



PRIVATE DIRECTORS
ASSOCIATION®
Creating Value Through Board Excellence

2026

NATIONAL

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.



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.



"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

wtw

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 National Sponsorship Opportunities

| BENEFITS | PLATINUM | DIAMOND | STERLING |
|---|---|--|---|
| | \$65,000 | \$35,000 | \$15,000 |
| | We listened - Annual rolling sponsorships now available for 2026 National sponsorships | | |
| PROGRAMMING | | | |
| Events & Webinars: Includes one-minute company introduction. (Content subject to approval by PDA) | Custom events and webinars are available in multiple chapters nationwide. | | |
| Custom Options: 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 | | |
| DIGITAL AND MARKETING BENEFITS | | | |
| Recognition on the PDA website for 2026 | • National Sponsor’s logo on the PDA home page with link to sponsor website • National Sponsor Logo on Each Chapter page • National Sponsor Logo on Each Event announcement | | |
| Webinar Marketing | • Sponsor logo will be listed as a National sponsor • National Sponsor logo highlighted on all PDA National webinar marketing communications | | |
| 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 | | |
| 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 |

In-Kind Sponsorship Opportunities

Available For Any PDA Sponsor

A PDA National sponsor hosting an in-person event 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:



Chris Flood
Director of Sponsorships
& Strategic Alliances
sponsorship@privatedirectors.org
(847) 986-9350





2026 NATIONAL SPONSORSHIP



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