





### Increasing Diversity on Corporate Boards Since 2010

**50/50 Women on Boards™** is the leading global education and advocacy campaign committed to accelerating gender balance and diversity on boards of Russell 3000 Index companies, with women holding 50% of all corporate board seats, and women of color holding at least 20% of all corporate board seats.

Since its inception, 50/50 Women on Boards has partnered with more than 900 corporations in 6 countries and 30 cities to positively impact the lives and careers of more than 60,000 women.

900+
PARTNERS

6 UNTRIES

30 U.S. CITIES 60,000+
LIVES & CAREERS IMPACTED

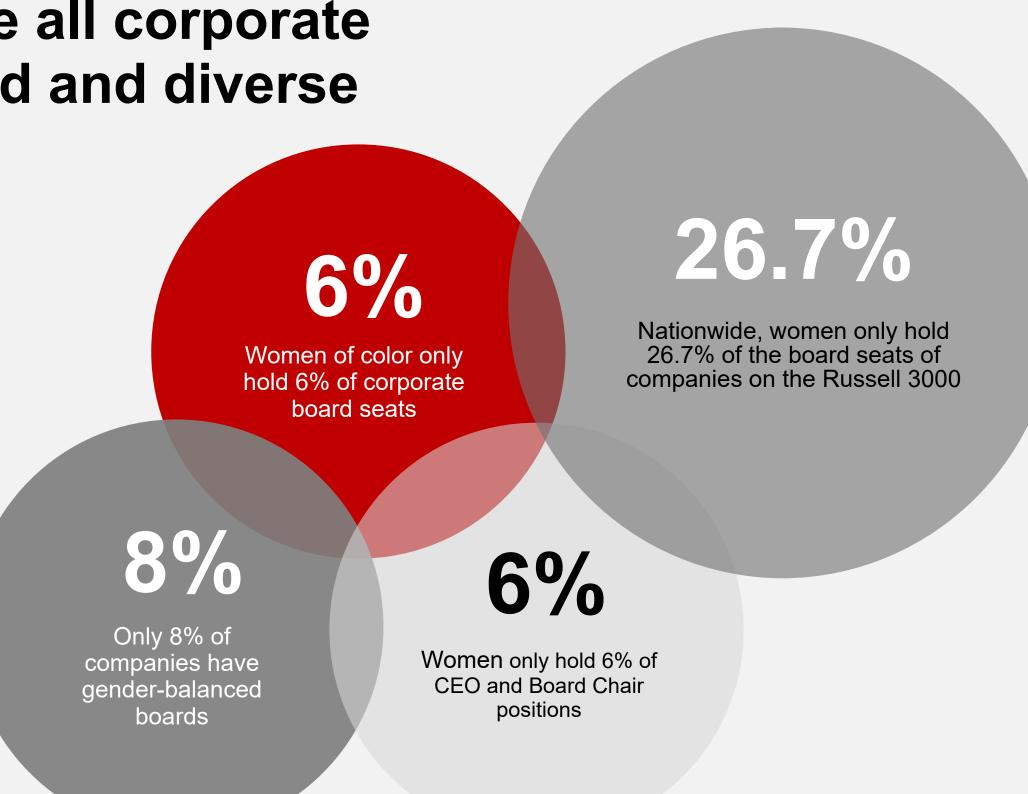




# Our vision is a future where all corporate boards are gender-balanced and diverse

At the current rate of change, women are not expected to hold 50% of the corporate board seats until the year 2030!

Partnerships with corporations LIKE YOURS support the global movement and ensure gender balance and diversity on corporate boards is accelerated.



# 83% of funds raised, directly support our research, educational programs, and advocacy efforts for women to advance

### We EDUCATE

Offer board training programs to empower women to seek board seats, market themselves, network to cultivate meaningful board relationships, and develop the required skills for successful board leadership.

#### **We ADVOCATE**

Host global events and speaking engagements to engage influential voices in meaningful conversations in order to move the needle to positively impact boardroom diversity.

### We COLLABORATE

Partner with corporations who want to illustrate their diversity, equity, and inclusion efforts and provide women in their network the opportunity to advance.

#### We REPORT

First organization to transparently track the progress of public companies by publishing quarterly reports that reveal Russell 3000 company board diversity statistics.



### **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.



#### **UNITED STATES**

Atlanta, GA

**Austin, TX** 

**Boston**, MA

**The Carolinas** 

**Chicago/Midwest** 

Dallas, TX

Denver, CO

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



# 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.





### The Benefits of a Partnership

Independent research, including Credit
Suisse, McKinsey & Company, and
Goldman Sachs, shows that greater diversity
and the inclusion of women on boards leads
to better decision-making and risk
management, improves organizational and
financial performance, and accelerates
innovation and transformation.



#### Engage Your Employees, Clients & Business Partners in this Essential Issue

Receive multiple entry tickets to our virtual and in-person events and engage those in your network to be your guest at The Global Conversation on Board Diversity<sup>TM</sup>.



# Meet Accomplished Women to Diversify Your Company's Networks

Network in-person with other professional women located in your region, including working sessions with senior-level executives, business leaders, and influencers.



# Reinforce Your Diversity, Equity & Inclusion Commitment and Build Credibility With Target Audiences and Key Stakeholders

Become an active and visible advocate to achieve gender balance and diversity on corporate boards, including year-round opportunities for corporate brand exposure across our global network.



# Offer Educational and Training Opportunities for Women in Your Network

Benefit from a series of virtual workshops designed to empower and educate your women employees and clients to seek board seats at various levels in their career.



### **Expand Your Brand Exposure & Corporate Visibility**

Feature your company logo on multiple outlets including our Gender Diversity Index Research Reports and share relevant content about your organization in our networking hub and social media channels.





### Virtual and In-Person Event Opportunities

50 WOMEN 50 ON BOARDS

lanice Hale-Harris

Teresa Freeborn- Kinecta FCU (she/he

Valecia Macli

// Melissa McSh

Sarah Winter

mandy.fults

50/50 Women on Boards hosts a series of events that create a dialogue among CEOs, senior-level executives and decision-makers who are committed to advancing gender balance and diversity. We invite our sponsors to be part of our 2022 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.

Virtual Industry Conversations – Our NEW industry event conversation series will feature influential CEOs from the Healthcare, Technology, Consumer, and Financial Services sectors who will address how to further advance diversity on boards, and action items for all participants. Moderated by an industry influencer these online live discussions are not to be missed!

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.

# Virtual and In-Person Event Opportunities

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Teresa Freeborn- Kinecta FCU (she/he.

Valecia Maclin

Melissa McSherr

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Gender Diversity Index<sup>™</sup> Research & Reports – 50/50 Women on Boards Gender Diversity Index<sup>™</sup> reports compare the percentage of company board seats held by women on the Russell 3000 Index by state, sector, and race and ethnicity. These reports are published quarterly and annually and are a trusted resource cited by International and National publications. Sponsors will have the opportunity to be featured in our Annual or Quarterly Key Findings Report.

The Networking Hub – 50/50 Women on Boards Networking Hub is a dedicated virtual space for workshop alumni to connect and support one another on their continued path to board service. The Networking Hub features extensions of workshop courses and exclusive content from senior-level executives, business leaders, influencers, and our corporate partners. Sponsors can reach women in early to mid-career, senior-level, board-ready and directors with various expertise.

**Educational Workshops for Women in Your Network** – 50/50 Women on Boards programs prepare women to succeed as the next generation of directors. We offer a series of four virtual board training classes as well as customized corporate programs for women in your network or your clients.





**Marketing Exposure** 

**The Virtual Events** 

# of In-Person Events

**Board Fundamentals** 

Get on Board

The Power of Personal Brand

Digital Presence for Boards

**The In-Person Events** 

Company logo on the Global webpage

Sponsor featured on LinkedIn and Twitter

Sponsor included in national press release

Company logo broadcast during the virtual Industry Conversations

Sponsor invited to share content with the Leadership Committee

Leadership Committee headshot featured on City webpage

Thought leadership piece shared in our Quarterly Newsletter

Company logo featured in our GDI Quarterly Research Report

Company logo + Quote from CEO included in our GDI Annual Research Report

Director or C-suite executive invited to say a few words at one (1) in-person event

# of Tickets to four (4) Industry Conversations + Global (divided evenly per event)

Company logo featured on in-person event signage

# of In-Person Tickets (divided evenly per event)

**Workshop Courses for the Women in Your Network** 

Share content with workshop alumni in "The Networking Hub"

Company logo on City webpages

### Global Sponsorships

## Global Leader

\$50,000

4 Cities

4 Industry

4 Cities

X

4x

X

X

X

X

X

X

**50 Tickets** 

4 Cities

**40 Tickets** 

4 Seats

4 Seats

4 Seats

4 Seats

**3 Content Pieces** 

**Global Ambassador** 

\$30,000

3 Cities

3 Industry

3 Cities

X

3x

X

X

X

**40 Tickets** 

3 Cities

30 Tickets

3 Seats

3 Seats

3 Seats

3 Seats

**2 Content Pieces** 

**Global Influencer** 

\$20,000

X

2 Cities

2 Industry

2 Cities

X

2**x** 

X

X

X

**30 Tickets** 

2 Cities

20 Tickets

2 Seats

2 Seats

2 Seats

2 Seats

**1 Content Piece** 



### Global Industry Conversation Presenting Sponsor - \$100,000

With this Sponsorship you receive all the benefits of the Global Leader PLUS:

1

A 15 second ad tied to your company's DEI initiatives with call to action featured during our virtual Industry and Global Conversations.

2

A dedicated custom corporate workshop designed specifically for 25 professional women in your network.

3

Featured sponsor during 4 in-person city events of your choice.

4

Year-round corporate brand visibility and exposure in our our Annual and Quarterly Gender Diversity Index Reports, Networking Hub, Quarterly Newsletters, and social media channels



**Marketing Exposure** 

**The Virtual Events** 

The In-Person Event

**Board Fundamentals** 

The Power of Personal Brand

Digital Presence for Boards

Company logo on the 50/50WOB website

Sponsor featured on LinkedIn and Twitter

# of Tickets to the Global Conversation

# of Tickets to One (1) Industry Conversation

Company logo broadcast during one Industry Conversations

Leadership Committee headshot featured on City webpage

Sponsor invited to share content with the Leadership Committee

# of Tickets to the City Conversation Strategic Networking Event

**Workshop Courses for the Women in Your Network** 

Company logo on City webpage

# City Sponsorships

### Regional Leader (Platinum)

\$10,000

X

X

X

X

X

X

10 Tickets

10 Tickets

15 Tickets

2 Seats

2 Seats

2 Seats

**State Ambassador** 

(Gold)

\$5,000

X

X

X

X

X

8 Tickets

8 Tickets

10 Tickets

2 Seats

2 Seats

**State Influencer** 

(Silver)

\$3,500

X

X

X

X

X

**6 Tickets** 

**6 Tickets** 

**6 Tickets** 

2 Seats



### **Additional Ways to Sponsor**

CORPORATE WORKSHOP PROGRAM: We create customized corporate workshops to
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.

\$10,000-\$25,000

PRESENT CONTENT TO 50/50 WOMEN ON BOARDS INTERNAL NETWORK: Unique
opportunity to present relevant content or research to our international network of Chairs and
Leadership Committee volunteers. This highly targeted group can be critical advocates and
amplifiers of your message. Alternatively, you may request Betsy Berkhemer-Credaire, CEO
of 50/50 Women on Boards and a sought-after keynote speaker, to lead one of your
company's events or discussions.

\$3,500

• **IN-KIND DONATIONS:** 50/50 Women on Boards is looking for in-kind donations for the inperson City Conversations. If you have access to a venue where we can hold the event or access to a service (such as catering or photography) to donate you can receive visibility and access to the events.





# Let's Advance the Movement!

#### For more information contact:

Insert Your Name, Chair/Co-Chair title of what city here Insert Your Phone Number Here
Insert Your Email Address Here

#### Seana Fern

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