



**50 WOMEN  
50 ON BOARDS**

**Partner to become a proactive and visible  
advocate for advancing women**

*Together let's build the pipeline of female talent – propelling  
them to leadership and corporate boards of directors.*



# The Benefits of a Partnership



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

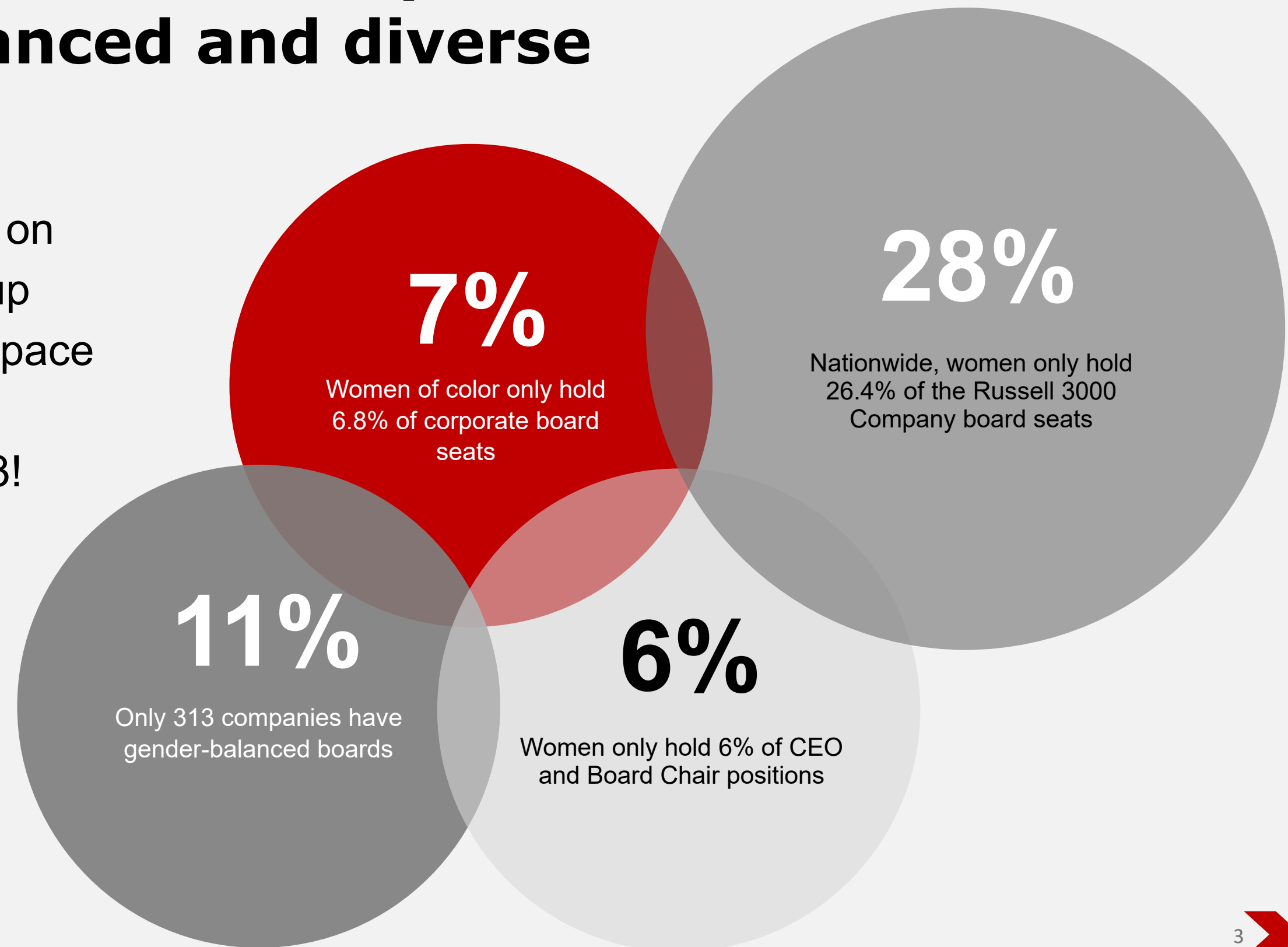
Studies reveal that greater diversity, including women on boards, has positive effects on business decision-making, enhanced risk management, and better financial and organizational performance. Additionally, companies that provide leadership development opportunities to their female talent are more likely to retain their employees.

**To combat the absence of women in the workplace, 50/50 Women on Boards is focused on establishing a successful pipeline of female candidates for corporate board positions.** We provide the right tools and support, so women of all career levels can reach the highest levels of leadership and pursue a board seat that's right for them.

# Our vision is a future where all corporate boards are gender-balanced and diverse

Currently, the Russell 3000 includes 517 companies with only one or zero women on their boards, and women of color make up only 7% of the total seats. At the current pace women are expected to hold 50% of the corporate board seats until the year 2033!

**Partnerships with corporations LIKE YOURS support the global movement and ensure your female talent continues to advance to the highest levels of leadership.**



A woman with dark, curly hair is smiling and looking towards the camera. She is wearing a light blue blazer over a white collared shirt. The background is a blurred office environment with shelves and papers.

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# Why Partnering is Good for Your Business

Partnering with us provides your company exposure, allows you to engage your women employees and clients, and positively impacts advancing diversity in corporate America.

# Our Global Network

With a campaign presence in six countries and growing, we attract more than 6,000 registrants to our annual events, and reach millions of people through our marketing, PR and social media efforts.

19  
Cities

6  
Countries

## UNITED STATES

Austin, TX  
Boston, MA  
Chicago, IL

Dallas-Fort Worth, TX  
Houston, TX  
Los Angeles, CA

New York, NY  
North Carolinas  
Phoenix, AZ  
Portland, OR

San Diego, CA  
Seattle, WA  
Tampa Bay, FL  
Washington, DC

## INTERNATIONAL

London, UK

Mexico City, Mexico

Tokyo, Japan

Athens, Greece

Toronto, Canada



# 2023 Sponsorship Opportunities



**Participate throughout the year in our programs, workshops, events, research, and the Networking Hub.**

## 50 Women to Watch for Boards

Launched on International Women's Day, gain access to our inaugural 50 Women to Watch for Boards List! Finalists will be determined by an elite selection committee, providing companies with the opportunity to tap into a new group of board-ready women outside of their immediate circles.

## Workshops for Corporate Groups

Transform your team's performance with our board-readiness workshops. Equip your women employees or clients with the tools, connections, and confidence to reach their full potential and boost the bottom line.

## The Networking Hub

Harness the power of connection in The Networking Hub. Our exclusive platform offers a wide network of alumni, faculty, and corporate directors to empower and guide women on their board journey. We invite sponsors to post content or be featured as a speaker.

## Annual In-Person and Virtual Events

Held across our global network, our in-person events provide women the opportunity to strategically network with Board Directors in their field and sponsors the opportunity to expand their networks and meet qualified board candidates. Global sponsors will also be featured in our virtual Global Conversation on Board Diversity™.

## Gender Diversity Research Report

Our Gender Diversity Index™ reports compare the percentage of public company board seats held by women by state, sector, and race and ethnicity. These reports are a trusted resource cited by national media. Sponsors will have the opportunity to be featured in our Annual Report.

# “50 Women to Watch for Boards!”

## A list of board-ready women.

This International Women’s Day, 50/50 Women on Boards launched a new initiative: “50 Women to Watch for Boards”. The aim is to assist corporate boards that still lack female directors by providing them access to qualified women who have not yet served on corporate boards and showcasing the inspiring achievements of the selected executives.

An exclusive committee of Nom/Gov Chairs, Stock Exchange Leaders, and Board Directors will decide the finalists. Once published, the 50 finalists will receive the support they need to advance in their board search and gain public recognition through multiple online channels and partnerships. Companies that want access to the list, including contact details, are invited to sponsor the initiative.



<div> <div> <div>50</div> <div>WOMEN</div> <div>50</div> <div>ON BOARDS</div> </div> <div> <div>50 Women to Watch for Boards</div> <div>Sponsorship Benefits</div> </div> </div>	\$10,000	\$5,000
Early access to our list of "50 Women to Watch for Boards"	•	
Company name included in national press release	•	
50 Women to Watch for Boards list is "Sponsored by" recognition	•	
Sponsor featured in “Congratulations” announcement of finalists’ video	•	
Logo on 50 Women to Watch for Boards website page	•	•
Logo featured on promotional eBlasts	•	•
Logo on LinkedIn posts promoting 50 Women to Watch for Boards	•	•

# Board-Readiness Workshops for Corporate Groups

Our workshops provide leadership development for women at all stages of their careers. We partner with corporations to help prepare the next generation of business leaders and corporate directors with the critical skills to communicate and market their value, build strategic relationships, increase visibility, and develop a roadmap to professional success. Sponsors wishing to take advantage of our virtual board-readiness workshops may add a workshop package to their sponsorship.



## **Board Fundamentals: Early- to mid-career women**

**Learn what it takes to serve on a board and how to develop a roadmap to achieve your board goals.**

## **Get On Board: Senior-level women**

**Showcase your skills and expertise with a strategically crafted board profile that makes a lasting impression and unlocks new opportunities.**



## Workshop Packages

When you purchase five or ten seats, you will receive a code that your guests can use to register for an existing workshop date.

### **FIVE SEATS**

Board Fundamentals - \$1,500

Get On Board - \$5,000

### **TEN SEATS**

Board Fundamentals - \$3,000

Get On Board - \$10,000

## Workshops for Corporate Groups

Customized workshops are for larger corporate groups tailored to meet your audience and business needs. Each attendee receives a year's subscription to The Networking Hub.

### **UP TO 25 WOMEN**

Board Fundamentals - \$10,000

### **UP TO 20 WOMEN**

Get On Board - \$25,000

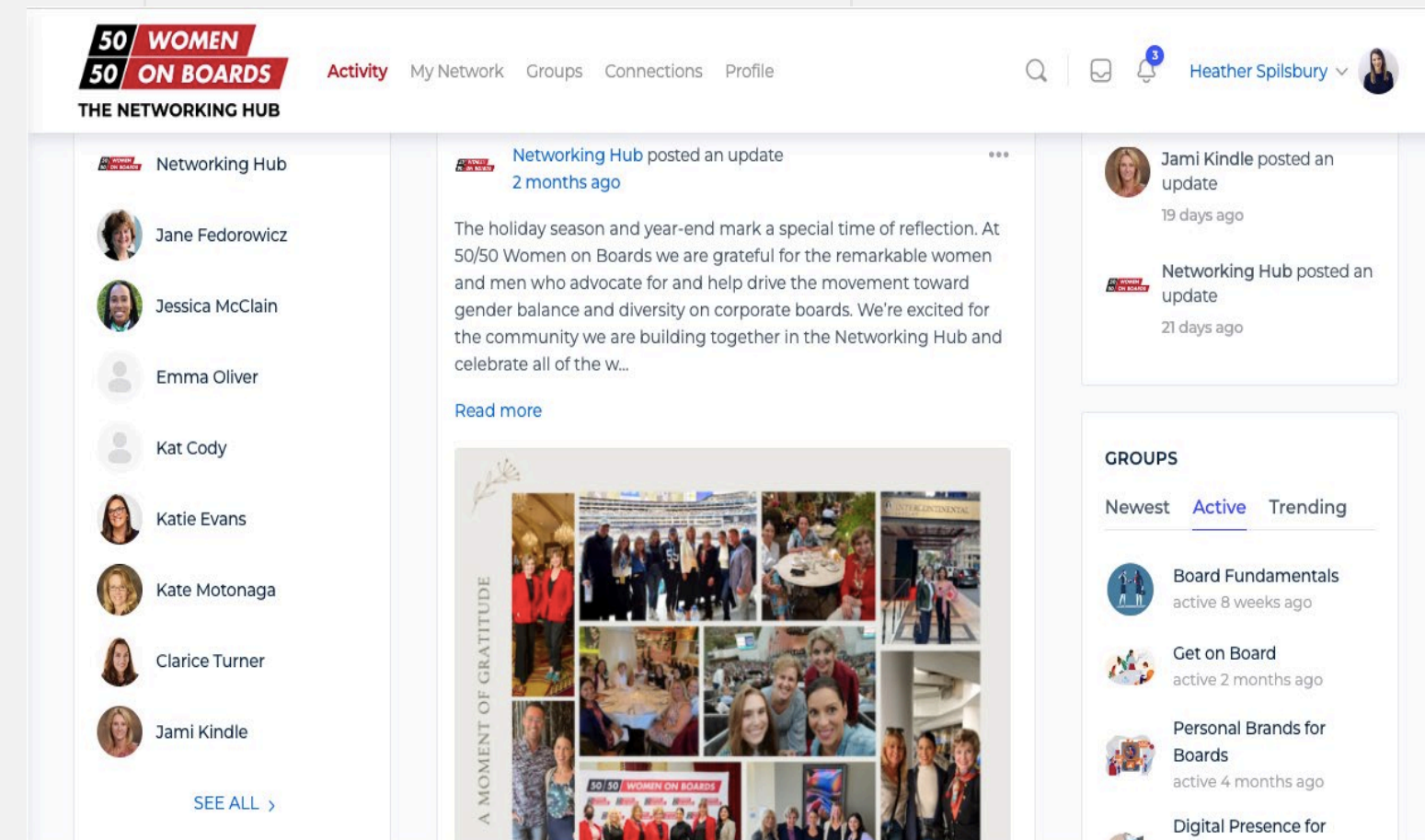


# The Networking Hub

**Exclusive platform to support women in their board journey.**

To reach women at all stages of their careers, sponsors can:

- Post content about your company or share upcoming events relevant to the audience and our mission - **\$1,500**
- Participate in our **“How They Did It”** episode, a series of 2-5-min videos featuring one of your company’s leaders or experienced board directors - **\$2,500**
- Host an exclusive webinar - **\$3,500**
- Takeover the Hub for a week to host webinars, post content, and share industry insights and news relevant to our audiences - **\$5,000**



# Annual Event Opportunities

**50** **WOMEN**  
**50** **ON BOARDS**

50/50 Women on Boards hosts a series of events that create a dialogue among CEOs, senior-level executives, and decision-makers committed to advancing gender balance and diversity. We invite our sponsors to be part of our 2023 virtual and in-person events where highly targeted global and local audiences are engaged.

**The Global Conversation on Board Diversity™** – Culminating our series of events is our annual Global Conversation, where we will feature some of the most prominent and influential voices driving the vision for gender balance and diversity on a global scale and how we can further the movement.

**In-Person Networking Events** – Held across our global network in up to 20 specific locations, these events provide women the opportunity to strategically network with Board Directors in their field and sponsors the opportunity to expand their networks and meet qualified board candidates.



# Global Sponsorships

	Diamond	Ruby	Emerald
	\$50,000	\$30,000	\$20,000
Events	4 Cities	3 Cities	2 Cities
In-Person City Event # of tickets	10 per city	10 per city	10 per city
Virtual Global Conversation on Board Diversity # of tickets	10 per city	10 per city	10 per city
Marketing and Visibility			
Company name included in national press release	•	•	•
Logo on global page and ALL city webpages	•	•	•
Logo featured on ALL promotional eBlasts	•	•	•
Logo featured on LinkedIn, FB, IG	3X	2X	•
Logo on ALL in-person event banners	•	•	•
Logo on event slideshow	•	•	•
Logo on 50/50WOB website	•	•	•
Logo featured in Quarterly Research Report	•	•	•
Include thought leadership piece in Quarterly Newsletter	•	•	•
Sponsor invited to have an executive join local Leadership Committee	•	•	•
Leadership Committee headshot featured on respective city page	•	•	•
Sponsor invited to share content with local Leadership Committee	•	•	•
Include thought leadership piece on LinkedIn	3X	2X	•
Share content in the Networking Hub	2X	•	
Board Director featured in our "How They Did It" episode	•		
Logo and quote in Annual Gender Diversity Index Research Report	•		
Executive invited to speak at local event	•		



# City Sponsorships

	Platinum	Gold	Silver
	\$10,000	\$5,000	\$3,500
Events	1 City	1 City	1 City
In-Person City Event # of tickets	10	5	3
Virtual Global Conversation on Board Diversity # of tickets	10	5	3
Marketing and Visibility			
Logo on Event Slideshow	•	•	•
Logo featured on respective city page	•	•	•
Logo featured on LinkedIn	•	•	•
Sponsor invited to have executive join local Leadership Committee	•	•	•
Leadership Committee headshot featured on respective city webpage	•	•	•
Logo featured on respective city eBlasts	•	•	
Logo featured on Facebook and Instagram	•		
Logo featured on city in-person event banners	•		
Logo on 50/50WOB website	•		



# In-Kind Benefits

	\$20,000+	\$15,000 - \$10,000	\$5,000-\$3,500	\$250 – \$2,000
Logo on respective city page	•	•	•	•
Logo on LinkedIn	•	•	•	
Logo featured on promotional eBlast	•	•	•	
Logo on in-person event signage	•	•	•	
Logo on Facebook and Instagram	•	•		
Company name included in national press release	•			
Share content in the Networking Hub	•			

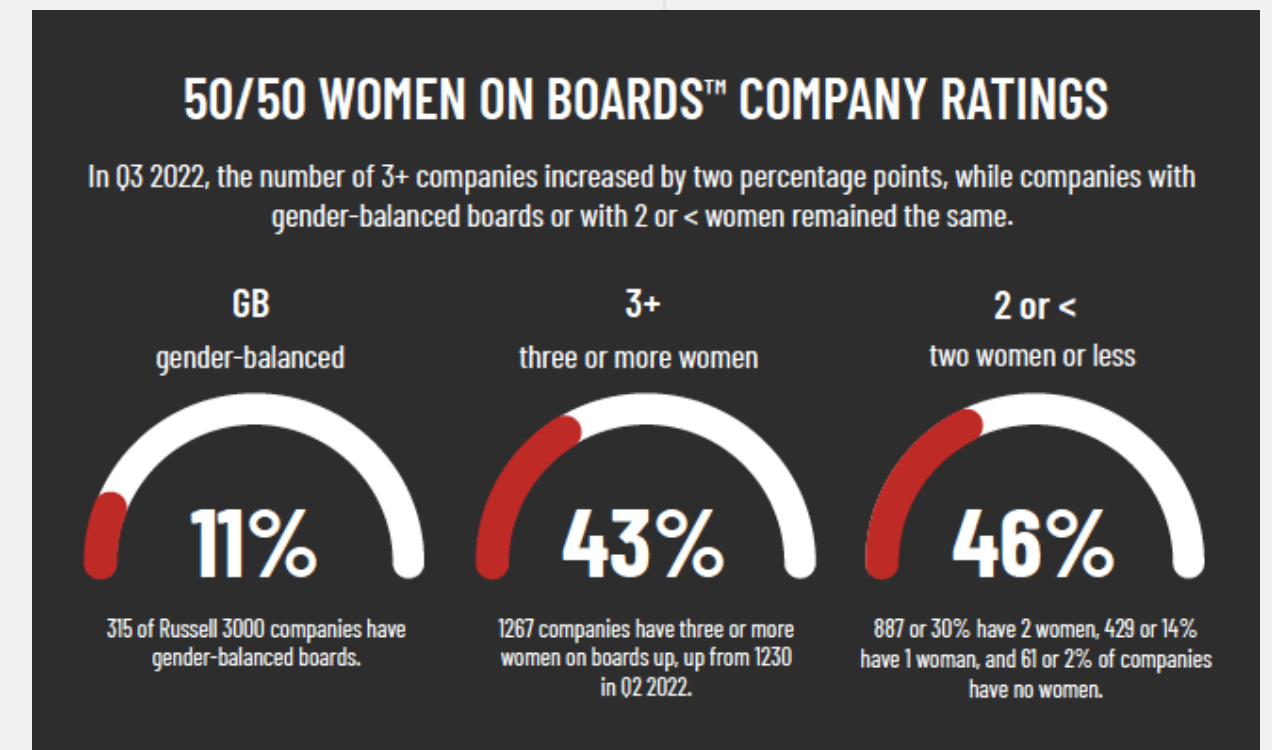
# Gender Diversity Index Research & Reports

## Quarterly & Annual Distribution.

Quarterly and annually, 50/50 Women on Boards distributes research reports highlighting the number of women and women of color on boards. Since 2010, our Gender Diversity Index™ Directory has been cited as a trusted resource. The reports receive national media exposure and are distributed to more than 100,000 key stakeholders in our network, garnering millions of impressions.

To gain additional visibility as an advocate for women,, we invite sponsors to:

- Include your company logo, headshot, and quote from your CEO in our Annual Gender Diversity Index Report and on the website- **\$5,000**
- Include your logo in our Annual Gender Diversity Index Report distributed in September - **\$3,500**



**84%** of our funds raised directly support our research, educational programs, and advocacy efforts for women to advance. With your help, we can continue to advance the movement!

#### **We EDUCATE**

We offer board-readiness workshops that equip your female employees or clients with the tools and confidence to cultivate meaningful board relationships and develop the required skills for successful leadership.

#### **We ADVOCATE**

Through our global events and public awareness campaigns, we engage influential voices in meaningful conversations to positively impact and influence boardroom diversity.

#### **We COLLABORATE**

We partner with corporations and like-minded organizations committed to elevating diversity, equity, and inclusion and providing women in their network with the opportunity to upskill and network.

#### **We REPORT**

Quarterly and annually, we report on the progress Russell 3000 public companies are making to diversify their boards. Our Gender Diversity Index Directory allows the public to search companies by state, sector, and our proprietary ranking.



# Let's Connect!

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