

2021 Webinar Chapter Sponsorship



PRIVATE DIRECTORS
ASSOCIATION®
Creating Value Through Board Excellence

As of 2-5-2021

2021 VIRTUAL SPONSORSHIP OPPORTUNITIES

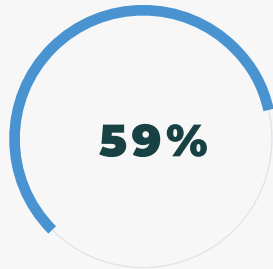
Founded in 2014, the Private Directors Association® is a volunteer run organization with the Mission to create and promote governance education for board directors and candidates that will positively impact private companies. Our organization gives opportunities for Sponsors to share their expertise and governance knowledge.

We invite you to become an engaged Sponsor of our growing organization even during these very unusual times by sharing your thought leadership expertise with our membership.

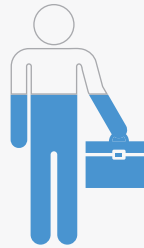
Our 2020 Success Story... And this is just the beginning!

- Over 85 virtual events/webinars hosted by Sponsors and local Chapters nationwide
- Almost 2,000 PDA members
- 16 Chapters throughout the U.S.
- Nearly 50 Board Opportunities showcased for PDA Members in 2020

Become a part of our success story with our members!



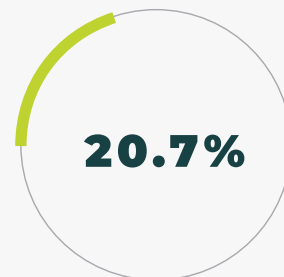
are current or former directors or advisory board members of a **privately- or family-owned** business.



Of those, **55%** have been a member of an **audit, compensation, governance,** or other board committee.



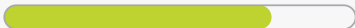
46% have substantial experience working outside the US (or managing a business unit with substantial non-US operations).



are current or former **public company** directors.

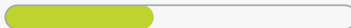
70.6%

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



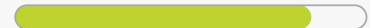
39.3%

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



86.7%

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



For more information about becoming a Sponsor of the Private Directors Association®, contact [Cindy Burrell](#) or [Wendy Sech](#) or call the PDA office at 847-986-9350.

2021 VIRTUAL SPONSORSHIP PACKAGES

VIRTUAL BENEFITS	GOLD	SILVER	BRONZE
	\$6,000	\$3,000	\$1,500
Webinar Involvement	Up to 4 Webinars	Up to 2 Webinars	1 Webinar
Program Development* (Includes 1-minute company introduction) <i>*Subject to approval by the Programs Committee</i>	Put educational panel together OR Serve as panel Moderator OR Add Panel Speaker	Serve as Panel Moderator OR ADD Panel Speaker	ADD Panel Speaker
Complimentary MEMBER passes to all PDA educational programs	4	2	1
Complimentary GUEST passes to all PDA educational programs	4	2	1
MEMBER BENEFITS	GOLD	SILVER	BRONZE
Complimentary Membership(s)	4	2	1
Complimentary subscription: Directors & Boards Magazine Plus Private Company Director Magazine	Includes 4 Members	Includes 2 Members	Includes 1 Member
DIGITAL ADVERTISING	GOLD	SILVER	BRONZE
Website	Logo on PDA main Page PLUS HOME Chapter Page	Logo on HOME Chapter Page	Logo on HOME Chapter Page
Webinar Marketing	Highlighted on ALL webinars nationwide	Highlighted as webinar host (Logo)	Highlighted as webinar host (Logo)
Event Emails	Listed as a Gold Sponsor on ALL Webinar Emails	Logo as Webinar Host	Logo as Webinar Host
eNewsletter	Logo "above the fold"	Company Name	Company Name
Recognition in PDA's Full Page Ad: Private Company Director Magazine (Published twice/year)	Logo	Company Name	Company Name

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2021 SPONSORSHIP COMMITMENT FORM

Please commit to PDA to the following sponsorship level:

Gold (\$6,000) - 4 members
 Silver (\$3,000) - 2 members
 Bronze (\$1,500) - 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	



2021 SPONSORSHIP COMMITMENT FORM (CONTINUED)

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	

COMPANY LOGO

Please email your company logo along with the commitment form. Please submit a jpg. format (black/white & color versions if possible – no high resolution). No size requirement.

Upon receipt of your signed commitment form, an invoice will be mailed from the PDA's accounting office to the appropriate party as outlined above. Upon invoice receipt, payment can be made online via an ACH transfer, credit card or check. Payment will be due Net 30 days. Sponsorships expire December 31, 2021.

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

AGREED:

Signature _____ Date _____

(An electronic signature is acceptable)

Please return this form to:

Wendy Sech via email at wendy@managementservices.org - (847) 986-9350
 Please also cc your CHAPTER SPONSORSHIP CHAIR.