

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



2024 Partnership Opportunities



**50 WOMEN
50 ON BOARDS**

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 WOMEN 50 ON BOARDS

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.

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IN-PERSON STRATEGIC NETWORKING EVENTS

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.

City Events Locations

Austin, TX
Boston, MA
Charlotte, NC
Chicago, IL
Dallas, TX
Houston, TX
London, England

Los Angeles, CA
Mexico City, Mexico
Nairobi, Kenya
New York, NY
Phoenix, AZ
San Diego, CA
Seattle, WA

Silicon Valley, CA
Tampa, FL
Tokyo, Japan
Toronto, Canada
Washington, D.C.



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	✓	✓	✓

ANNUAL GLOBAL SUMMIT

Prominent and renowned global leaders and experts actively advancing board diversity within their own organizations — or advocating for regulatory changes to encourage greater diversity on boards — discuss their viewpoints on corporate governance, succession planning, and how companies continue to increase representation of women, people of color, and other underrepresented groups on boards.

A full-day summit, speakers tackle the importance of fostering a culture of inclusion and equity within organizations and broader societal issues that contribute to systemic inequalities and barriers to access for marginalized groups.



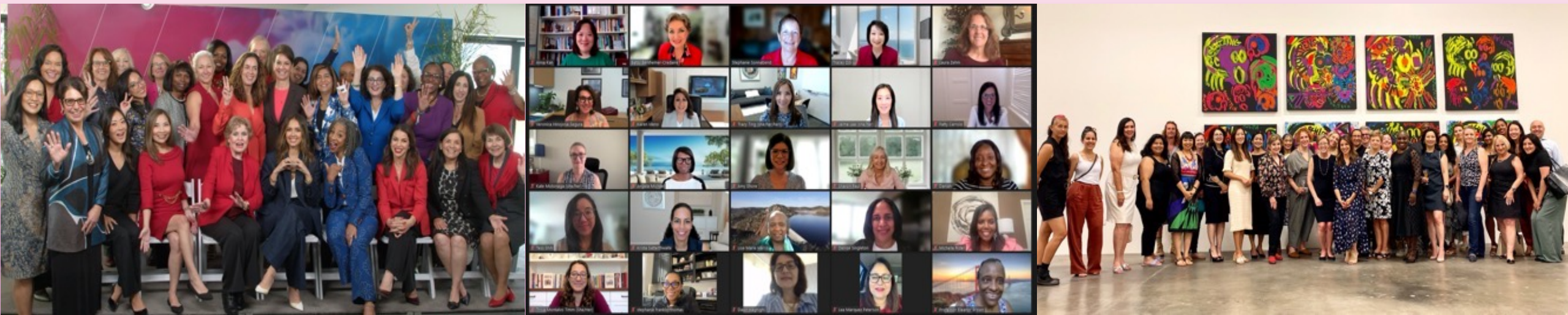
ANNUAL GLOBAL SUMMIT

Global Conversation Sponsorships	Diamond (\$50K)	Emerald (25K)	Platinum (\$15K)	Gold (\$10K)
	<i>2 available</i>	<i>4 available</i>		
Global Conversation on Board Diversity # of tickets (in-person)	30	25	15	8
Sponsor designated tables	3	2	1	0
Logo featured on Global page	✓	✓	✓	✓
Logo featured in Global eblasts	✓	✓	✓	✓
Logo on event slideshow	✓	✓	✓	✓
Logo featured on social media platforms (Facebook, Instagram, & LinkedIn)	✓	✓	✓	
Logo featured on in-person Global event banner	✓	✓	✓	
Podium recognition from 50/50 WOB CEO during Summit	✓	✓	✓	
Sponsor headshot featured on Global page as an honorary committee member	✓	✓	✓	
Opportunity to provide a 20-second, pre-recorded welcome video at the Summit	✓	✓		
Logo featured in Quarterly Research Report	✓	✓		
Exhibitor Table	✓	✓		
Sponsor invited to moderate breakout panel discussion	✓	✓		
Sponsor invited to moderate keynote session on the mainstage	✓			
Sponsor invited to provide opening remarks	✓			

50 WOMEN TO WATCH FOR BOARDS

Launched on International Women's Day in 2023, 50 Women to Watch for Boards aims to assist corporate boards that still lack female directors by providing them access to qualified women who have not yet served on corporate boards, while showcasing each woman's impressive achievements. An exclusive committee of Nom/Gov Chairs, Stock Exchange Leaders, and Board Directors decide the finalists.

Once published, the 50 finalists receive the support they need to advance in their board search and gain public recognition through multiple online channels and partnerships. Companies that want to be part of their success and gain access to the list, including contact details, are invited to sponsor the initiative.



50 WOMEN TO WATCH FOR BOARDS

50 Women to Watch for Board Sponsorships	\$20K	\$10K
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	✓	✓

BE A WORLDWIDE CORPORATE SPONSOR

Become a Worldwide Corporate Sponsor of 50/50 Women on Boards, benefitting from involvement in all programs including city events, the Global Summit, and 50 Women to Watch for Boards. These partnership levels provide your organization exclusive and enhanced benefits, elevating your leaders and organization to the next tier.



BE A WORLDWIDE CORPORATE SPONSOR

Corporate Sponsors	\$300,000	\$200,000	\$150,000	\$100,000
City Events	All Cities	12 Cities	10 Cities	8 Cities
In-person city event # of tickets	12 per city	12 per city	12 per city	12 per city
Quote featured in national press release announcing events and thanking sponsors	✓	✓	✓	✓
Logo featured on global page and ALL city webpages	✓	✓	✓	✓
Logo featured on ALL promotional eblasts	✓	✓	✓	✓
Logo featured on LinkedIn, Facebook & Instagram	✓	✓	✓	✓
Logo featured on ALL in-person event banners	✓	✓	✓	✓
Logo featured on ALL event slideshows	✓	✓	✓	✓
Logo featured on 50/50WOB website	✓	✓	✓	✓
Logo featured in Annual Research Report	✓	✓	✓	✓
Logo featured in Quarterly Research Report	4x	3X	2X	1X
Include thought leadership piece in Quarterly Newsletter	4x	3X	2X	1X
Leadership Committee headshot and title featured on respective city page	All Cities	12 Cities	10 Cities	8 Cities
Partner invited to share content with local Leadership Committee	All Cities	12 Cities	10 Cities	8 Cities
Partner to include a thought leadership piece on LinkedIn	4X	3X	2X	
Partner invited to share content in the Networking Hub	4X	3X	2X	
Logo and quote featured in the annual Gender Diversity Index Report	✓	✓	✓	✓
Executive invited to provide an opening welcome at an in-person regional event	8	4	2	1
"Exclusive" Partnership designation	✓			

BE A WORLDWIDE CORPORATE SPONSOR (continued)

Worldwide Corporate Sponsors	\$300,000	\$200,000	\$150,000	\$100,000
Global Summit				
Global Conversation on Board Diversity # of tickets (in-person)	15	8	8	
Sponsor designated table	1	0	0	
Exhibitor Table	1			
Logo featured on Global page	✓	✓	✓	
Logo featured in Global eblasts	✓	✓	✓	
Logo on event slideshow	✓	✓	✓	
Logo featured on LinkedIn	✓	✓	✓	
Logo featured on Facebook and Instagram	✓			
Logo featured on in-person global event banner	✓			
Podium recognition from 50/50 WOB CEO during Summit	✓			
50 Women to Watch for Boards Sponsorship Benefits				
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	✓	✓		



Bring career and board pursuit success to your corporation and invest in the growth and advancement of your female employees and clients. 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. All options are private for your specific group of women leaders.

BOARD-READINESS WORKSHOPS FOR CORPORATE GROUPS

Board Fundamentals

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

Length: 2 hours, 1 session

Number of Participants: Up to 25

Price: \$10,000

Get on Board

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

Length: 5 hours total, two 2.5 sessions

Number of Participants: Up to 20

Price: \$20,000

Mastering the Board Recruitment & Interview Process (w/ Leadership Elevated)

Learn what it takes to serve on a board, what fiduciary responsibilities entail, and how to develop a roadmap to achieve your board goals.

Length: 6 hours total, 2 hours per session

Number of Participants: Up to 25

Price: \$25,000

Personal Brand & Digital Presence

Craft a strong professional identity and cultivate an influential LinkedIn presence to ignite strategic networking.

Length: 6 hours total, 2 hours per session

Number of Participants: Up to 15

Price: \$15,000

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BOARD-READINESS WORKSHOPS FOR CORPORATE GROUPS

With a campaign presence in six countries, we attract thousands of registrants to our annual events and workshops, and reach millions through our marketing, PR and social media efforts.



CHIEF



TOYOTA

Deloitte.

dentsu



KIRKLAND & ELLIS LLP

Infosys

AMERICAN
EXPRESS

MCKESSON

KPMG



Anthem.

TIAA

ReedSmith



EQUILAR

pwc

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WOMEN

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ON BOARDS

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.

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.