



2022 CHAPTER 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 close to 3,000 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 more than 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!

- In the first half of 2021 PDA hosted nearly 50% more virtual events/webinars than in all of 2020.
- PDA is enjoying significant growth:
 - Membership has increased over 60% since mid-year 2020
 - PDA continues to add an average of 150 new members per month
 - We have 20 chapters nationwide, with more in development.

Who Are Our Members?

59%

are current or former directors or advisory board members of a privately-or **family-owned** business. Of those, **50%** have been a member of an **audit, compensation, governance,** or other board committee.

46%

have substantial experience working outside the US (or managing a business unit with substantial non-US operations).

27%

have experience advising family-owned businesses on either **business strategy** or **family relationship issues** such as next generation or succession planning.

71%

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

PDA's nearly
3K

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

- Alternative Finance
- Automotive
- Banking
- Chemicals
- Capital Goods
- Construction
- Distribution
- Electronics
- Energy
- Food
- Health
- Manufacturing
- Printing/Publishing
- Real Estate
- Transportation/Logistics

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.

2022 PDA Chapter Sponsor Opportunities

BENEFITS	GOLD	SILVER	BRONZE
	\$12,000	\$6,000	\$3,000
Live Panel Event(s) or Chapter Webinar Participate with the chapter in the development of the program, subject to approval by the Programs Committee	One Chapter Webinar AND Two Chapter Panels One of three options: <ul style="list-style-type: none"> Participate in the creation of the panel If appropriate, serve as panel moderator Contribute one panel speaker 	One Chapter Webinar or Two Chapter Panels One of two options: <ul style="list-style-type: none"> If appropriate, serve as panel moderator Contribute one panel speaker 	One Chapter Webinar or One Chapter Panel Contribute one panel speaker
<i>All levels when a sponsor is involved includes a company introduction "from the podium" at the event.</i>			
Complimentary Private Director Association Memberships	Four	Two	One
Complimentary GUEST passes to all educational programs of the sponsored chapter	Four	Two	One
Complimentary MEMBER passes to all educational programs of the sponsored chapter	Four	Two	One
Complimentary subscriptions with PDA membership to <i>Directors & Boards</i> and <i>Private Company Director</i> Magazines	Four	Two	One
DIGITAL AND MARKETING BENEFITS			
Recognition on the PDA Website with a backlink 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
Recognition in PDA Chapter Event Promotional Emails	Gold Level recognition as program host	Silver Level recognition as program host	Bronze Level recognition as program host
Recognition in PDA Monthly eNewsletter with national distribution	Primary tier level posting of company logo on page one of the PDA newsletter in the sponsorship section	Secondary tier level posting of company name on page one of the PDA newsletter in the sponsorship section	Tertiary tier level posting of company name on page one of the PDA newsletter in the sponsorship section
Recognition in PDA's Full- Page Ad in <i>Private Company Director</i> Magazine (published twice/year)	Gold sized company logo posted on the PDA full-page ad two times per year	Your company name posted on the PDA full-page ad two times per year	Your company name posted on the PDA full-page ad two times per year
MARKETING FOR IN-PERSON PROGRAMS			
Program Digital and Printed Signage	Primary tier level posting of company logo in electronic and print signage (down-time slides, table tents, and/or programs)	Secondary tier level posting of company logo in electronic and print signage (down-time slides, table tents, and/or programs)	Tertiary tier level posting of company logo in electronic and print signage (down-time slides, table tents, and/or programs)

Available 2022 sponsor package reductions: Q1=0% Q2=15%, Q3=30% Q4=60%

In-Kind Sponsorship Opportunities

AVAILABLE FOR ANY PDA CHAPTER SPONSOR

For 2022, 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 100-person event that includes:

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

\$3,000 sponsorship credit

Hosting a 40-person event that includes:

- Meeting space
- Lunch or Breakfast
- Audiovisual

\$1,500 sponsorship credit

Hosting a 100-person event that includes:

- Meeting space
- Audiovisual

\$1,500 sponsorship credit

To learn more about In-Kind sponsorships please contact:

Wendy Sech

sponsorship@pcdassociation.org

(847) 986-9350

When emailing, please cc your PDA CHAPTER SPONSORSHIP CHAIR

Engage With Us

If you are ready to sign up for a PDA Sponsorship you can either submit your Sponsorship Commitment Form electronically [here](#), or complete and email the form found on the following pages.

To learn more about PDA sponsorship please contact:

Wendy Sech
sponsorship@pcdassociation.org
(847) 986-9350

When emailing, please cc your PDA CHAPTER SPONSORSHIP CHAIR

2022 PDA SPONSORSHIP COMMITMENT FORM



Please commit to PDA to the following sponsorship level:

Gold (\$12,000) - 4 members **Silver** (\$6,000) - 2 members **Bronze** (\$3,000) - 1 member

SPONSOR CONTACT INFORMATION

PRIMARY MEMBER CONTACT	
TITLE	
COMPANY	
ADDRESS	
CITY/STATE/ZIP	
PHONE	
EMAIL	

MEMBER CONTACT	
TITLE	
COMPANY	
ADDRESS	
CITY/STATE/ZIP	
PHONE	
EMAIL	

MEMBER CONTACT	
TITLE	
COMPANY	
ADDRESS	
CITY/STATE/ZIP	
PHONE	
EMAIL	

2022 PDA SPONSORSHIP COMMITMENT FORM

Page Two



MEMBER CONTACT	
TITLE	
COMPANY	
ADDRESS	
CITY/STATE/ZIP	
PHONE	
EMAIL	

INVOICE/BILLING INFORMATION *(if different from sponsor member contact)*

BILLING CONTACT	
TITLE	
COMPANY	
ADDRESS	
CITY/STATE/ZIP	
PHONE	
EMAIL	

Upon receipt of your signed commitment form, an invoice will be mailed from the PDA accounting office to the appropriate party as outlined above. Upon invoice receipt, payment can be made via credit card or check. Checks should be made payable to Private Directors Association NFP. **Payment will be due Net 30 days.**

SPONSORSHIPS REQUIRE RENEWAL BY DECEMBER 31, 2022.

The Private Directors Association® encourages our Sponsor Member(s) to be involved in a PDA Committee.

AGREED:

Signature _____ Date _____

(An electronic signature is acceptable)

Please return this form via email to **Wendy Sech** at sponsorship@pcdassociation.org and cc your CHAPTER SPONSORSHIP CHAIR.