



 2026

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.

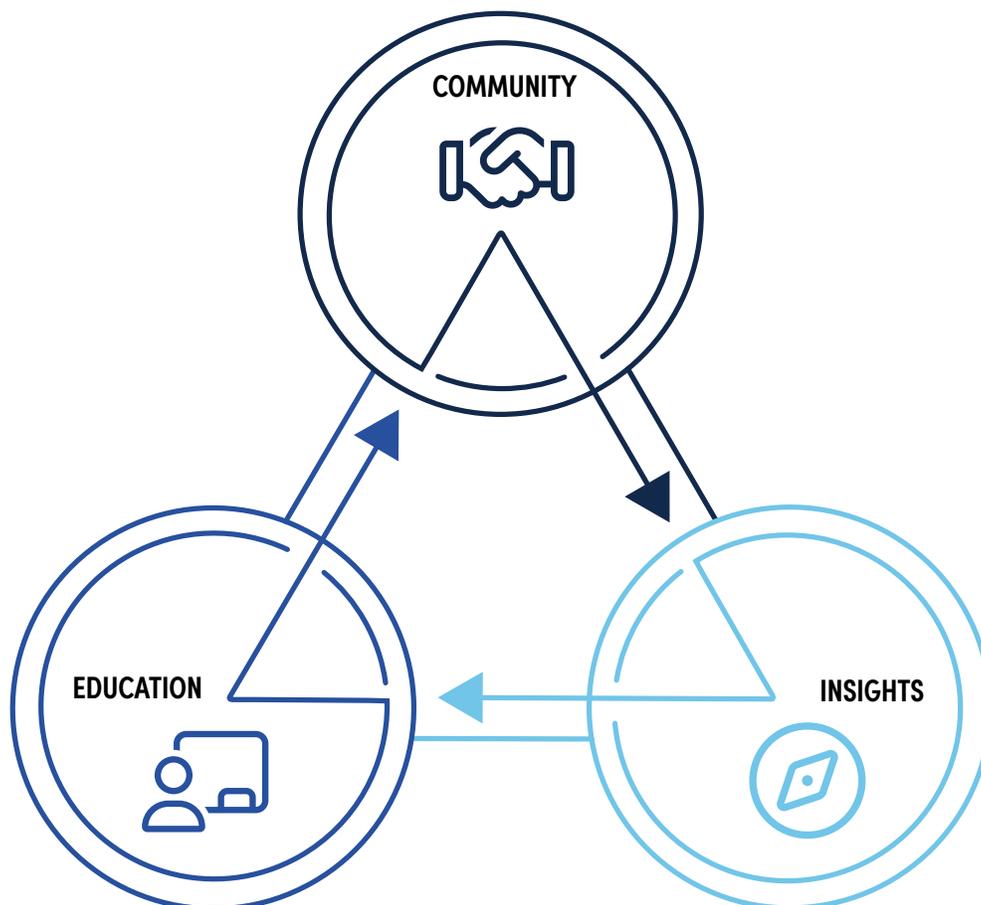
## OUR VISION

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.



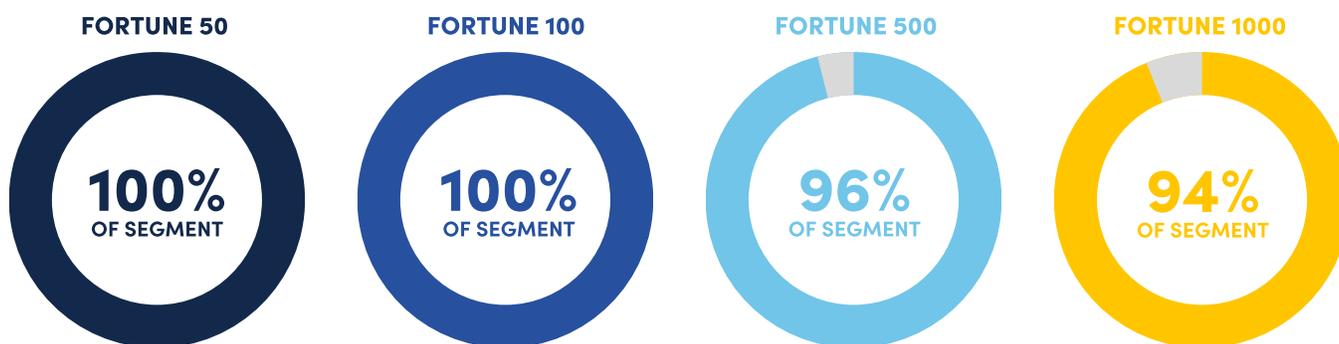
# Meet Our Members

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. 11-14, 2026  
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 1,700 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: \$60,000

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, 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: \$50,000

Design and lead a one-hour concurrent session with ~200 NACD members attending.

### NACD Directors Summit Speaker: \$40,000

Be a speaker on a panel of a concurrent session designed by NACD with ~200 NACD members attending.

Both options include sponsorship of the NACD Directors Summit with your logo displayed onsite, on the event app, and on the Summit webpage.

### NACD Directors Summit Insight Hub Booth: \$10,000

Eleventh in our Insight Hub area at the 2026 NACD Directors Summit. The package includes two Insight Hub passes to operate the booth.

## 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.



# NACD Premium Member Events



## SPONSORSHIP OPPORTUNITIES

### Leading Minds

- ▶ Serve as a main stage thought leader and speaker at a Leading Minds program: \$35,000

### 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

## LEADING MINDS

### Six programs in 2026

NACD's Leading Minds program has become one of our most popular in-person programs for NACD members with about 100 NACD members attending each Leading Minds program. Each program offers speaking opportunities for Partners/Sponsors on four different governance topics at each program. Each program has a panel of experts, a lunch, and a networking happy hour.

Sponsorship includes a speaking role and registration for up to two additional people to attend. Locations and dates of Leading Minds programs for 2026 can be found below.

## BATTLEFIELD TO BOARDROOM

### Q1 2026, 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 officers-turned-boardroom leaders, leading directors, and governance professionals in a small, personal setting, ideal for fostering connections with peers and mentors.

## 2026 LEADING MINDS

Leading Minds	Date	Location
Leading Minds	March 11	Buckhead Club, Atlanta, GA
Leading Minds	May 7	Denver, CO
Leading Minds	July 22	Belleview Club, Seattle, WA
Leading Minds	September 22	Boston, MA
Leading Minds	November 17	Lauderdale Yacht Club in Ft. Lauderdale
Leading Minds	December	New York City



## 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 2026. 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 2026 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 2026, covering banking, energy, manufacturing, private companies, and family-owned companies. 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.

## 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: \$50,000

### Industry Roundtables

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

## 2026 INDUSTRY ROUNDTABLES

Roundtable	Date	Location
Industry Roundtable: Banking	<del>June 24</del> <b>SOLD</b>	NYC Yale Club
Industry Roundtable: Energy, Oil & Gas	June 23rd	NACD HQ, Arlington, VA
Industry Roundtable: Manufacturing	June	NACD HQ, Arlington, VA
Industry Roundtable: Private Company	September	NACD HQ, Arlington, VA
Industry Roundtable: Family Owned	September	NACD HQ, Arlington, VA
Industry Roundtable: Pharma/HC	September 16th	TBA
Industry Roundtable: Consumer	September 17th	TBA

## 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.

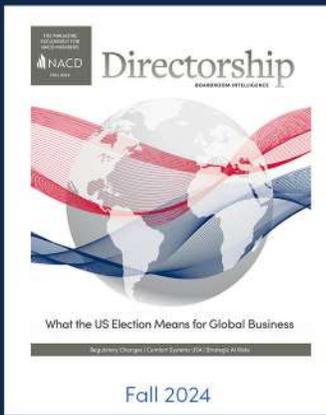
## SPONSORSHIP OPPORTUNITIES

### Lunch & Learns

- ▶ Serve as a thought leader and speaker on a subject 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

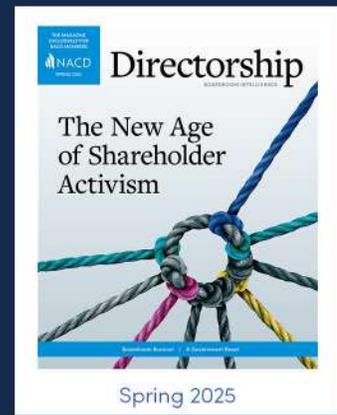
- ▶ Sponsor and lead a webinar: \$25,000
- ▶ Participate as a speaker for the NACD's Private Company Governance Learning Series: \$10,000



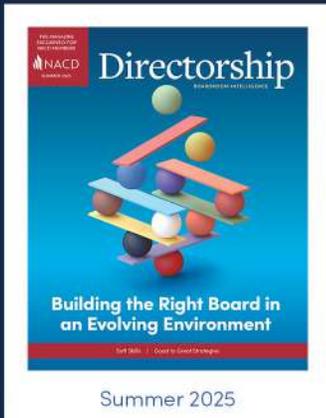
Fall 2024



Winter 2025



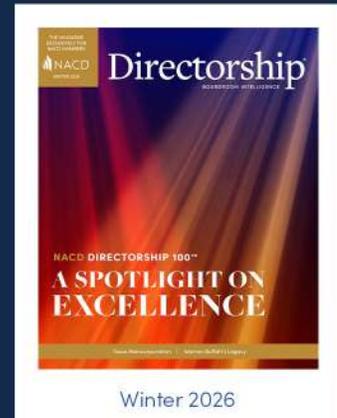
Spring 2025



Summer 2025



Fall 2025



Winter 2026

# Directorship<sup>®</sup> Magazine

QUARTERLY  
NACDONLINE.ORG AND IN PRINT

Directorship<sup>®</sup>  
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, including AI; talent management; and the business, geopolitical, and emerging risks most likely to impact boardrooms.

## SPONSORSHIP OPPORTUNITIES

### Boardroom Guide: \$20,000

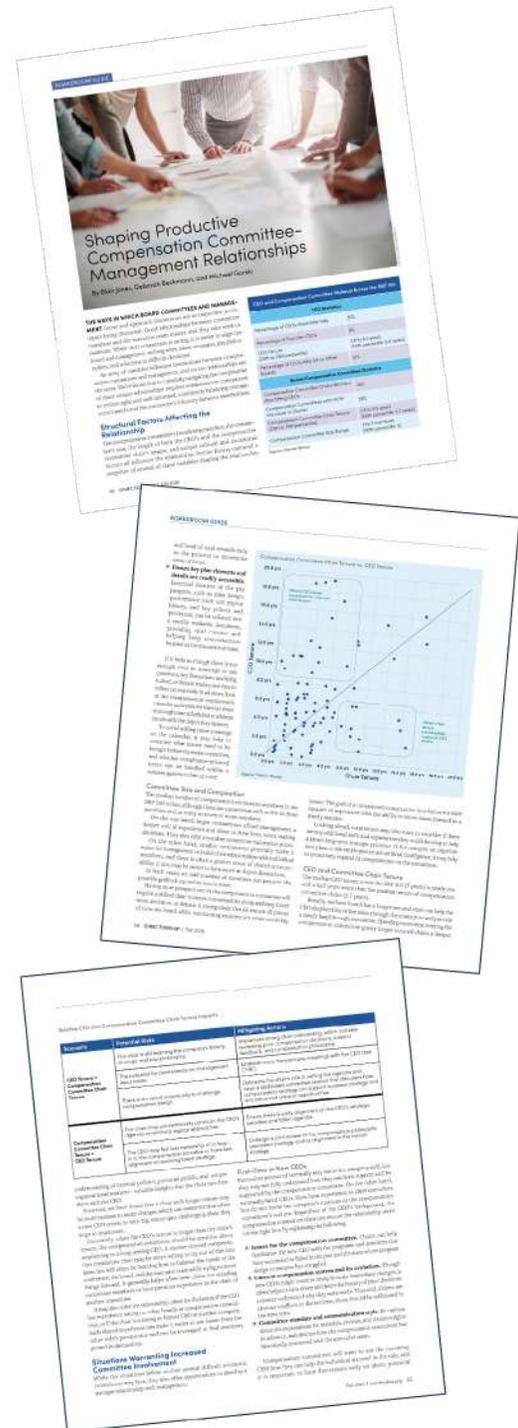
These feature-length (4–6 page) editorial packages provide in-depth explorations of some of the thorniest issues facing directors, such as understanding the business implications of AI, navigating stakeholder communications, or deciding how to approach CEO succession and compensation.

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

These one- or two-page articles offer a brief look at the key considerations or updates boards should know about a given topic. Past themes have included 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 currently impacting directors. 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, such as risk oversight, that are important to boards.



## 2026 EDITORIAL CALENDAR

Issue	In this Issue	Content Due	Ad Reservation Due	Ad Artwork Due	Mail Date
<b>Spring 2026</b>	Workforce Challenges Private Company Oversight	1/12/2026	1/23/2026	1/30/2026	3/16/2026
<b>Summer 2026</b>	Corporate Purpose Alternative Paths to Growth	3/9/2026	4/22/2026	4/29/2026	6/12/2026
<b>Fall 2026</b>	NACD Blue Ribbon Commission Report Emerging Technology	6/5/2026	7/20/2026	7/27/2026	9/14/2026
<b>Winter 2027</b>	NACD Directorship 100 Awards Board-Investor Relationship	8/31/2026	10/19/2026	10/22/2026	12/4/2026

## 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

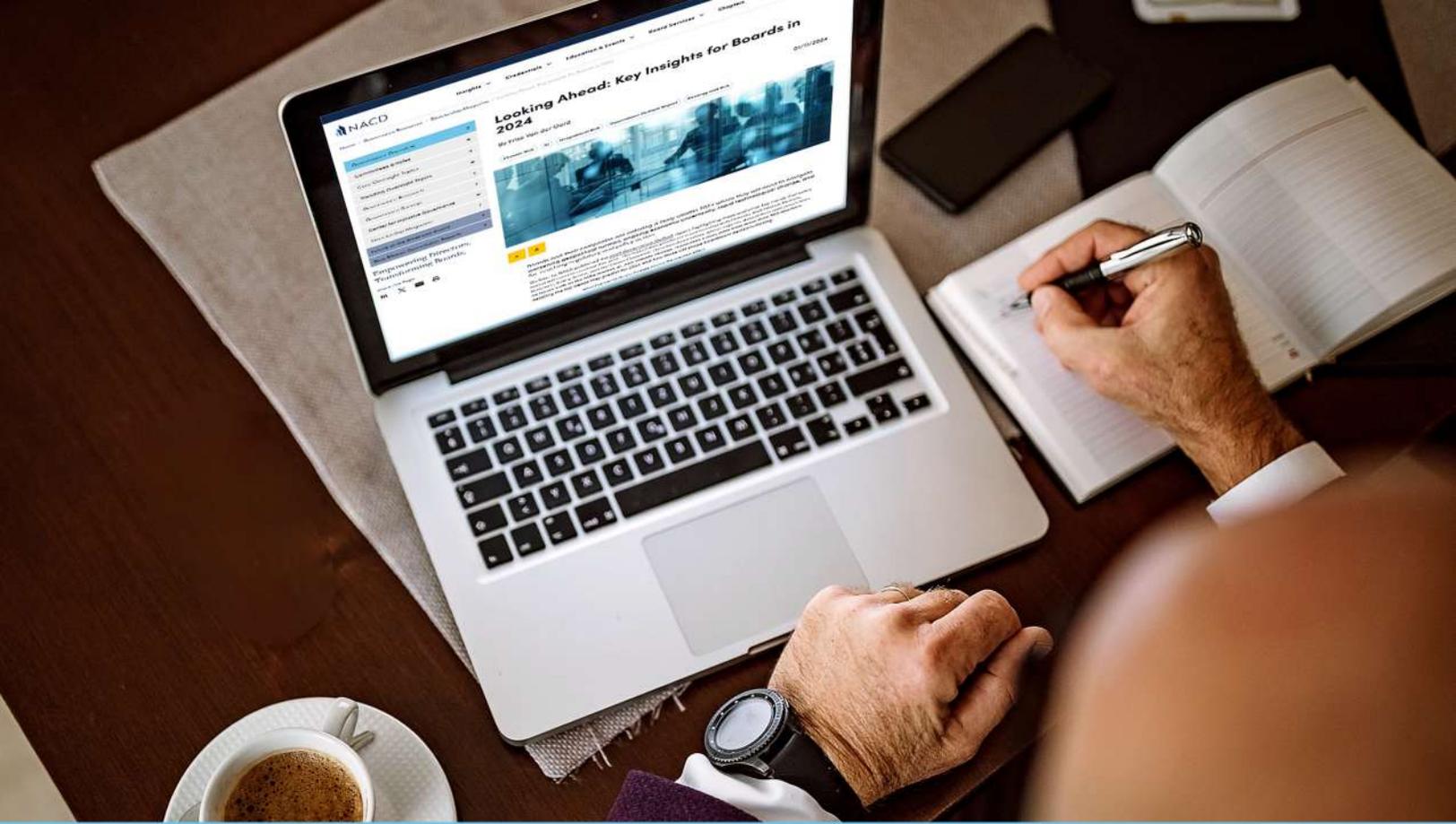
**Width:** Approx. 19<sup>1/4</sup>" (This will vary based on the size of the issue).

**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

ONLINE EXCLUSIVES  
*BOARDVISION™* PODCAST

## DIRECTORSHIP ONLINE

Weekly, NACDonline.org

**Directorship Online** exclusives offer timely thought leadership on governance trends. Published content is shared with our members via *NACD Directors Daily*<sup>®</sup>, across our website, and on other digital platforms. Partner content is also available to all governance enthusiasts, including nonmembers.

Contributions must be exclusive to NACD (original work not previously published). Submissions should be from 600 to 1,100 words in length.

## BOARDVISION™ PODCAST

Monthly, NACDonline.org and podcast platforms

**BoardVision** is a podcast that engages directors and the business community on the most significant issues facing corporate boards and helps prepare them for the future. It consistently outperforms industry benchmarks, ranking in the top tier of leadership-focused podcasts.

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 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.

## NEW! BOARDVISION: EXPERT INSIGHTS PODCAST

Showcase your firm's expertise in a special 10-minute sponsored podcast episode focused on board-relevant topics such as governance, regulation, executive compensation, or emerging legal issues.

Partners collaborate with NACD's Storytelling team to develop and record the episode, which features a professionally produced introduction and is distributed as part of the podcast.

Content must provide original, educational thought leadership for directors and avoid promotional language. Limit one per quarter.

## NEW! DIRECTORSHIP ONLINE EXCLUSIVE VIDEO FEATURE

Explain a timely governance topic in a special 5–10 minute video designed to showcase partner expertise in areas such as board oversight, risk, regulation, and emerging trends.

Partners submit a topic, outline/rough transcript, and short description for NACD Storytelling review. Once approved, the partner records and submits the final video for editorial approval.

Content must be original, educational, and nonpromotional, created for NACD's director audience. Limit one per quarter.

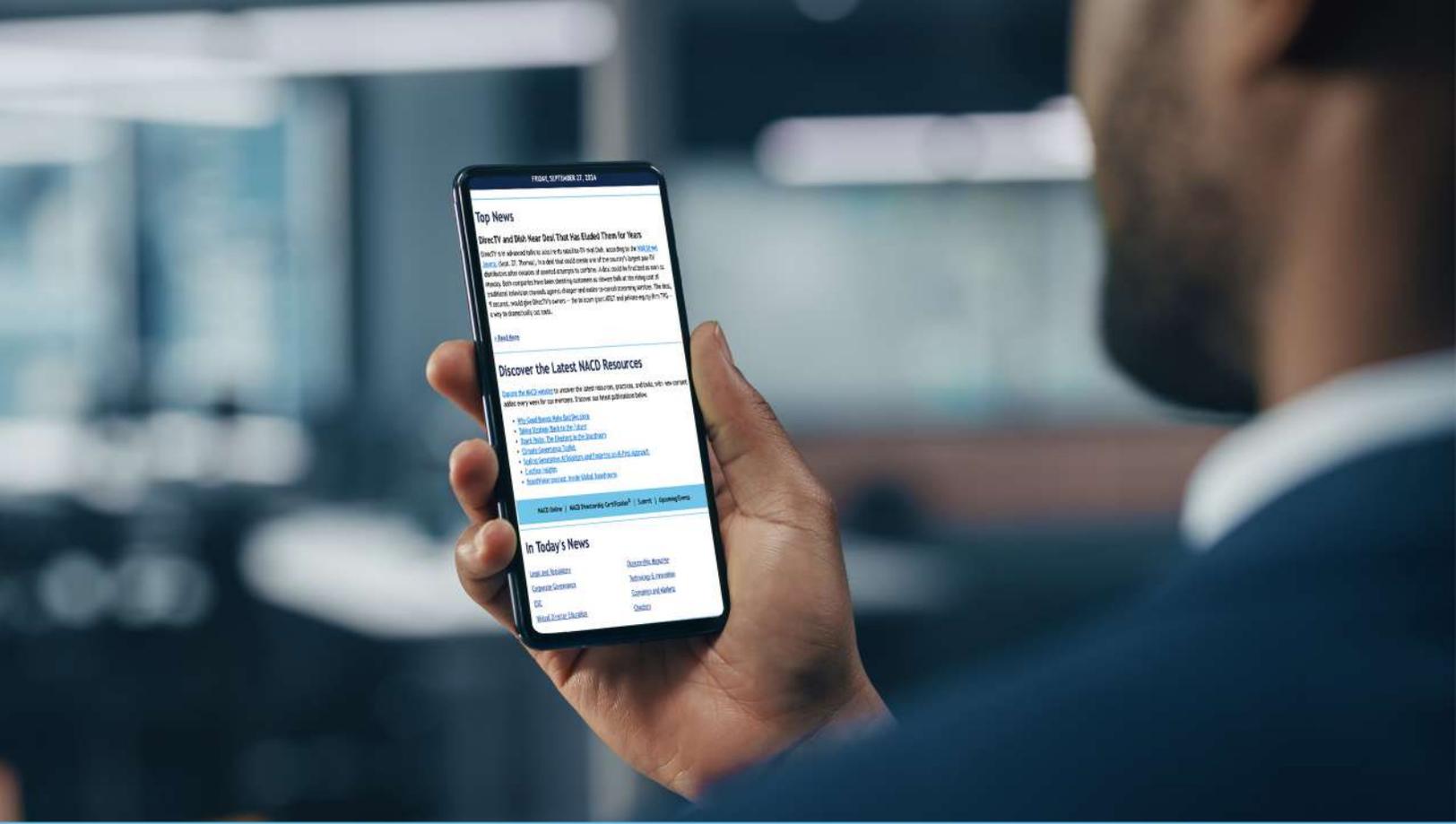
## SPONSORSHIP OPPORTUNITIES

### Directorship Online Exclusives

- ▶ Author an online article: \$3,000
- ▶ Author a series of three online articles over the course of three weeks: \$7,500
- ▶ Record a 5–10 minute video focused on a specific, timely topic: Per Request

### 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 guest on a standard, 30–40 minute episode of the podcast: \$8,000
- ▶ Explain a topic in a special, 10-minute audio episode of the podcast: Per Request



# 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 e-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.

## THE DIRECTORS WEEKLY SUMMARY

### Weekly, email

*The Directors Weekly Summary* delivers a curated roundup of the most important news and insights in corporate governance, finance, regulation, legal policy, strategy, and risk—keeping NACD members informed and engaged.

Distributed every week to more than **24,000 corporate directors**, this exclusive NACD member benefit summarizes and links to the most relevant director-focused stories and developments from trusted sources.

This yearlong sponsorship offers a premier opportunity to align your brand with NACD's most influential audience of boardroom leaders and decision-makers.

## 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
- ▶ Promote your business with a banner advertisement that appears in this daily publication once per week: \$100,000
- ▶ Annual sponsorship: \$200,000

### *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 2026, [NACDonline.org](https://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 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.

## NEW! GREAT 8 DEMOS

Showcase your latest innovation in front of an audience of industry leaders and peers. During this 90-minute session, eight innovators will each have 10 minutes to present their new product or solution. Attendees will vote on their favorites across several categories, recognizing the most impactful and creative ideas.

### TV-Contributed Video Loop

Feature your brand on digital displays located throughout the Insight Hub and main event floor (four total screens).

- ▶ Maximum video length: 30 seconds.
- ▶ Videos will run on a continuous loop during event hours.



**SPONSORED THOUGHT LEADERSHIP IN THE GOVERNANCE OUTLOOK REPORT**

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



# NACD Directorship 100™ Awards Gala

DECEMBER 2026  
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 2026 NACD Directorship 100 Gala will honor these directors and governance professionals in New York City in December 2026.

## SPONSORSHIP OPPORTUNITIES

### 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 \$35,000	Gold \$25,000	Silver \$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 2026 issue of the <i>Private Company Directorship</i> e-newsletter	✓			
One banner advertisement in a 2026 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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Arlington, VA 22209

▶ [nacdonline.org](http://nacdonline.org)