



**2025**

**MEDIA AND  
SPONSORSHIP KIT**

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## PARTNERSHIP, SPONSORSHIP, AND ADVERTISING CONTACT

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# NACD Mission and Vision

## OUR MISSION

We empower directors and transform boards to be future ready.

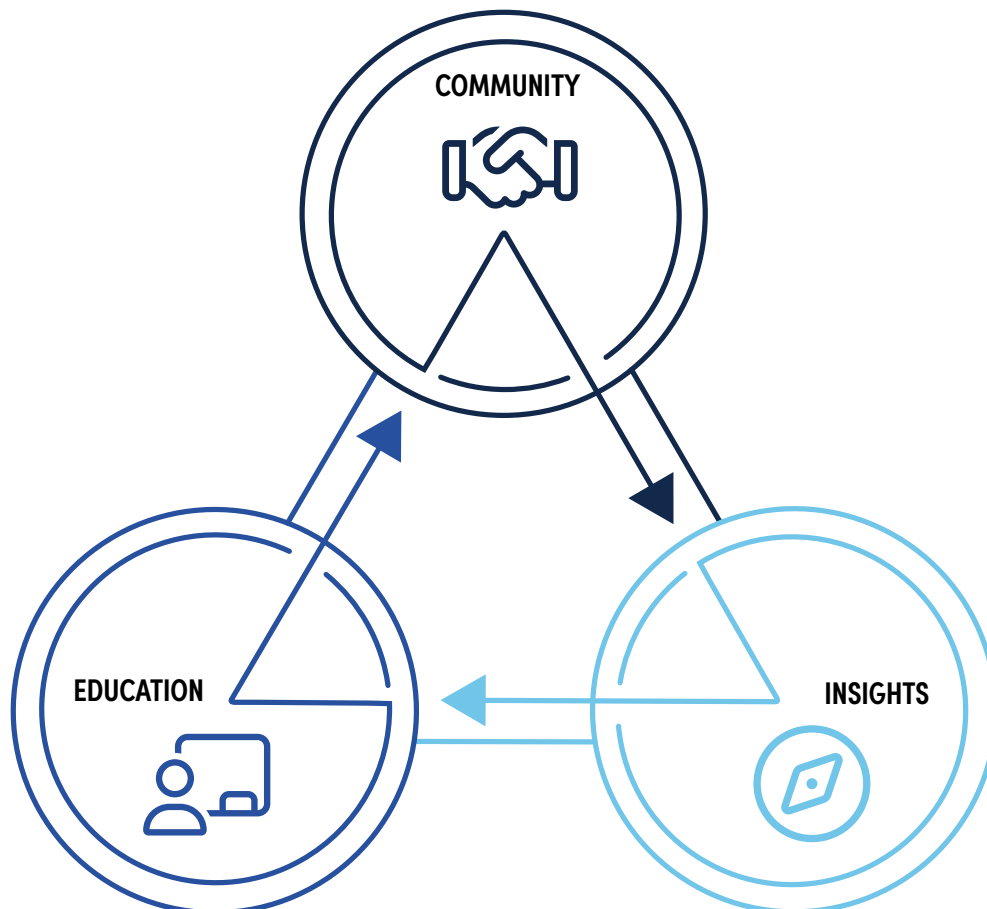
## OUR VISION

Corporate boards are recognized as trusted catalysts of economic change in business and in the communities they serve.

## WHAT WE DO

NACD is the most trusted association for board directors. For more than 45 years, we have helped leaders build successful companies that make a difference in the world. Our 24,000+ members are leaders who serve on corporate boards.

Our trusted resources and dedication to partnering, innovation, and education empower directors and transform boards to stay on the leading edge of corporate governance.



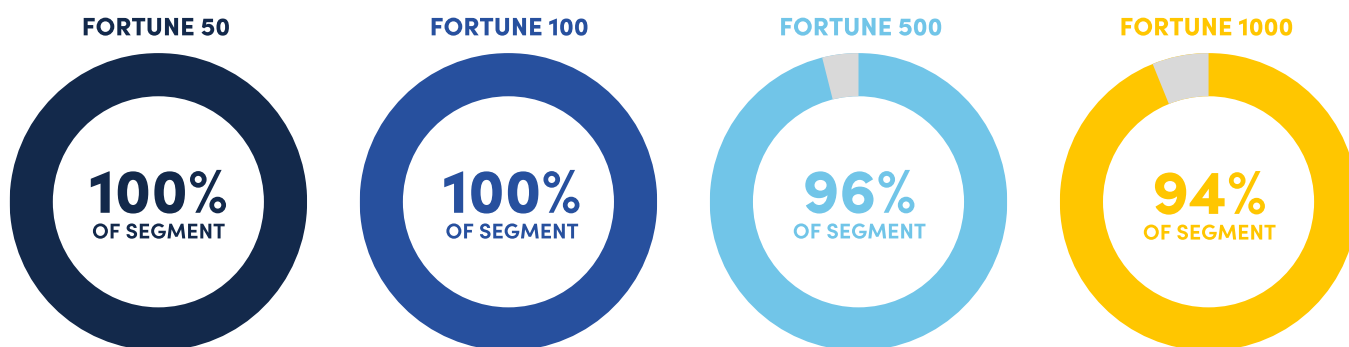
# Meet Our Members

NACD membership comprises more than 24,000 corporate directors. Our members represent 94 percent of the Fortune 1000 and the full spectrum of industries and services.

## NACD Members

# 24K+ ACTIVE DIRECTORS

### NACD Members Include\*



\*Fortune 1000 companies with NACD members serving on the board of directors as of September 2024.

## PARTNER WITH NACD

The full portfolio of NACD content reaches far and wide, engaging our growing member community of 24,000+ corporate directors. We welcome partners who bring distinct perspectives and expertise that meaningfully contribute to our mission of building better boards and empowering directors. In this prospectus, we outline

specific opportunities that will help partners showcase their expertise and experience to our members. While this prospectus highlights specific opportunities, we can collaborate with you to create a customized package that aligns with your unique needs.



# NACD Directors Summit™

OCT. 12-15, 2025

GAYLORD NATIONAL RESORT & CONVENTION CENTER

WASHINGTON, DC, AREA







The [NACD Directors Summit](#) is the most influential must-attend conference for all directors, consistently attracting an audience of 1,500 leaders and continuous learners. This flagship event brings together governance trailblazers to shape the future of boardrooms by delivering cutting-edge insights from high-caliber speakers, tailored learning tracks that address directors' specific interests and experience, future-focused programming, interactive workshops, unmatched networking opportunities with industry leaders, and a dynamic exhibit hall.

## SPONSORSHIP OPPORTUNITIES

### 90-Minute Workshop Leader: \$60,000

Design and lead a 90-minute workshop as a thought leader on a topic related to your governance expertise. Each session may have approximately 200 in-person attendees.

### 90-Minute Roundtable Leader: \$30,000

Design and lead a 90-minute roundtable as a thought leader on a topic related to your governance expertise. Each session may have approximately 200 in-person attendees.

### NACD Directors Summit Session Leader, Sponsor, and Insight Hub Booth: \$60,000

Design and lead a one-hour, concurrent session on a topic related to your governance expertise. Each session may have approximately 200 in-person attendees.

This package includes a booth in the Insight Hub at the 2025 NACD Directors Summit. Sponsorship of the event and your company's name or logo will appear on the event website, on video screens at the Summit, and in the event app.

### NACD Directors Summit Speaker, Sponsor, and Insight Hub Booth: \$50,000

Have a speaker participate on a concurrent session panel as an expert alongside director speakers and other governance professionals. Each session may have approximately 200 in-person attendees.

This package includes a booth in the Insight Hub at the 2025 NACD Directors Summit. Sponsorship of the event and your company's name or logo will appear on the event website, on video screens at the Summit, and in the event app.

**NACD Directors Summit Speaker and Sponsor, No Booth: \$40,000**

Have a speaker participate on a concurrent session panel as an expert alongside director speakers and other governance professionals. Each session may have approximately 200 in-person attendees.

Sponsorship of the event and your company’s name or logo will appear on the event website, on video screens at the Summit, and in the event app.

**BRANDING PACKAGES**

The NACD Directors Summit offers numerous opportunities to reach the NACD member audience through advertising, branding, and sponsorship of experiential offerings. These opportunities range from \$5,000 to \$50,000. Below are examples of the available packages.

	\$50,000	\$25,000
Sponsor a breakfast.	✓	✓
Sponsor a coffee break.	✓	✓
Sponsor an interactive experience.	✓	✓
Sponsor a conference bag.	✓	✓
Place your logo on video boards at Summit.	✓	✓
Operate a 10’ x 10’ booth in the NACD Directors Summit Insight Hub.	✓	

**NACD Directors Summit Insight Hub Booth: \$35,000**

Operate a 10’ x 10’ booth in our Insight Hub area at the 2025 NACD Directors Summit. The package includes two Insight Hub passes to operate the booth.





# NACD Premium Member Events





## LEADING MINDS

### Six programs in 2025

NACD’s Leading Minds programs are complimentary half- to full-day programs that feature thought leaders discussing a variety of governance subjects. Leading Minds is intended for 80–120 board directors who are NACD members. Leading Minds programs will be offered in person six times in 2025, with locations to be determined. Subjects covered during previous events include cybersecurity, CEO succession, sustainability, shareholder activism, mergers and acquisitions, audit matters, and compensation.

Four to eight thought leader speaking opportunities are available at each Leading Minds program. Pricing includes registration for the speaker plus one additional registration, sponsorship of the event (your company mentioned in event marketing), lunch with a table designated for your speaker, and a networking event.

## BATTLEFIELD TO BOARDROOM

### Q1 2025, NACD Headquarters

Battlefield to Boardroom is an exclusive two-day board-development program designed to prepare 20–40 retired and soon-to- retire military flag and general officers to serve in the boardroom and deepen the knowledge of those already serving on boards. Topics range from boardroom basics to more-complex issues such as strategy, oversight, and shareholder engagement, as well as how to position military service to attract attention from recruiters and board directors. Attendees will learn from fellow retired military flag and general officers-turned-boardroom leaders, leading directors, and governance professionals in a small, personal setting, ideal for fostering connections with peers and mentors.

## SPONSORSHIP OPPORTUNITIES

### Leading Minds

- ▶ Serve as a main stage thought leader and speaker at a Leading Minds program: \$30,000

### Battlefield to Boardroom

- ▶ Participate as a speaker during a session module: \$7,500
- ▶ Sponsor a reception: \$5,000
- ▶ Sponsor a breakfast conversation: \$3,000
- ▶ Sponsor a kiosk, pull-up banner, or demo area: \$2,500



## SPONSORSHIP OPPORTUNITIES

### Fortune 500 Special Events

- ▶ Sponsor a dinner attended by 30–40 Fortune 500 board members who attend an NACD Fortune 500 special event: \$15,000

### Industry Roundtables

- ▶ Serve as a thought leader and speaker at an Industry Roundtable event: \$30,000

## FORTUNE 500 SPECIAL EVENTS

With the growth of NACD membership across Fortune 500 company boards, NACD is launching a limited number of events for Fortune 500 board members throughout 2025. These events will be experiential in nature and designed around critical themes for the Fortune 500, leveraging NACD's unique relationships across Washington, DC, and the business ecosystem. Examples include the Cybersecurity and Infrastructure Security Agency-US Secret Service Cybersecurity Board Director Academy and sessions designed around geopolitics, US Securities and Exchange Commission engagement, and more.

## INDUSTRY ROUNDTABLES

### Six programs in 2025 primarily offered in Washington, DC, and New York City

NACD offers Industry Roundtables to bring together members to discuss governance topics within a common industry. Each program runs about five hours, is in person, and can expect about 30 board directors who are NACD members to attend. There will be six Industry Roundtables offered in 2025, which will cover banking, health care, manufacturing, private companies, and other industries. Subjects to be covered may include cybersecurity, CEO succession, sustainability, audit issues, and compensation.

There are three sponsored speaking opportunities for governance thought leaders at each Industry Roundtable. Pricing includes sponsorship of the event (your company mentioned in event marketing), leadership of a one-hour conversation in the subject area of your expertise, and registration for up to two people to attend the Industry Roundtable. Each roundtable has a lunch and a networking event.

## LUNCH & LEARNS

Lunch & Learns offer the opportunity for a thought leader to have an intimate, 90-minute conversation with 20 NACD board director members over lunch. Lunch & Learns can be held in a mutually agreeable major city on a mutually agreeable date. Pricing includes the attendance of one speaker and one other participant, leadership of a discussion with attending directors, and sponsorship of the lunch with accompanying marketing. This can also be done as a dinner event. Speakers can share their expertise and learn from the directors who attend.

## WEBINARS

### Monthly, virtual

NACD offers opportunities for partners to present to NACD members via webinars. Each webinar is attended by approximately 400 NACD members. Many subjects are available to be covered, and partners can also take part in the NACD Private Company Governance Learning Series, a group of virtual events that cover different private company-specific boardroom topics throughout the year.

## SPONSORSHIP OPPORTUNITIES

### Lunch & Learns

- ▶ Serve as a thought leader and speaker on a subject matter to be covered during a Lunch & Learn: \$25,000
- ▶ Sponsor and plan your own Lunch & Learn with NACD inviting members to attend: \$15,000

### Webinars

- ▶ Sponsor and lead a webinar: \$25,000
- ▶ Participate as a speaker for NACD's Private Company Governance Learning Series: \$10,000



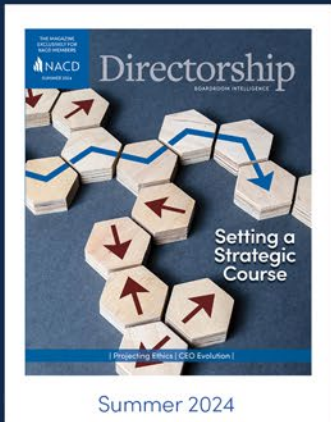
Fall 2023



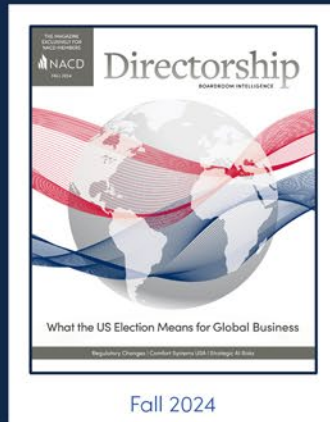
Winter 2024



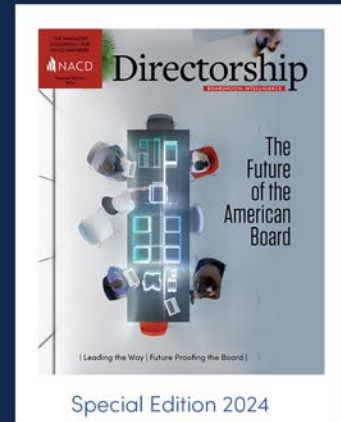
Spring 2024



Summer 2024



Fall 2024



Special Edition 2024

# Directorship<sup>®</sup> Magazine

QUARTERLY

NACDONLINE.ORG AND IN PRINT

Directorship  
BOARDROOM INTELLIGENCE



The **official magazine** exclusively for NACD members delivers the most impactful and compelling analysis, analytics, and expert insights through stories in print and online.

## FEATURES

*Directorship* magazine's features provide in-depth explorations of issues at the forefront of directors' minds. Themes include leadership; innovation; the impact of technology; talent management; and the social, business, geopolitical, and emerging risks most likely to impact boardrooms.

## SPONSORSHIP OPPORTUNITIES

### Boardroom Guide: \$20,000

These feature-length (4–6 page) editorial packages provide in-depth explorations of some of the thorniest issues facing directors today, such as understanding the business implications of artificial intelligence, navigating the complicated world of stakeholder communications, or deciding how to approach CEO succession and compensation.

### Director Advisory: \$5,000 (one page)–\$8,000 (two pages)

These one- or two-page articles offer a brief look at the key information, considerations, or updates boards should know about a given topic. Themes include audit committee matters, cyber-risk oversight, internal investigations, and private company governance.

### Special Supplement: \$20,000 + printing costs

Special supplements accompany a magazine issue and focus on specific issues impacting directors today. Supplements are delivered in print or digital-only formats. A topic-focused supplement can help educate directors in a more in-depth and targeted way on specific subjects that are important to boards. Popular supplements have focused on risk oversight and diversity, equity, and inclusion.



## 2025 EDITORIAL CALENDAR

Issue	In this Issue	Content Due	Ad Reservation Due	Ad Artwork Due	Mail Date
<b>Spring 2025</b>	Shareholder Activism Boardroom Burnout	1/23/2025	1/24/2025	1/31/2025	3/17/2025
<b>Summer 2025</b>	Building the Right Board in an Evolving Environment Increasing Committee Effectiveness	3/10/2025	4/23/2025	4/30/2025	6/13/2025
<b>Fall 2025</b>	The Board-C-suite Relationship AI and Cybersecurity	6/6/2025	7/22/2025	7/29/2025	9/15/2025
<b>Winter 2026</b>	Awards Issue: D100 and DE&I Awards Winners	9/3/2025	10/20/2025	10/24/2025	12/5/2025

## PRINT AD SPECIFICATIONS

### Mechanical Requirements

**Printing:** Web Offset

**Binding:** Perfect Bound

**Final Trim Size:** Width 9" x Height 10<sup>7/8</sup>"

**Live Area** 8<sup>5/8</sup>" x 10<sup>1/2</sup>" (3/8" from trim)

### Submission Information

Files must be high-resolution PDFs. Please include all images at 300 dpi or higher. Convert all PMS colors to their CMYK equivalents—no RGB or spot colors.

Ad Size	Pricing	Trim	Non-Bleed	Bleed
2-page spread	\$13,500	18" x 10 <sup>7/8</sup> "	17 <sup>1/2</sup> " x 10 <sup>3/8</sup> "	18 <sup>1/2</sup> " x 11 <sup>1/8</sup> "
2-page spread 4x	\$12,000 each			
Single page	\$7,500	9" x 10 <sup>7/8</sup> "	8 <sup>1/2</sup> " x 10 <sup>3/8</sup> "	9 <sup>1/4</sup> " x 11 <sup>1/8</sup> "
Single page 4x	\$6,750 each			
1/2 page (vertical)	\$5,000	4 <sup>1/2</sup> " x 10 <sup>7/8</sup> "	4" x 10 <sup>3/8</sup> "	4 <sup>5/8</sup> " x 11 <sup>1/8</sup> "
1/2 page (horizontal)	\$5,000	9" x 5 <sup>7/16</sup> "	8 <sup>1/2</sup> " x 5 <sup>1/8</sup> "	9 <sup>1/4</sup> " x 5 <sup>5/8</sup> "
1/2 page 4x	\$4,500 each			

### Belly Band: \$5,000

**Width:** Approx. 19<sup>1/4</sup>" (this will vary based on the size of the issue)

**Height:** Minimum 4"

### Supplements

**Dimensions:** Standard sizes up to 9" x 10<sup>7/8</sup>"

**Paper Weights:** Up to 70 lb. Heavier pieces or nonstandard sizes will be priced individually.



# *Directorship* Digital Assets

*DIRECTORSHIP* ONLINE,  
*BOARDVISION*<sup>™</sup> PODCAST,  
AND SPECIAL DIGITAL *DIRECTORSHIP* EDITION



## DIRECTORSHIP ONLINE

Weekly, [NACDOnline.org](https://nacdonline.org)

**[Directorship Online](#)** is a leading thought leadership forum for corporate directors and subject-matter experts to publish online articles on emerging and continuing trends in the corporate governance domain. Published articles are shared with our members via *NACD Directors Daily*<sup>®</sup>, across our website, and on other digital platforms as appropriate, and they are available to all governance enthusiasts, including nonmembers.

Available on the NACD website, *Directorship Online* is a great way to engage readers. Contributions must be exclusive to *Directorship Online* (original work not previously published). Submissions should be between 700 and 900 words in length.

## BOARDVISION PODCAST

Monthly, [NACDOnline.org](https://nacdonline.org) and podcast platforms

**[BoardVision](#)** is a monthly podcast that engages directors and the business community on the most significant issues facing corporate boards today and helps prepare them for the future. It is among the top 25 percent of the most listened-to podcasts on many platforms.

In each podcast episode, NACD speaks with board leaders and governance experts to find out what it means to be a director and how boards can help their organizations to be resilient in the face of the unknown. *BoardVision* is available to the public, and new episodes will be shared with our members via *NACD Directors Daily* and on other digital platforms as appropriate.

## SPECIAL DIGITAL DIRECTORSHIP EDITION

*Directorship* will publish one special compilation of digital-first articles on a given topic, such as artificial intelligence, cybersecurity, climate risk, or another area of focus. Partners are invited to contribute their expertise by crafting an article on the given topic, to be selected by the *Directorship* team. Published articles will be shared with our members via *NACD Directors Daily* and nonmembers across our website and on social media.

## SPONSORSHIP OPPORTUNITIES

### **[Directorship Online Thought Leadership](#)**

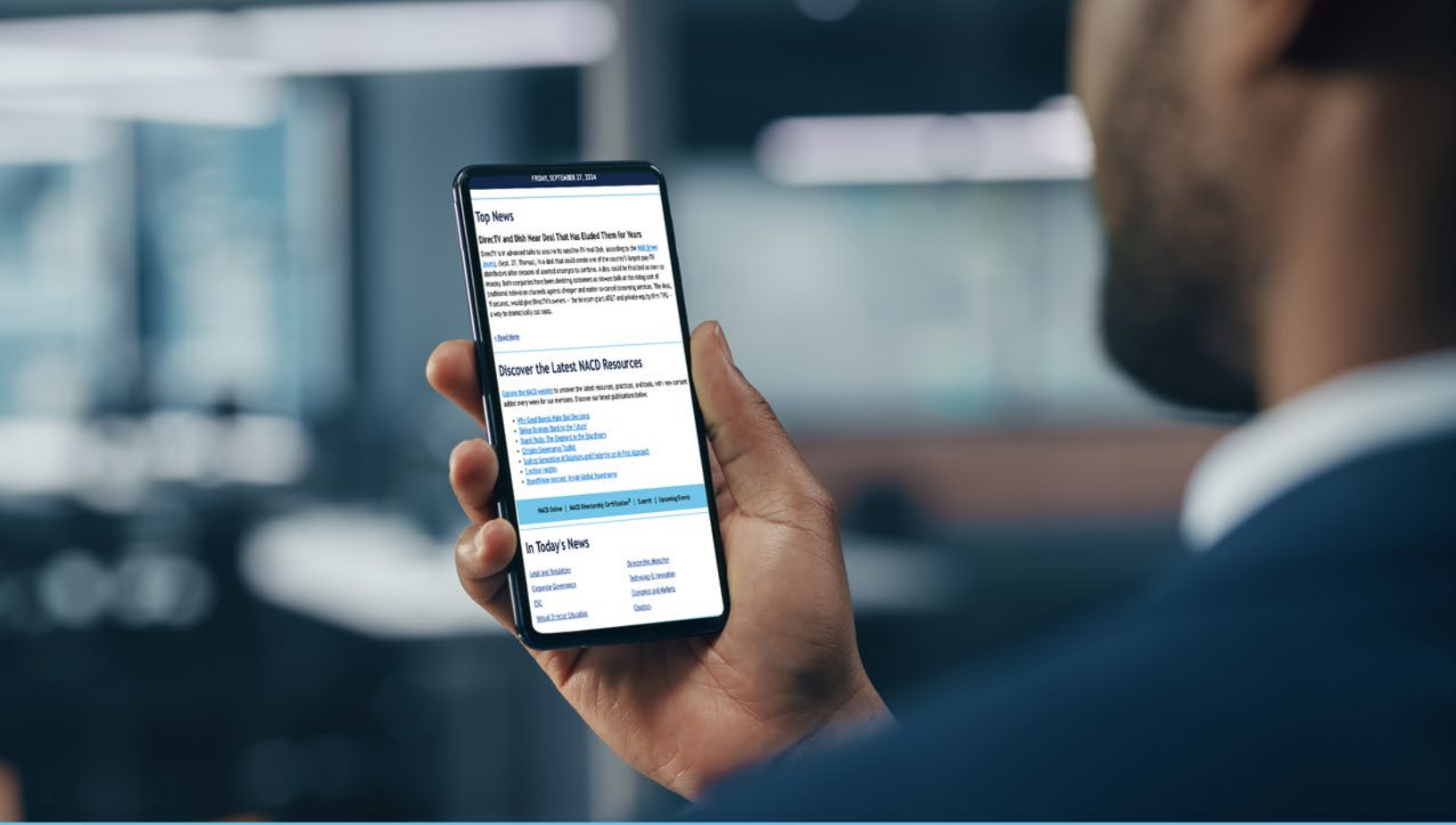
- ▶ Author an online article: \$3,000
- ▶ Author a series of three online articles over the course of three weeks: \$7,500

### **[BoardVision](#)**

- ▶ Promote your business with an audio stitch: \$995
  - ▷ Ad specifications: Submit a finished 30-second audio recording to NACD to be included in an episode.
- ▶ Serve as a speaker guest on an episode of the podcast: \$8,000

### **[Special Digital Directorship Edition](#)**

- ▶ Write an article on the given topic, to be included in the digital compilation: \$4,000



# e-Newsletters and Reports

## NACD DIRECTORS DAILY®

### Every weekday, email

*NACD Directors Daily*, delivered each business morning, is a bulletin that keeps corporate directors up to date with the most relevant news developments related to corporate governance, finance, regulatory and legal policy, strategy, risk, and more by summarizing and linking to director-centric news stories and insights. *NACD Directors Daily* is an exclusive NACD member benefit and has a circulation of more than 24,000 corporate directors.

## PRIVATE COMPANY DIRECTORSHIP™

### Biweekly, email

*Private Company Directorship* is a popular biweekly electronic newsletter that aims to educate readers on topics of interest to private companies and their boards. This e-newsletter focuses on issues that are important to private company board directors. It has a circulation of more than 72,000 NACD members and nonmembers.

## NEWSLETTER SPONSORSHIP OPPORTUNITIES

### *NACD Directors Daily*

- ▶ Promote your business with an advertisement in this daily publication: \$10,000
  - ▷ Ad specifications: 300 px x 250 px with a headline and description of roughly 50 words or less (showcase)
- ▶ Promote your business with a banner advertisement that appears in this daily publication once per week: \$100,000

### *Private Company Directorship*

- ▶ Promote your business with an ad or contribute an article to run in the newsletter: \$5,000
  - ▷ Ad specifications: 620 px wide x 150 px high with a hyperlink to your company website

## THE GOVERNANCE OUTLOOK REPORT

### Q4 2025, NACDonline.org

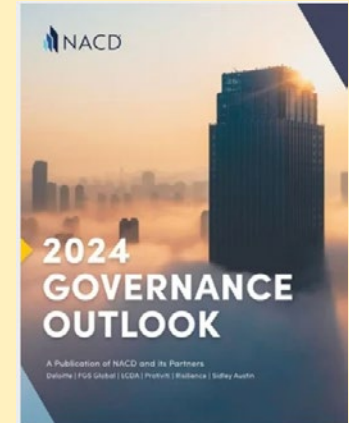
One of NACD's most popular reports, this annual publication provides corporate directors and senior executives with a forward-looking view of major business and governance issues for the year ahead.

This digital-only report is issued in mid-December and is available to NACD members and nonmembers on the NACD website. The report is widely promoted in the *NACD Directors Daily* e-newsletter, on social media, and across the NACD website. The report remains available throughout the year.

### JOINT RESEARCH REPORT (CUSTOMIZED OFFERING)

NACD collaborates with partners to codevelop research-based insights and reports focusing on critical board governance topics. Reports may focus on effective board practices or oversight of evolving issues, including technology, board effectiveness, strategy, and human capital, and can vary in format: Boardroom Tools (2–3 pages), Director Essentials (6–12 pages), Handbooks (20-plus pages), or bespoke, cobranded white papers.

Codeveloped research reports are provided to all NACD members and, occasionally, nonmembers through the NACD website and are also promoted on social media, in the *NACD Directors Daily* e-newsletter, and across other NACD offerings. Pricing varies based on format. Please contact [partnerships@nacdonline.org](mailto:partnerships@nacdonline.org) for more information.



### SPONSORED THOUGHT LEADERSHIP IN THE GOVERNANCE OUTLOOK REPORT

- ▶ Author an article (estimated 1,500–1,800 words) on a subject matter selected in collaboration with the NACD content team: \$12,000





# NACD Directorship 100™ Awards Gala

DEC. 11, 2025  
NEW YORK CITY

 **NACD**  
DIRECTORSHIP 100™



The annual [NACD Directorship 100 Awards](#) celebrate and recognize the most influential directors and leaders in the corporate governance community who have demonstrated excellence in the boardroom through innovation, courage, and integrity. The 2025 NACD Directorship 100 Gala will honor these directors and governance professionals in New York City in December 2025.

## SPONSORSHIP OPPORTUNITIES

NACD Directorship 100 Gala Silver Sponsor: \$25,000

Program Book Congratulatory Ad: \$10,000

Promote your business or honor an award recipient with a full-page, color ad in the event program book.



Table Packages	Diamond \$50,000	Platinum \$45,000	Gold \$35,000	Silver \$25,000	Table Sponsor \$15,000
Two corporate dinner tables with your company logo (seating for 10 at each)	✓ with priority seating	✓ with priority seating			
One corporate dinner table with your company logo (seating for 10)			✓ with priority seating	✓	✓
One full-page, color, business or congratulatory ad in the event program book	✓	✓	✓	✓	
One full-page, color, business or congratulatory ad in <i>Directorship</i> magazine	✓	✓	✓		
Two banner advertisements in a 2025 issue of the <i>Private Company Directorship</i> e-newsletter	✓				
One banner advertisement in a 2025 issue of the <i>Private Company Directorship</i> e-newsletter		✓	✓		
Your company logo displayed on the NACD Directorship 100 website before, during, and after the event	✓	✓	✓	✓	✓
Your company name or logo shown on screens at the event	✓	✓	✓	✓	✓
Your company name listed in the event program book	✓	✓	✓	✓	✓

For more information about advertising, sponsorship, and thought-leadership opportunities, contact [partnerships@nacdonline.org](mailto:partnerships@nacdonline.org).



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