



PRIVATE DIRECTORS
ASSOCIATION®
Creating Value Through Board Excellence

2022
NATIONAL
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 three quarters of 2021 PDA hosted nearly 75% 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 125+ new members per month
 - We have 22 chapters nationwide, with more in development.

Who Are Our Members?

<h1>59%</h1>	<p>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.</p>
<h1>46%</h1>	<p>have substantial experience working outside the US (or managing a business unit with substantial non-US operations).</p>
<h1>27%</h1>	<p>have experience advising family-owned businesses on either business strategy or family relationship issues such as next generation or succession planning.</p>
<h1>71%</h1>	<p>are now, (or have been) a C-suite executive of a public, private, or family-owned company.</p>

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 National Sponsor Opportunities

BENEFITS	PLATINUM	DIAMOND	STERLING
	\$50,000 or \$25,000 and Eight (8) In-Kind Events	\$25,000 or \$15,000 and Three (3) In-Kind Events	\$15,000
PROGRAMMING			
Webinars: Includes one-minute company introduction (Content subject to approval by PDA.)	Four (4) National PDA Webinars or PDA University Involvement	Three (3) National PDA Webinars or PDA University Involvement	Two (2) National PDA Webinars or PDA University Involvement
Custom Options: Surveys and /or White Papers (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.	20	10	5
Complimentary GUEST passes to select PDA programs (to be used in line with PDA Membership Rules)	One (1) Guest per event, per member.		
Complimentary subscription to <i>Directors & Boards</i> and <i>Private Company Director</i> magazines	One annual subscription per complimentary PDA membership.		
DIGITAL AND MARKETING BENEFITS			
Recognition on the PDA Website for 2022	<ul style="list-style-type: none"> National Sponsor's logo on the PDA home page with link to sponsor website. Each National Sponsor will have a link to a 50-word description of their company and a linked contact name of a sponsor representative. 		
Webinar Marketing	<ul style="list-style-type: none"> 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 the sidebar of the newsletter in descending order: Platinum, Diamond, Sterling		
PDA's full-page Ad in <i>Private Company Director</i> magazine	Sponsor's logo will appear in descending order: Platinum, Diamond, Sterling		

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

In-Kind Sponsorship Opportunities

AVAILABLE FOR ANY PDA NATIONAL SPONSOR

For 2022, 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 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

PDA University Offerings

PLATINUM LEVEL INVOLVEMENT

- Solo Course Sponsor
- Sponsor name and Logo included in all course marketing
- Promotional email to course attendees
- Sponsor mention at the beginning of the course
- Additional brand visibility opportunities to be determined with sponsor

DIAMOND LEVEL INVOLVEMENT

- Course Sponsor with no competing sponsors
- Sponsor total limited to three
- Sponsor name included in all course marketing
- Promotional email to course attendees (number to be determined)
- Additional brand visibility opportunities to be determined with sponsor

STERLING LEVEL INVOLVEMENT

- Course Sponsor with no competing sponsors
- Sponsor name included in all course marketing
- Promotional email to course attendees (number to be determined)
- Additional brand visibility opportunities (to be determined)

2022 NATIONAL SPONSORSHIP COMMITMENT FORM

Indicate your desired PDA sponsorship level:

- Platinum** (\$50,000)
Includes 20 members
- Diamond** (\$25,000)
Includes 10 members
- Sterling** (\$15,000)
Includes 5 members

SPONSOR CONTACT INFORMATION

PRIMARY 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	

The Private Directors Association® encourages Sponsor Member(s) to become involved in PDA activities. **National sponsorship includes memberships in selected chapters.**

INVOICE

Upon receipt of your signed commitment form, an invoice will be mailed from PDA's National offices to the sponsor contact indicated above. Payment is due Net 30 and can be made using check or credit card.

Sponsorships must be renewed by December 31, 2022.

AGREED:

Signature _____ Date _____

(An electronic signature is acceptable)

Please return this form with .jpg of your corporate logo to Wendy Sech at sponsorship@pcdassociation.org
 For questions, please call (847) 986-9350.