



# BLACK CORPORATE BOARD READINESS

## SPONSORSHIP OPPORTUNITIES



SILICON VALLEY EXECUTIVE CENTER  
SANTA CLARA UNIVERSITY

## Who We Are

**The Black Corporate Board Readiness (BCBR) program increases Black representation on public and private corporate boards, leading to better business outcomes and racial justice.**

*Launched in February 2021 at the Leavey School of Business at Santa Clara University, the BCBR program accompanies highly experienced, qualified Black leaders through a structured executive education learning experience.*



2nd Annual Family Reunion



BCBR Networking Event in Washington D.C.

## Our Purpose

- Diversify boards to create measurably better business outcomes
- Obliterate the myth of a 'pipeline problem'
- Bend the future's arc toward greater social justice

## Success by the Numbers

- 194 Alumni
- 7 cohorts completed as of March 2023
- 78% placement rate for inaugural cohort
- 53 new public and private board seats
- 134 Facilitators, Mentors, and Advisors supporting BCBR program
- 98.6 comprehensive NPS across 7 Cohorts

# The BCBR Experience

- Industry Advisors who help participants broaden their networks and discern pathways to appropriate public or private corporate board seats
- Attention to the intangibles that Black board members must navigate, beyond courses and book-learning
- A sponsoring university built on Ignatian principles rooted in a commitment to social justice
- A community devoted to better business performance and racial equity
- Opportunities for continued education and networking events
- A proven path to corporate board placement

“

BCBR paired executive level real world expertise with practical foundational learnings which helps me identify the intersectionality of my value proposition and corporate board service.”

–Vanessa Vining, Cohort 7

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# Sponsor Value Proposition

## Networking and Positioning

- Attend and speak at geographically based BCBR Alumni events
- Invite BCBR talent to your corporate events with curated BCBR Alumni lists
- Sponsor affiliation with nationally recognized Santa Clara University

## Connect with Top Executive Talent

- Connect with BCBR community members for future engagement opportunities
- Show tangible demonstrations of DEI commitment
- Build networks to enhance better business outcomes



New Directors Forum



## Thought Leadership

- Host BCBR events with a focus on discussing specific issues faced by corporate boards
- Sponsors can position themselves as thought leaders on ways to accelerate diversity in corporate governance and as leaders in systems change
- Participate in Advisory Panels with each BCBR cohort

## Brand Visibility

- Increase brand awareness with top executives
- Demonstrate publicly actionable commitment to DEI
- Resonate with consumers who demand authentic CSR
- Enhance company stakeholder confidence

# Sponsorship Levels

Benefit	Platinum	Gold	Silver
<b>Investment in BCBR</b>	\$100,000	\$50,000	\$25,000
<b>BCBR Cohort Engagement</b>			
Recognition at Welcome Receptions	✓	✓	✓
Invitation to speak at Welcome Receptions	✓		
Participation in Advisory Panel Sessions	✓	✓	
Recognition at Meet The Cohort events	✓	✓	✓
Invitation to speak at Meet The Cohort events	✓		
<b>BCBR Events</b>			
Acknowledgment at the New Directors Forum	✓	✓	✓
Attendees at BCBR Family Reunion	4	2	1
Acknowledgment at the 3rd Annual BCBR Family Reunion	✓	✓	✓
Remarks at the 3rd Annual BCBR Family Reunion	✓		
<b>Networking and Engagement</b>			
Coordination on corporate events	✓	✓	✓
Geographic networking events	✓	✓	
Curated alumni lists	✓	✓	✓
<b>Marketing and Brand Integration</b>			
Inclusion of corporate logo on BCBR collateral	✓	✓	✓
Collaboration on marketing channel sharing	✓	✓	✓
Annual impact report	✓		

# Event Sponsorship Opportunities

**BCBR Networking events accelerate board diversity by bridging the network connectivity gap: we intentionally gather leaders engaged with corporate governance with our BCBR community members to network, explore the value of Independent Directors, and imagine ways to build better boards.**

## Event Sponsor Benefits

Event Sponsors create opportunities to connect their stakeholders with the leading concentration of Black executive talent ready for public and private corporate board service. From professional services firms to consumer products, the BCBR community affords unique brand recognition.

### Event Sponsor Benefits also include:

- Pre-event recognition on digital invitation and event registration page
- Signage at sponsored BCBR Networking event
- Co-creation of guest invitation lists
- For exclusive Event Sponsors, the opportunity to offer welcome remarks
- Post-event recognition in BCBR marketing materials and social media



BCBR Networking Event in Cambridge, MA.

## BCBR Program Sponsorship

BCBR Program Sponsors receive partial credit towards their sponsorship level (Platinum, Gold, or Silver) in exchange for hosting an in-person BCBR Networking event.

To learn more about BCBR sponsorship, please contact:

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