



PRIVATE DIRECTORS
ASSOCIATION®
Creating Value Through Board Excellence

2024 CHAPTER SPONSORSHIP PACKAGE

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 3000+ 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 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

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

privatedirectors.org

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.

3,000+

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

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.

2024 PDA Chapter Sponsor Opportunities

BENEFITS	GOLD	SILVER	BRONZE
	\$12,000	\$6,000	\$3,000
Participate with the chapter in the development of programs, subject to approval by the Programs Committee	Two (2) Chapter Events and One (1) Chapter Webinar One of three options: • Participate in the creation of the panel • If appropriate, serve as panel moderator • Contribute one panel speaker	Two (2) Chapter Events or One (1) Chapter Event and One (1) Webinar Contribute as panel moderator and/or panel speaker per event	One (1) Chapter Event 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 member and guest passes to all educational events of the sponsored chapter	Four	Two	One
DIGITAL AND MARKETING BENEFITS			
Recognition on the PDA Website with a link 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
Special Recognition as CHAPTER PROGRAM HOST	Gold Level recognition as program host	Silver Level recognition as program host	Bronze Level recognition as program host
Recognition in PDA CHAPTER digital news and event email communications	Gold: Primary tier level company logo in CHAPTER email communications	Silver: Secondary tier level company logo in CHAPTER email communications	Bronze: Tertiary tier level logo in CHAPTER email communications

Recognition in PDA's Full Page Ad in ***Directors & Boards Magazine*** (published 5x a year) and ***Private Company Director Magazine*** (published 2x a year).



MARKETING FOR IN-PERSON PROGRAMS			
Digital Marketing Opportunities	Primary tier level posting of company logo in ENewsletter and one complimentary banner ad placed in blog article	Secondary tier level posting of company logo in ENewsletter	Tertiary tier level posting of company logo in ENewsletter

Sponsor policy for NEW sponsors: Package reductions include Q1=0%, Q2=15%, Q3=30%. NEW sponsors joining in Q4 receive Q4 and the following year.

In-Kind Sponsorship Opportunities

Available For Any PDA Chapter Sponsor

For 2024, 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 50+ person event that includes:

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

\$3,000 sponsorship credit

Hosting a 30+ person event that includes:

- Meeting space
- Lunch or Breakfast
- Audiovisual

\$1,500 sponsorship credit

Hosting a 50+ 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

To activate sponsorship, please visit this link:
privatedirectorsassociation.org/sponsors-sponsorships

