



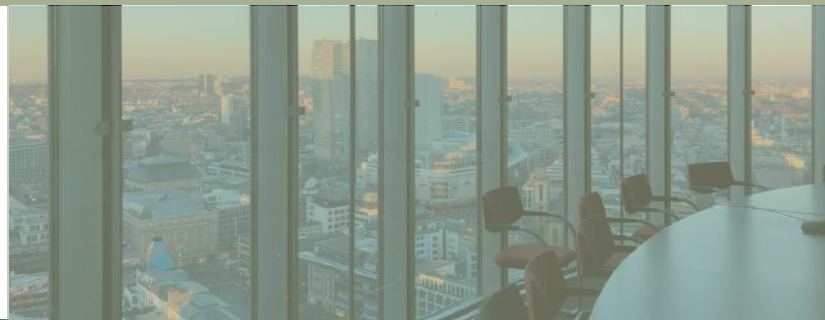
# 20 24

# Sponsorships

A collection of sponsorship opportunities from the world's leading academic network on corporate governance and investor stewardship research.

Available from

**January 2024**



**Leading  
Research with  
Global Impact**

[www.ecgi.global](http://www.ecgi.global)



ECGI scholars “produce some of the most widely read research on sustainability”.

Financial Times, 2023

## ABOUT

ECGI (The European Corporate Governance Institute) is an international non-profit membership organisation that provides a platform for debate and dialogue among academics, policymakers, and business leaders, with a focus on major corporate governance, ESG, and stewardship issues. The organisation brings together the best minds in academia from around the world to address critical business and policy challenges..



Shaping ideas, influencing **practice** and **policies** which benefit **society**.

# Opportunities

The ECGI network has grown considerably in recent years, most notably as restrictions were reduced on the content published. The result is a vibrant community of likeminded individuals passionate about the governance of companies and investor stewardship. Approximately half of our almost 9,000 subscribers work outside of academia. It is therefore a home for everyone interested in our field of research. Consequently, there are many sponsorship opportunities to align your organisation with a globally respected institution and its scholars. We invite you to reach out to us today to discuss the possibilities.

## ECGI Communications

<b>The ECGI Blog</b> BROAD PLATFORM	<b>Infocus Newsletter</b> TOPICAL DISCUSSION	<b>Conversation Series</b> RESEARCHER INTERVIEWS
<b>Working Paper Series</b> RESEARCH & PRIZES	<b>Talking Points</b> CURATED CONTENT	<b>ECGI Books</b> PROMOTIONS & LAUNCHES
<b>Members' Debrief</b> MONTHLY NEWSLETTER	<b>Event Collaborations</b> GLOBAL OPTIONS	<b>The ECGI website</b> MULTI-SERVICE PLATFORM

## ECGI Projects

<b>Responsible Capitalism</b> AN INITIATIVE FOR SOCIETY	<b>Boardroom Diversity</b> AN INITIATIVE FOR SOCIETY	<b>Diversity in Academia</b> AN INITIATIVE FOR SOCIETY
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## ECGI Networks

<b>Young Scholars</b> NETWORK & ACTIVITIES	<b>Women in Governance</b> NETWORK & ACTIVITIES	<b>Patrons' Council</b> CORPORATE LEADERS FORUM
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## Tailored Content

<b>Have a suggestion?</b> WE CAN WORK WITH YOUR TEAM TO TAILOR PROJECTS OR COMMUNICATIONS TO ALIGN CLOSELY WITH YOUR OBJECTIVES. EXAMPLES INCLUDE NON-ENGLISH CONTENT OR REGIONAL RESOURCES.
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# ECGI BLOG



The ECGI Blog serves as a prominent global voice on corporate governance, stewardship, and corporate responsibility.

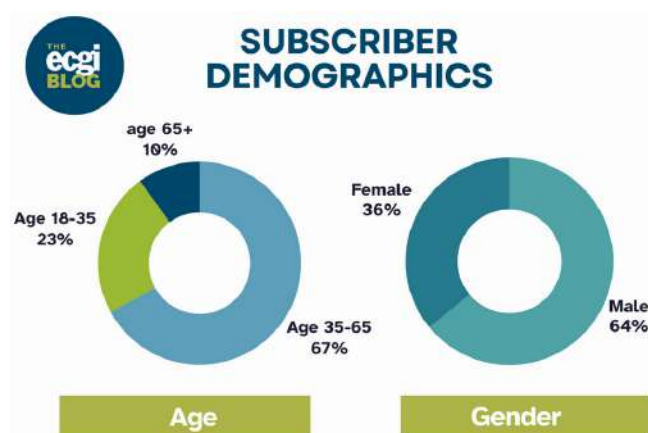
By featuring commentary and analysis from the ECGI network and beyond, the blog aims to enhance the wider understanding of research, sparking and influencing global debate.

Throughout the year, the blog focuses on selected themes with global interest.

The articles, written by experts in their field, showcase diverse global perspectives from academics, practitioners, and policymakers on the topics, aimed at general readership. The blog hopes to inspire new insights, and provoke new research and debate in the field.

## Includes

- ✓ Branding and logo placement on every newsletter. c. 12 per year.
- ✓ Branding and logo placement on the blog homepage on every blog article page.
- ✓ Branding and logo placement on magazine-style publication "The Blog Review" (Print & Digital)
- ✓ Social media visibility.



- >8,500 Email subscribers
- >10,200 LinkedIn Followers
- Broad Reach >150 countries
- 42% Average Open Rate
- >2,200 Monthly website visitors

# IN FOCUS



IN FOCUS

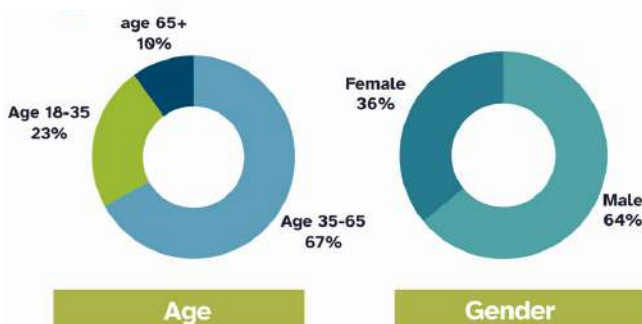
As part of our Responsible Capitalism initiative, ECGI publishes a popular monthly newsletter, authored by Marleen Och, a PhD candidate at KU Leuven. Marleen explores questions and themes central to the search for a more responsible form of capitalism, delving into the available evidence and research, offering opinion and inviting participation through regular polls.

By aligning your brand with this monthly journey, you will be directly supporting a serious young academic with her quest to identify a route to an improved planet and society.

## Includes

- ✓ Branding and logo placement on every newsletter. c. 10 per year.
- ✓ Branding and logo placement on the newsletter homepage on each newsletter page..
- ✓ Social media visibility.

### SUBSCRIBER DEMOGRAPHICS



- >8,500 Email subscribers
- >10,200 LinkedIn Followers
- Broad Reach >150 countries
- 48% Average Open Rate
- Website pages coming soon.



# IN CONVERSATION



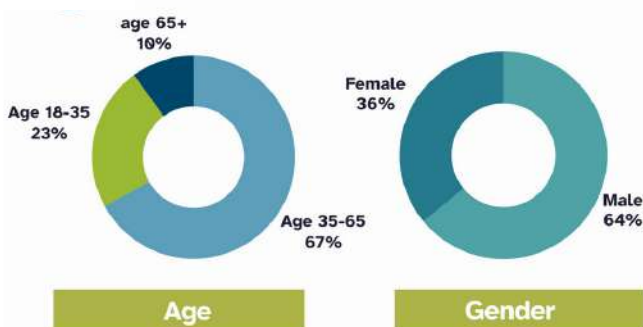
Each month, Dr. Tom Gosling (Executive Fellow, ECGI) identifies one or two research papers which have broad appeal and relevance for academic and practice. Tom interviews the authors in a 20 minute format to ascertain for viewers the important aspects and key takeaways from their studies.

By aligning your brand with this series you will be directly supporting open access research and your branding will feature on interviews with some of the world's leading scholars.

## Includes

- ✓ Branding and logo placement on every email circular. c. 12 per year.
- ✓ Branding and logo placement on the series homepage.
- ✓ Social media visibility.
- ✓ Potential to sponsor live editions of the series. c. 3- 4 per year.

### SUBSCRIBER DEMOGRAPHICS



>8,500 Email subscribers

>10,200 LinkedIn Followers

Broad Reach >150 countries

44% Average Open Rate

7,261 Page Views (12 months)

1,218 Views on YouTube & Vimeo

# WORKING PAPERS



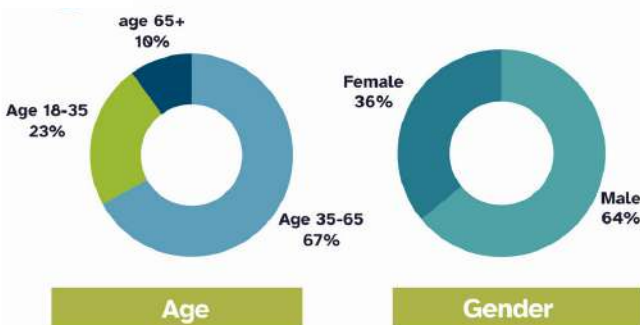
The ECGI working Paper Series is the core research activity of the network. The best researchers are eligible to publish their work in the series. It is unique because of its interdisciplinary nature, with contributions from law and finance scholars.

The Working Paper Series has two separate editorial teams, one for the law series and one for the finance series. They each award an annual prize for the best paper in each series. The award ceremony takes place at the ECGI Annual Conference which is open to the public and broadly communicated.

## Includes

- ✓ Branding and logo placement on every email circular. c. 70 per year.
- ✓ Branding and logo placement on the series homepages.
- ✓ Social media visibility.
- ✓ Coordinated publicity for the prize announcements (online) and in-person awards.
- ✓ Participation at the Award Ceremony (recorded live).

### SUBSCRIBER DEMOGRAPHICS



62,402 Page Views (12 months)

>2,200 Email subscribers

>10,200 LinkedIn Followers

46% Average Open Rate



**NEW**

# ECGI BOOKS

ECGI announces new books that have been edited or authored by ECGI Research Members throughout the year. The new ECGI website shortly will have an improved book section.

There is an opportunity for a sponsor to have visibility on the announcement of new books, which could include book giveaways on social media and email.

The sponsor would also have the option to support a launch event for selected books.

## Includes

- ✓ Branding and logo placement on every email circular.
- ✓ Branding and logo placement on the book homepage.
- ✓ Social media visibility.
- ✓ Potential to host book launch events and sponsored giveaways.



**NEW**

# MEMBERS' DEBRIEF

In early 2024 ECGI is introducing a new members-only communication which will select highlights from the previous month's content along with a convenient round-up of new content and new developments. The newsletter will be authored by George Dallas, Head of Content at ECGI. It will have particular relevance for non-academic audiences.

There is an opportunity for a sponsor to have visibility on this new circular which will have an initial audience of 913 ECGI members.

## Includes

- ✓ Branding and logo placement on every Debrief email circular.
- ✓ Branding and logo placement on the ECGI Website.
- ✓ A seat on the ECGI Content Advisory Board.
- ✓ Potential to host an online ECGI Member forum.

NEW

# TALKING POINTS

ECGI would like to introduce a new feature providing concise sets of talking points on complex topics based on research insights. The topics would be identified by the ECGI Content Advisory Board which is made up of a combination of scholars and practitioners.

They would be periodically updated to reflect new developments and new research. They would be useful for those working in practice and policy and also for academics who are unfamiliar with key issues on certain topics.

This concept requires resourcing which allows a potential sponsor to help shape this feature.

## Includes

- ✓ Branding and logo placement on every email circular.
- ✓ Branding and logo placement on the homepage.
- ✓ Social media visibility.
- ✓ Potential to host live talking points sessions (online or in-person).





# ECGI EVENTS

ECGI regularly partners with leading universities to deliver high quality events in different countries. These events are either organised directly by ECGI or indirectly, by the ECGI Research Members.

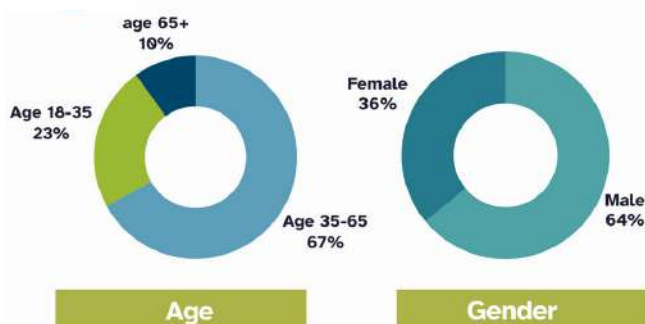
Event sponsorship opportunities range from logo visibility and attendance, to speaking opportunities and programming input.

ECGI events are well attended and produce long lasting materials such as videos and summary reports which include the sponsors' logos.

## Includes

- ✓ Branding and logo placement on email announcements.
- ✓ Branding and logo placement on the event pages
- ✓ Social media visibility.
- ✓ Branding and logo on event materials.
- ✓ Access to the event.
- ✓ Speaking opportunities.

### SUBSCRIBER DEMOGRAPHICS



>8,500 Email subscribers

>10,200 LinkedIn Followers

Broad Reach >150 countries

39% Average Open Rate



**NEW**

# ECGI WEBSITE

The ECGI website is a vast portal of knowledge and resources used by thousands of people each year.

It is a library of research papers. It is an archive of governance codes. It is a platform for events and it is a network directory.

The ECGI website will be upgraded in 2024, presenting a new opportunity for sponsors to gain visibility across various sections of the portal. ECGI particularly welcomes sponsors for the country pages which provide an introduction to corporate governance and related research for individual countries.

## Includes

- ✓ Branding and logo placement on the ECGI website.
- ✓ Social media visibility on promoted content.
- ✓ A seat on the ECGI Content Advisory Board.



**408,313 Page Views (12 months)**

**Users in 205 countries – Six months:**

United States	17,136	Nigeria	2,640	South Africa	1,744
United Kingdom	10,146	France	2,635	China	1,717
India	8,019	Singapore	2,475	Spain	1,695
Italy	4,254	Canada	1,968	Japan	1,518
Germany	3,984	Australia	1,949	Switzerland	1,466
Netherlands	3,075	Ireland	1,757	Belgium	1,369



# RESPONSIBLE CAPITALISM

In 2022, ECGI launched a research initiative to stimulate pathways towards a more responsible form of capitalism which includes societal and environmental goals.

The initiative is channelled through various ECGI activities including working papers, events, interviews and blogs. However, there are three core pillars which are led by leading academics from the network. The pillars are:

- Responsible Investment
- Family Capitalism
- Corporate Purpose

By aligning your brand with this project you will be supporting a powerful initiative for society. By supporting one of the research pillars, you will have the opportunity to shape the project activities such as conferences, consultations, new research and awards.

## Includes

- ✓ Branding and logo placement on related email circulars.
- ✓ Branding and logo placement on the project pages.
- ✓ Social media visibility.
- ✓ Branding and logo on event materials.
- ✓ Access to scheduled events.
- ✓ Speaking opportunities.
- ✓ Routine progress reports.
- ✓ Curated content for the sponsor's clients/employees.

💡 *PRI Signatories can fulfill their commitment to Principle 1 by “encouraging academic research on ESG”.*



**NEW**

# BOARDROOM DIVERSITY

ECGI research members produce a broad range of studies on diversity in the boardroom. Collectively, this body of work contributes to meaningful change in society and business.

By sponsoring a new ECGI initiative, resources could be allocated towards the next level of impact, to include for example literature surveys, data archives, communication campaigns, discussion forums, training and mentoring programmes, and more.

Sponsors would have the opportunity to work with ECGI to shape the goals of the initiative and engage with leading scholars from the ECGI global network.

## Includes

- ✓ Branding and logo placement on related email circulars.
- ✓ Branding and logo placement on the project pages.
- ✓ Social media visibility.
- ✓ Branding and logo on event materials.
- ✓ Access to scheduled events.
- ✓ Speaking opportunities.
- ✓ Routine progress reports.
- ✓ Curated content for the sponsor's clients/employees.





NEW

# DIVERSITY IN ACADEMIA

Evidence informs us that there are significantly more male scholars working in the fields of finance and law studies. There is evidence from the ECGI network that this is also true for the field of corporate governance research.

There are very few studies at this point on other diversity statistics beyond gender, despite indications that significant imbalances exist.

By sponsoring a new ECGI initiative, resources could be allocated towards identifying the comparative values, rationales and obstacles towards improving opportunities for scholars from minority groups. Activities could foster greater inclusion and opportunities such as ambassador programmes, travel funding, and awareness campaigns.

## Includes

- ✓ Branding and logo placement on related email circulars.
- ✓ Branding and logo placement on the project pages.
- ✓ Social media visibility.
- ✓ Branding and logo on event materials.
- ✓ Access to scheduled events.
- ✓ Speaking opportunities.
- ✓ Routine progress reports.
- ✓ Curated content for the sponsor's clients/employees.



NEW

# YOUNG SCHOLARS

ECGI is a global network which supports the best-in-class research. It is ideally placed to support and encourage the work of younger scholars around the world, providing them with a platform and resources to succeed.

By sponsoring a new ECGI initiative, resources could be allocated towards supporting junior scholars on their journey and career path. Activities could foster greater inclusion and opportunities such as workshops, mentor programmes, travel funding, and prizes.

## Includes

- ✓ Branding and logo placement on related email circulars.
- ✓ Branding and logo placement on the project pages.
- ✓ Social media visibility.
- ✓ Branding and logo on event materials.
- ✓ Access to scheduled events.
- ✓ Speaking opportunities.
- ✓ Routine progress reports.





**NEW**

# WOMEN IN GOVERNANCE

As part of a broader programme of diversity, ECGI seeks to establish a network for women in corporate governance. Included in this group would be women working in practice, policy and academia, relating to corporate leadership.

By sponsoring a new ECGI initiative, resources could be allocated towards supporting women and helping them to succeed in senior positions. Activities could include mentor programmes, networking forums, speaking opportunities, research workshops and awareness campaigns.

## Includes

- ✓ Branding and logo placement on related email circulars.
- ✓ Branding and logo placement on the project pages.
- ✓ Social media visibility.
- ✓ Branding and logo on event materials.
- ✓ Access to scheduled events.
- ✓ Speaking opportunities.
- ✓ Routine progress reports.
- ✓ Curated content for the sponsor's clients/employees.







**NEW**

# ECGI PATRONS' COUNCIL

ECGI is introducing a Patrons' Council of twelve leading business figures in Europe who are passionate about corporate governance policy and research.

The Council will meet twice yearly in closed sessions to openly discuss important topics such as the impacts of climate change, AI, and more on business today.

Summary reports and tabled papers will be shared with Council Members, serving as an informative and practical forum for all business leaders.

## Includes

- ✓ Branding and logo placement on related email circulars.
- ✓ Access to scheduled events.
- ✓ Speaking and hosting opportunities.
- ✓ Curated content for the sponsor's clients/employees.





# CONTACT US

Contact us today to discuss pricing options and tailored opportunities.

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