



**PRIVATE DIRECTORS**  
**ASSOCIATION®**  
Creating Value Through Board Excellence

2022  
**CHAPTER**  
**SPONSORSHIP**  
**PACKAGE**

[privatedirectors.org](https://privatedirectors.org)

# About Private Directors Association®

## Who We Are

The Private Directors Association® (PDA) is an independent 501(c)(6) founded in 2014 and headquartered in Chicago, IL. PDA is the only national association dedicated to improving private companies' growth and sustainability through governance that adds value.

Our close to 3,000 members include current and qualified future board members, private company owners, and C-level executives of family-owned businesses, ESOPs, private equity owned, early stage, and start-up organizations.

Our members engage across our more than 20 chapters nationwide (and growing) to promote the mission of enhancing corporate value through high-performing boards.

## Our Mission

- **Advocate** for and teach board formation and governance
- **Enhance** private company value through high-performing boards
- **Advocate** for the value of diverse and inclusive boards
- **Create** a national alliance of directors, executives, and private company owners interested in board service to learn, network, identify, and attract exceptional board members

## Our Success Story...and It Just Keeps Going!

In the first half of 2021 PDA hosted nearly 50% more virtual events/webinars than in all of 2020.

- PDA is enjoying significant growth:
- **Membership** has increased over 60% since mid-year 2020
- PDA continues to add an average of 150 new members per month
- **We have 20+ chapters** nationwide, with more in development.

## JOIN PDA TODAY

[privatedirectors.org](http://privatedirectors.org)

## Who Are Our Members?

# 59%

are current or former directors or advisory board members of a privately-or family-owned business. Of those, 50% have been a member of an audit, compensation, governance, or other board committee.

# 46%

have substantial experience working outside the US (or managing a business unit with substantial non-US operations).

# 27%

have experience advising family-owned businesses on either business strategy or family relationship issues such as next generation or succession planning.

# 71%

are now, (or have been) a C-suite executive of a public, private, or family-owned company.

PDA's nearly

# 3,000

members have led business as board members or executives in these industries

- Alternative Finance
- Automotive
- Banking
- Chemicals
- Capital Goods
- Construction
- Distribution
- Electronics
- Energy
- Food
- Health
- Manufacturing
- Printing/Publishing
- Real Estate
- Transportation/Logistics

## Sponsor Value Proposition

### Influence and Networking

A PDA sponsorship provides a variety of opportunities to promote your organization's brand to the PDA member and prospective member audience. Options include:

- Providing your organization's specific thought leadership for use at chapter programs and on the PDA national website.
- Having a voice in chapter program development.
- Recommending program panelists and moderators.
- Brand visibility opportunities.

### Sponsor Thought Leadership And Peer-to-Peer Events

You may have an opportunity to sponsor and host invitation-only roundtables co-branded with PDA. These events focus on specific and current issues related to private company corporate governance and provide an opportunity for sponsors to share their thought leadership.

### PDA Sponsor Excellence

Through your PDA sponsorship, peer-to-peer opportunities, and other brand visibility opportunities, PDA will provide the resources, tools, and education to engage in private company governance excellence while expanding your community network and building relationships that add value for your business.

### Success Through Engagement And Alignment

Engaged sponsors inspire the chapter volunteer leadership and the members affiliated with the chapter to new levels of growth through superior director programming, sharing intellectual capital, and promoting the value of good governance. This alignment promotes the PDA mission of enhancing corporate value through high-performing boards.

# 2022 PDA Chapter Sponsor Opportunities

BENEFITS	GOLD \$12,000	SILVER \$6,000	BRONZE \$3,000
Live Panel Event(s) or Chapter Webinar	One Chapter Webinar AND Two Chapter Panels	One Chapter Webinar or Two Chapter Panels	One Chapter Webinar or One Chapter Panel
Participate with the chapter in the development of the program, subject to approval by the Programs Committee	One of three options: <ul style="list-style-type: none"> <li>Participate in the creation of the panel</li> <li>If appropriate, serve as panel moderator</li> <li>Contribute one panel speaker</li> </ul>	One of two options: <ul style="list-style-type: none"> <li>If appropriate, serve as panel moderator</li> <li>Contribute one panel speaker</li> </ul>	Contribute one panel speaker
When a Sponsor is hosting an event, a company introduction at the podium would be included.			
Complimentary Private Director Association Memberships	Four	Two	One
Complimentary guest passes to all educational programs of the sponsored chapter	Four	Two	One
Complimentary member passes to all educational programs of the sponsored chapter	Four	Two	One
Complimentary subscriptions with PDA membership to Directors & Boards and Private Company Director Magazines	Four	Two	One
<b>DIGITAL AND MARKETING BENEFITS</b>			
Recognition on the PDA Website with a backlink to your company website	Your company logo posted on the PDA home page and the chapter page	Your company logo posted on the PDA chapter page	Your company logo posted on the PDA chapter page
Recognition in PDA Chapter Event Promotional Emails	Gold Level recognition as program host	Silver Level recognition as program host	Bronze Level recognition as program host
Recognition in PDA Monthly eNewsletter with national distribution	Primary tier level posting of company logo on page one of the PDA newsletter in the sponsorship section	Secondary tier level posting of company name on page one of the PDA newsletter in the	Tertiary tier level posting of company name on page one of the PDA newsletter in th
Recognition in PDA's Full-Page Ad in Private Company Director Magazine (published twice/year)	Gold sized company logo posted on the PDA full-page ad two times per year	Your company name posted on the PDA full-page ad two times per year	Your company name posted on the PDA full-page ad two times per year
<b>MARKETING FOR IN-PERSON PROGRAMS</b>			
Program Digital and Printed Signage	Primary tier level posting of company logo in electronic and print signage (down-time slides, table tents, and/or programs)	Secondary tier level posting of company logo in electronic and print signage (down-time slides, table tents, and/or programs)	Tertiary tier level posting of company logo in electronic and print signage (down-time slides, table tents, and/or programs)

**Available 2022 sponsor package reductions: Q1=0% Q2=15%, Q3=30% Q4=60%**  
**Applicable only to NEW 2022 sponsors**

## In-Kind Sponsorship Opportunities

### Available For Any PDA Chapter Sponsor

For 2022, A PDA chapter sponsor can host an in-person Chapter event as a form of in-kind sponsorship and will receive the following monetary credit towards sponsorship:

#### Hosting a 100-person event that includes:

- Meeting space
- Soft drinks/beer or wine
- Appetizers
- Audiovisual

**\$3,000 sponsorship credit**

#### Hosting a 40-person event that includes:

- Meeting space
- Lunch or Breakfast
- Audiovisual

**\$1,500 sponsorship credit**

#### Hosting a 100-person event that includes:

- Meeting space
- Audiovisual

**\$1,500 sponsorship credit**

## Engage With Us

To learn more about PDA Chapter or National sponsorships, please contact:

#### Wendy Sech

wsech@pcdassociation.org  
(847) 986-9350

If you would like to become a PDA Sponsor, please click or visit this link: [privatedirectorsassociation.org/sponsors-sponsorships](https://privatedirectorsassociation.org/sponsors-sponsorships)