featured on the City/State event invite email blast	■	■	■
Logo featured during the City/State broadcast	■	■	■
Marketing and Social Media Exposure			
Global Social media - group sponsor post (logo only)	1 post on LI	1 post on Twitter	
National Press Release Inclusion (in name only)	■		
Topical news article featured in the quarterly newsletter	Logo Only		
One Leadership Committee liaison for each sponsored city	1	1	1
Leadership Committee headshot featured on the sponsored City/State webpage	1	1	1

OTHER PARTNERSHIP OPPORTUNITIES



- **DEDICATED GET ON BOARD! WORKSHOP:** Develop a customized, intensive one-day workshop for up to 25 executive women, led by Betsy Berkhemer-Credaire. Employees, business partners, and clients are welcome. **\$25,000**
- **DEDICATED PATH TO THE BOARDROOM WORKSHOP:** Develop a customized 2.5-hour workshop for up to 25 mid-career women, led by 50/50 Women on Boards co-founder Stephanie Sonnabend. Employees, business partners, and clients are welcome. **\$7,500**
- **SPEAKING ENGAGEMENT WITH CEO, BETSY BERKHEMER-CREDAIRE:** As the author of two books dedicated to advancing women to the boardroom, an instrumental figure in the passage of SB826 in California, Betsy, a sought-after keynote speaker, can lead one of your company's events or discussions. **\$10,000**
- **PRESENT CONTENT TO 50/50 WOMEN ON BOARDS INTERNAL NATIONAL NETWORK:** Unique opportunity to present relevant content or research to the entire national network of Chairs and Leadership Committee volunteers. This highly targeted group can be critical advocates and amplifiers of your message. **\$3,500**



LET'S CONNECT!

info@5050wob.com

