



PRIVATE DIRECTORS
ASSOCIATION®
Creating Value Through Board Excellence

2026 CHAPTER SPONSORSHIP PACKAGE

About Private Directors Association®

Who We Are

PDA is the only national association dedicated to improving private companies' growth and sustainability through governance that adds value.

The Private Directors Association® (PDA) is an independent 501(c)(6) founded in 2014 and headquartered in Chicago, IL.

Our 3,400+ 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 21 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 2020.
- PDA has added nearly 700 individual members per year since 2020.
- More than **50% of PDA individual members** are now (or have been) a Board Member or C-Suite executive of a public, private or family-owned company.

JOIN PDA TODAY

Who Are Our Members?

3,400+

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

52%

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

27%

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

82%

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).

Sponsorship Value Proposition

Expand Reach, Strengthen Influence, Drive Results

STRATEGIC CONNECTIONS THAT DRIVE RESULTS

Expand your access to a vibrant network of influential decision-makers across a growing, diverse network of senior leaders—including an increasing presence of private company owners, directors, and executives. PDA creates intentional opportunities for you to build relationships with the right people in the right roles, driving meaningful conversations that translate into business outcomes.

AMPLIFY YOUR BRAND THROUGH THOUGHT LEADERSHIP

Showcase your expertise to a community of boardroom influencers. Through curated programming—panels, roundtables, workshops, and digital forums—PDA helps to elevate your organization as a trusted resource in governance and innovation, helping your brand and insights stand out and lead important conversations.

PARTNERSHIP THAT ALIGNS PRIORITIES

PDA works side-by-side with each sponsor to align strategic priorities and opportunities. Our partnership-driven approach ensures your sponsorship delivers business impact and advances your priorities in the markets most relevant to your success. Brand visibility opportunities.

“PDA is not just a unique network of people but the topics we discuss are very relevant to the universe in which we operate and is valuable to our network.”



Sean Riordan
Senior Vice President,
Citizens Bank



Sponsor Thought Leadership and Peer-to-Peer Events

These events focus on specific and current issues related to private company corporate governance and an opportunity for sponsors to increase brand visibility and share their thought leadership with 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.

Fantastic Private Directors Association® - Atlanta Chapter event last night. Aprio is honored to support directors, CEOs and founders of private companies seeking to maximize value and lower risk. Enjoyed hosting and spending time with great & new friends."



Erick Krucke
National Practice Director
Aprio

"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

As a sponsor, your engagement unlocks exclusive opportunities to showcase your expertise, connect with influential leaders, and shape the future of board governance. By partnering with Chapter volunteer leadership and members, you gain direct access to a targeted audience of decision-makers, amplifying your brand and thought leadership.

2026 PDA Chapter Sponsorship Opportunities

BENEFITS	GOLD	SILVER	BRONZE
	\$12,000	\$6,000	\$3,000
<p>Includes:</p> <ul style="list-style-type: none"> Participate in the creation of a panel with PDA Chapter Sponsorship & Programming Team and/or provide a presenter. If appropriate, serve as panel moderator Contribute one panel speaker 	Three (3) Chapter Events	Two (2) Chapter Events	One (1) Chapter Event

Add We listened - Annual rolling sponsorships now available for 2026 sponsorships

MEMBERSHIP

Complimentary Private Director Association Memberships	Four	Two	One
Complimentary member and guest passes to all educational events of the sponsored chapter. (Discount codes will automatically be generated for your event.)	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

MARKETING FOR IN-PERSON PROGRAMS

Digital Marketing Opportunities	Primary tier level posting of company logo in E-Newsletter.	Secondary tier level posting of company logo in E-Newsletter	Tertiary tier level posting of company logo in E-Newsletter
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FRIENDS OF PDA

New "Friends of PDA" Ala Cart sponsorship option available for designated individual events starting at the \$500 level. See the online sponsorship commitment link to select this option.

In-Kind Sponsorship Opportunities

Available For Any PDA Chapter Sponsor

For 2026, a PDA chapter sponsor can host an in-person Chapter 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 Chapter or National sponsorships, please contact:

Sponsorship

sponsorship@privatedirectors.org
(847) 986-9350

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





2026 CHAPTER SPONSORSHIP



privatedirectors.org