



CORPORATE SALUTE

NOVEMBER 7, 2019

presented by



FOCUSING FORWARD: REBUILDING TRUST IN CORPORATE LEADERSHIP

a conversation about governance, diversity,
and the next financial crisis

with

DAME AMELIA FAWCETT, DBE, CVO

Lead Director, State Street Corporation
Chairman, Standards Board for Alternative Investments

moderated by

SHIRLEY LEUNG

Columnist and Associate Editor, The Boston Globe

with results of

The Boston Club's 2019 Census of Women
Directors & Executive Officers in Massachusetts
100 Largest Public Companies

THE WESTIN COPLEY PLACE HOTEL

Thursday, November 7, 2019

Registration: 7:15am - 7:45am

Breakfast & Program: 7:45 - 9:30am

WHAT IS THE BOSTON CLUB?

Since 1976, The Boston Club has worked to advance women to top leadership positions across all sectors of the economic landscape. The Boston Club's 700 members are women who hold corporate or nonprofit senior leadership positions. Our core belief is that more women in significant and visible leadership roles will mean better business performance and strengthened economic health in our communities.

WHAT IS THE CLUB'S MAJOR MISSION?

One of The Boston Club's primary initiatives is to increase the participation of women on corporate and nonprofit boards of directors. We work with corporations and nonprofit organizations of all sizes to identify qualified women candidates. To date, we have played a major role in the placement of over 100 women on corporate boards and over 200 women on nonprofit boards.

WHAT IS THE CORPORATE SALUTE?

The Boston Club recognizes Massachusetts public companies with women on their boards of directors, and addresses topics of timely interest to regional business leaders. We'll also announce results of The Boston Club's 2019 Census of Women Directors & Executive Officers of Massachusetts Public Companies. This event brings together the area's top business executives, professionals and entrepreneurs and highlights their support for advancing women's leadership. A portion of the event's proceeds will benefit the Corporate Board Program, a professional service provided by The Boston Club to corporations seeking high potential women board members.

WHAT IS THE TYPICAL AUDIENCE AT THE BOSTON CLUB'S CORPORATE SALUTE?

A typical audience includes 600+ business leaders from diverse industries. Generally over 200 companies are represented and the average attendee is 39-59 years old. Eighty percent (80%) are women from the typical Boston Club profile referenced above as well as other leaders from their respective organizations, industries and communities.

WHY SHOULD YOUR COMPANY SPONSOR THE CORPORATE SALUTE?

Support of the Corporate Salute places your company, products and services directly in front of a significant audience of CEOs, senior executives, and the companies and boards they run. The women in this audience are responsible for over 80% of all purchases of goods and services in our local economy; this provides you with an opportunity to showcase your organization. The Salute celebrates the many women The Boston Club has placed on corporate boards, the men who recognize the value of their contributions, and the fact that the Club is one of the most influential board "recruiters" in the region.

WHAT TYPES OF MARKETING OPPORTUNITIES EXIST?

Marketing opportunities include all media releases, marketing and promotional materials, advertising in event programs, on-site signage, VIP seating, web posting and hyperlinks.

ARE ANY OF THE SALUTE PROCEEDS DEDICATED TO A SPECIFIC CAUSE?

A portion of the event's proceeds will benefit the Corporate Board Program, a professional service provided by The Boston Club to corporations seeking high potential women board members.



CORPORATE SALUTE SPONSORS HAVE INCLUDED:

American Tower Corporation
 Blue Cross Blue Shield of Massachusetts
 Boston Private Bank & Trust
 Cabot Corporation
 Cambridge Trust Company
 EMD Serono
 Deloitte and Touche LLP
 Ernst & Young LLP
 Fiduciary Trust Company
 Harvard Pilgrim Health Care
 Keds
 Krokidas & Bluestein, LLP
 Liberty Mutual Group
 New England Development
 Northeast Utilities
 Old Mutual Asset Management
 PTC
 Raytheon
 Shire
 State Street Corporation
 The TJX Companies
 Vertex Pharmaceuticals, Inc.
 Waters Corporation

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$15,000

- Event named "The Boston Club Corporate Salute presented by (Company Name)"
- Inclusion as Presenting Sponsor in all media releases
- Two (2) VIP tables of 10 (20 tickets)
- One (1) additional ticket for your CEO with a seat at the Speaker table
- Four (4) complimentary one-year (new) Memberships to The Boston Club for qualified colleagues
- Recognition by The Boston Club President from the Podium
- Opportunity to provide content for one issue of The Boston Club's members-only newsletter
- Six (6) posts on all The Boston Club's social media platforms highlighting sponsorship
- Linked logo posted on The Boston Club website for one year
- Company logo listed in event print & electronic materials*
- Opportunity to display/distribute marketing materials with on-site signage
- Opportunity for Presenting sponsor exclusivity (+\$10,000)

Supporting Sponsor \$10,000

- One (1) VIP table of 10
- Two (2) complimentary one-year (new) Memberships to The Boston Club for qualified colleagues
- Recognition by The Boston Club President from the podium
- Four (4) posts on all The Boston Club's social media platforms highlighting sponsorship
- Linked logo posted on The Boston Club website for one year
- Company logo listed in event print & electronic materials*
- Opportunity to display/distribute marketing materials with on-site signage

Contributing Sponsor \$5,000

- One (1) table of 10 with preferred seating
- Recognition by The Boston Club President from the podium
- Linked logo posted on The Boston Club website for six months
- Company logo listed in event program*
- Opportunity to display/distribute marketing materials with on-site signage

Table Sponsor \$3,000

- One (1) table of 10
- Linked logo posted on The Boston Club website for 30 days
- Company name listed in event program*

Civic Sponsor \$1,000

- Two (2) tickets
- Company name listed in event program*

*Print deadline is October 15, 2019

