

# 2025 NATIONAL SPONSORSHIP PACKAGE

# 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 3,500+ members include current and prospective board members, private company owners, and C-level executives from family-owned businesses, ESOPs, private equity owned and early stage organizations.

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

## Our Mission

To drive private company success through the creation and optimization of governance boards, comprised of qualified and diverse members.

## Our Vision

The Private Directors Association is the premier professional association of private company directors, championing board excellence.

## Our Success Story ... And It Just Keeps Going

PDA is enjoying significant growth:

- PDA has experienced a **more than 200% increase** in individual membership since mid-year 2020.
- PDA has added nearly 700 individual members per year since mid-year 2020.
- More than **40% of PDA individual members** are now (or have been) a C-Suite executive of a public, private or family-owned company.

**JOIN PDA TODAY**

# Who Are Our Members?

## 40%

of PDA individual members are now (or have been) a **C-Suite executive of a public, private or family-owned company**.

## 20%

of PDA members have experience working outside the U.S. (or managing a business unit with substantial non-U.S. operations).

## 20%

of PDA members are current or former directors or advisory board members of a private company (including those that are family-owned). Of these members, **nearly 20% have been a member of a board committee** (including audit, compensation and governance).

## 10%

of PDA members have experience advising family-owned businesses on a wide variety of subjects.

## 3,500+

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

- Aerospace
- Automotive
- Banking
- Capital Goods
- Chemicals
- Construction
- Consulting
- Consumer goods
- Distribution
- Education
- Electronics
- Energy
- Finance
- Food
- Government
- Healthcare
- Human Resources
- Industrial Supply
- Manufacturing
- Media
- Oil & Gas
- Packaging
- Personal & Household Goods
- Real Estate
- Retail
- Technology
- Travel/Hospitality/Entertainment
- Utilities

# Sponsorship Value Proposition

## Influence & Networking Through Expanding Your Brand Reach

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

- Providing your organization's specific thought leadership for use at CHAPTER programs and on the PDA national website.
- Contribute to CHAPTER program development that reflects priorities plus opportunity to test & refine content to be used for clients & customers.
- Recommending program panelists and moderators internal or through your client base.
- Distinguish your internal subject matter experts as thought leaders through programming.
- Provide education and opportunities supporting the PDA mission.
- Brand visibility opportunities.



## Sponsor Thought Leadership and Peer-to-Peer Events Mission

**You have an opportunity** to host 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. Plus gain insights from Private Company Directors.

# Sponsorship Value Proposition

## 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.



*“I’m responsible for our firm’s national and regional sponsorships, and you get a lot of value and visibility from your PDA sponsorship – it’s very reasonable – frankly much better than other organizations!”*



**Don Delves**

*Managing Director,  
Executive Compensation,  
Willis Towers Watson*



## 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.

# 2025 PDA National Sponsorship Opportunities

	PLATINUM	DIAMOND	STERLING
<b>BENEFITS</b>	\$65,000 or \$35,000 plus a number of in-kind events to equal \$30k	\$35,000 or \$20,000 plus a number of in-kind events to equal \$15k	\$15,000
	Sponsor policy for NEW Sponsors: Package Reductions include Q1-0%, Q2-15%; Q3-30%. NEW sponsors joining in Q4 receive benefits for Q4 and the following year.		
<b>PROGRAMMING</b>			
<b>Events &amp; Webinars:</b> Includes one-minute company introduction. (Content subject to approval by PDA)	Custom events and webinars are available in multiple chapters nationwide to maximize the in-kind sponsorship level of support.		
<b>Custom Options:</b> Surveys, White Papers and/or Blogs (Content subject to approval by PDA)	Three (3) Custom Options	Two (2) Custom Options	One (1) Custom Option
<b>MEMBER BENEFITS</b>			
Complimentary One-Year Private Director Association Memberships. Members may affiliate with the chapter of their choice	25	15	5
Complimentary GUEST passes to select PDA programs (to be used in line with PDA Membership Rules)	One (1) Guest per event per member		
<b>DIGITAL AND MARKETING BENEFITS</b>			
Recognition on the PDA website for 2025	<ul style="list-style-type: none"> <li>National Sponsor's logo on the PDA home page with link to sponsor website</li> <li>National Sponsor Logo on Each Chapter page</li> <li>National Sponsor Logo on Each Event announcement</li> </ul>		
Webinar Marketing	<ul style="list-style-type: none"> <li>Sponsor logo will be listed as a National sponsor</li> <li>National Sponsor logo highlighted on all PDA National webinar marketing communications</li> </ul>		
Social Media	A PDA Sponsor Recognition announcement and one (1) additional social media post		
PDA monthly E-Newsletter	Sponsor's logo will appear in E-Newsletter in descending order: Platinum, Diamond, Sterling, with link to the sponsor website		
<b>MARKETING FOR IN-PERSON PROGRAMS</b>			
Digital Marketing Opportunities	Primary tier level posting of company logo in E-Newsletter and one complimentary banner ad placed in blog article	Secondary tier level posting of company logo in E-Newsletter	Tertiary tier level posting of company logo in E-Newsletter

# In-Kind Sponsorship Opportunities

## Available For Any PDA Sponsor

For 2025, a PDA National sponsor can host an in-person event as a form of in-kind sponsorship and will receive credit towards the overall sponsorship. Credit applied based on meeting space, catering, audio visual and parking.

## Engage With Us

To learn more about PDA National sponsorships, please contact:



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& Strategic Alliances  
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