



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

# 2024 NATIONAL 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 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](https://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 National Sponsor Opportunities

BENEFITS	PLATINUM	DIAMOND	STERLING
	\$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 Q4 and the following year.			
PROGRAMMING			
<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
MEMBER BENEFITS			
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		
Recognition in PDA's Full Page Ad in <b>Directors &amp; Boards Magazine</b> (published 5x a year) and <b>Private Company Director Magazine</b> (published 2x a year).			
			
DIGITAL AND MARKETING BENEFITS			
Recognition on the PDA Website for 2024	<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		
PDA's full-page Ad in Private Company Director and Directors & Boards magazines	Sponsor's name will be highlighted in descending order Platinum, Diamond, Sterling		

# In-Kind Sponsorship Opportunities

## Available For Any PDA National Sponsor

For 2024, A PDA National sponsor can host an in-person 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**

To learn more about National Sponsorships please contact:

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