



## **Private Directors Association – Chicago Chapter Sponsorship Committee Guidelines (Approved by the Executive Committee February 2026)**

### **Purpose of the Committee**

The Sponsorship Committee (the "Committee") is a volunteer working committee of the Chicago Chapter (the "Chapter") of the Private Directors Association, NFP (the "PDA"). The Committee's purposes are to:

- develop relationships with organizations that contribute value to PDA beyond sponsorship fees;
- endeavor to retain sponsors from year to year; and
- increase the level of engagement by sponsors.

### **Committee Membership, Organization and Meetings**

- The Committee will be led by a Committee Chair (the "Chair") and supported by the Vice Chair. The Chair and Vice Chair work together to ensure the effectiveness of the committee while encouraging orderly succession. Both serve on the Chapter Executive Committee.
- The Committee shall meet on a regular basis as determined by the Chair. The Committee may meet in person, by telephone or by electronic means at times and places to be determined by the Chair. A majority of the members of the Committee shall constitute a quorum for Committee action at any meeting of the Committee, and the act of the majority of Committee members present and voting at a meeting at which a quorum is present shall be the act of the Committee.
- Each member of the Committee shall be a member in good standing of the PDA and the Chapter and shall continue as a member until the end of the PDA fiscal year (currently December 31st). Committee members are generally expected to serve with a minimum 2- to 3-year term given multi-year relationships with sponsors and the sponsors desire to have consistency in their PDA contacts from year to year.
- Each member of the Committee shall:
  - Accept primary responsibility for at least one sponsor relationship and contribute in other ways including one or more of the following: secondary – next up – in the relationship to other sponsors, liaison with the programming committee, attend PDA programming events with sponsor when possible, attend new member events;
  - strive to attend not less than 75 percent of the committee meetings scheduled for the year;
  - work in a collaborative manner with other committees and the PDA;
  - respect the sponsorship relationship and management process established by the Committee and PDA; and
  - agree to and abide by the PDA Code of Conduct.

Members shall not receive compensation for the performance of their duties on the Committee.

- The Chair shall:

- be recommended by the Committee to the Chapter President and approved by the Executive Committee;
- commit, prior to becoming Chair, to (i) serve a term of at least two years as Chair and an additional one year term as immediate past chair to facilitate a smooth transition, (ii) assist in identifying a successor Chair and (iii) communicate periodically to incoming and current Committee members the Committee's and such members' expectations, responsibilities and priorities;
- set the agenda and, when present, preside over Committee meetings;
- participate in Chicago Chapter Executive Committee meetings;
- participate in the Chapter Sponsorship Chairs meetings nationally as organized and facilitated by the PDA National Co-Chairpersons of Sponsorship (levels of PDA sponsorship and benefits corresponding to such levels are established nationally by these Co-Chairpersons); and
- as needed, report orally or in writing to the Executive Committee on relevant matters discussed at the most recent Committee meeting and prepare reports or summaries of each meeting.

### **Duties and Responsibilities**

The Committee is responsible for growing, renewing, and retaining sponsorships and its duties include:

- Fostering meaningful relationships and engagement with current sponsors; and building strong personal relationships with sponsors in Chicago – both sponsors of the local Chapter as well as PDA National sponsors located in Chicago – and their key executives throughout the year.
- Communicating and describing the wider range of sponsor opportunities and brand visibility available to Chapter sponsors.
- Partnering and working regularly with the Programming Committee to align sponsors and sponsorship opportunities with particular Chapter programs and secure sponsor-hosted venues for events.
- Identifying prospective Chapter sponsors and soliciting potential sponsorship opportunities.
- Developing and utilizing materials that communicate sponsorship fees and the corresponding benefits associated sponsorship levels to current and prospective Chapter sponsors;
- Annually soliciting renewals from existing sponsors with a view toward increasing sponsorship levels.
- Coordinating with the PDA National communications and marketing resources to facilitate sponsor access to the PDA website and other resources for sponsors.
- Reviewing annually the performance of the Committee.
- Reviewing these Guidelines annually and seeking review by the Nominating and Governance Committee of any proposed changes prior to their adoption by the Committee.
- Actively recruiting, assimilating, engaging members of the Committee and maintaining an updated roster of active Committee members.