



# 2020 Women on Boards

**[Your City] 2019 Proposal  
Sponsorship Opportunities**

**[ADD COMPANY LOGO or COMPANY NAME]**

**[Date]**

# ABOUT 2020 WOMEN ON BOARDS

**2020 Women on Boards (2020WOB)** is a global education and advocacy campaign committed to building public awareness and momentum toward the goal of achieving at least 20% of all public company board seats to be held by women by the year 2020, the milestone 100<sup>th</sup> anniversary of women's right to vote. Our campaign efforts span nationwide, in more than 30 cities, including three international markets.

The Credit Suisse Research Institute conducted a six-year study reviewing 2,360 global companies. They found "that companies with women directors out performed companies without women directors in return on equity, average growth, and price book value multiples. Companies with at least one-woman director had better share price performance than those companies without women."

In just nine short years, 2020WOB has become a respected global brand name and a formidable advocate for increasing the numbers of women on corporate boards of directors.

# ABOUT 2020 WOMEN ON BOARDS

Our campaign efforts include:

- **ANNUAL RESEARCH & ANALYSIS** – 2020WOB is the go-to resource for tracking progress of the Russell 3000\* companies, which we present in our annual *2020WOB Gender Diversity Index* report. The stats and rankings are available in our Gender Diversity Directory database. <https://www.2020wob.com/companies/2020-gender-diversity-index>
- **PUBLIC AWARENESS CAMPAIGN & FUNDRAISING** – Fundraising through events, workshops and sponsorships sustains our education programs, research and operations. Our signature event, the National Conversation on Board Diversity (NCBD), is held annually in November and draws attendance of 7500+ women and men. This is where we announce our research results each year.
- **EDUCATION/TRAINING** – “Get on Board!” Workshops are intensive seminars for women executives, providing a strategic roadmap and tools to navigate their careers toward board service. We also develop customized in-house corporate programs.

\*The Russell 3000 Index includes the 3,000 largest US-traded stocks which represent about 98% of all US incorporated equity securities.

# NATIONAL PROGRESS HIGHLIGHTS

According to 2020WOB's *Gender Diversity Index* findings, in 2018 only 17.7% of the 2835 board seats on the Russell 3000 were held by women, up from 16.0% in 2017. Still, nearly one-fourth of all Russell 3000 Index companies in the U.S. have NO women directors on their boards.

- On September 30, 2018, California enacted the first law in the country to require at least one woman director on every public company board headquartered in the state by December 31, 2019, and two more by 2021.
- Institutional investors, including the New York State Pension Fund and State Street Global Advisors, recently announced they may vote against directors of corporations that don't have women on their boards.
- BlackRock, with more than \$6 trillion in assets under management, announced it will vote against chairs of nominating/governance committees at boards with fewer than two women directors.
- CalPERS, CalSTRS, 2020WOB, 30% Coalition, and Paradigm for Parity write letters urging CEOs to add women directors to their boards. (NOTE: CalPERS is the California Public Employees' Retirement System and CalSTRS is the California State Teachers' Retirement System.)

# WHY [YOUR COMPANY] SHOULD BECOME A SPONSOR

## COMPETITIVE ADVANTAGE:

- ✓ Create a point of differentiation in the marketplace showing leadership in educating and guiding women toward board service
- ✓ Gender diversity in corporate leadership leads to increased corporate social responsibility as well as sustainability

## BUSINESS DEVELOPMENT:

- ✓ Networking opportunities at nationwide 2020WOB events. Attendees and featured speakers are senior-level executives and very often include CEOs.
- ✓ Point of differentiation for [YOUR COMPANY] to further engage with its executives and industry partners, helping them pursue corporate board seats.
- ✓ 2020 Women on Boards is a 501c3 nonprofit organization. All contributions are tax deductible to the extent allowable by law.

## BRAND & REPUTATION ENHANCEMENT:

- ✓ Enhance recruiting efforts as a "women-friendly" employer, which elevates [YOUR COMPANY] efforts to attract and retain women employees, business partners and shareholders.
- ✓ Build credibility with prospective companies who want to align with companies committed to advancing women.

# NATIONAL CONVERSATION ON BOARD DIVERSITY

Our signature fundraising event, “The National Conversation on Board Diversity” is held annually on a single day in 30+ locations across the country and targeted international cities, having grown from 23 locations in 2018.

This year’s event will be held on **Thursday, November 21<sup>st</sup>, 2019**. We anticipate overall attendance of 7500.

The programming includes:

- ✓ Announcing results of our annual *2020WOB Gender Diversity Index* report.
- ✓ Keynote panelists with CEOs and Corporate Directors of public companies.
- ✓ Corporate Directors provide informal one-on-one coaching at each table.

The November 2018 events drew 5,000+ women and men in attendance. Here are highlights from our program in Los Angeles.

<https://mkobephoto.com/2020-Women-on-boards/>

## 2020 WOMEN ON BOARD CAMPAIGN CITIES

### UNITED STATES:

- Atlanta, GA **new**
- Austin, TX
- Boston, MA (Bentley)
- Charlotte, NC
- Chicago, IL
- Cleveland, OH **new**
- Columbus, OH
- Dallas, TX
- Denver, CO **new**
- Detroit, MI
- Houston, TX **new**
- Indianapolis, IN
- Las Vegas, NV **new**
- Los Angeles, CA
- Miami/Fort Lauderdale, FL
- Milwaukee, WI **new**
- Nashville, TN
- New York, NY
- Oklahoma City, OK
- Orange County, CA
- Phoenix, AZ
- Pittsburgh, PA
- Portland, OR **new**
- Sacramento, CA
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- Tampa Bay, FL
- Washington, DC
- Wilmington, DE **new**

### INTERNATIONAL:

- London, UK
- Mexico City, Mexico
- Hong Kong **new**

# **[Name of city] CAMPAIGN CITY SPONSORSHIP OPPORTUNITIES**

- \$15,000K Platinum Sponsor
- \$10,000K Gold Sponsor
- \$7500 Silver Sponsor
- \$5000 Bronze Sponsor
- \$2500 Super Sponsor
- \$1500 Sponsor



# [Name of city] CAMPAIGN CITY NCBD SPONSORSHIP BENEFITS



Single mkt	Single mkt	Single mkt	Single mkt	Single mkt	Single mkt
PLATINUM \$15K	GOLD \$10K	SILVER \$7500	BRONZE \$5000	SUPER HOST \$2500	HOST \$1500

NATIONAL CONVERSATION ON BOARD DIVERSITY						
Executive featured on panel of speakers	✓					
Host Committee leadership opportunities	✓	✓	✓	✓	✓	✓
Roundtable Director/Coaches	✓	✓				
Executive acknowledged at event	✓	✓	✓			
Tickets to event(s)	20	20	10	10	10	5
Reserved seating position priority	Tier 1	Tier 1	Tier 1	Tier 2	Tier 3	Tier 4
4-color ad in printed program	Half pg	Half pg	Quarter pg	Quarter pg	Headshot	Headshot
CEO bio in printed program	✓					
Logo featured (program, email invite, etc.)	✓	✓	✓	✓	✓	✓
Table tent branding	✓	✓	✓	✓		
MARKETING						
Recognition in social media efforts	✓	✓	✓	✓	✓	✓
Logo featured on website	✓	✓				
"W" companies included in Directory	✓	✓	✓	✓	✓	✓
OPTIONAL A LA CARTE SPONSORSHIPS (Costs not included in above packages)						
Host NCBD Meal or Break or Reception (cost varies by attendance & catering)	✓	✓	✓	✓		
Host NCBD Director/Coach meals	✓	✓	✓	✓	✓	✓

# 2020 WOMEN ON BOARDS LEADERSHIP



**BETSY BERKHEMER-CREDAIRE**  
CEO  
2020 Women on Boards  
**Los Angeles, CA**



**STEPHANIE SONNABEND**  
Co-Founder & Chair  
2020 Women on Boards  
**Sarasota, FL**



**MALLI GERO**  
Co-Founder & Vice Chair  
2020 Women on Boards  
**Boston, MA**

# NATIONAL BOARD OF DIRECTORS



**BRIDGET BAKER**

On the board of GTI and one of the founders of Hulu; retired from NBC Comcast

**Los Angeles, CA**



**STEVEN BOCK**

Co-Founder and Chairman of Swaponz, Inc.; founding Partner and Director of Healthier Cleaning Innovations, LLC.

**Boston, MA**



**TRACEY DOI**

CFO of Toyota USA, on boards of City National Bank and National Asian / Pacific Islander American Chamber of Commerce & Entrepreneurship

**Dallas, TX**

# NATIONAL BOARD OF DIRECTORS



**ROBIN FERRACONE**

CEO/Founder of Farient Advisors;  
board of Trupanion.

**New York, NY & Los Angeles, CA**



**RENEE FRASER, PhD**

CEO/Founder of Fraser  
Communications; on board of  
Girls Inc. and previously  
Volunteers of America.

**Los Angeles, CA**



**SHARON D. GARRETT, PhD**

On the board and Audit Committee of  
Ross Stores.

**Los Angeles, CA**

# NATIONAL BOARD OF DIRECTORS



**BONNIE HILL**

Currently on the board of Banc of California; Previously on Home Depot, Yum Brands and Mohawk Steel.

**Los Angeles, CA**



**JOANNA LAU**

Director, DSW Inc., eBT International Inc., and ITT Educational Services Inc.

**New York, NY**

# NATIONAL BOARD OF DIRECTORS



**JOHN IINO**

Reed Smith's Global Chair,  
Diversity & Inclusion. Chair,  
Board of Councilors for the USC  
Gould School of Law  
**Los Angeles, CA**



**JULIE HILL**

On the boards of Anthem and  
Lord Abbett Family of Funds.  
**Newport Beach, CA**

**Thank you for your consideration!**

*Betsy Berkhemer-Credaire*

[Add your name & contact info]

Betsy Berkhemer-Credaire  
CEO, 2020 Women On Boards  
[Betsy@2020WOB.com](mailto:Betsy@2020WOB.com)  
323-416-2020  
241 S. Figueroa, Suite 300  
Los Angeles, CA 90012