



## 2022 NE PDA Sponsor Plan

February 4, 2022

Dear NE PDA Sponsor,

**N**EW England Chapter of the PDA thanks you for your past commitment to sponsor our Chapter events, and we invite you to support our activities in 2022.

**E**ducation and entertainment are the goals for our 2022 programs -we have been apart too long! This year we are putting some fun outdoor activities on the schedule along with fabulous speakers on topics you want to hear about.

**P**lans are underway with dates and details of the events. What we can share at this point is our intention to provide 6 webinars and 3 fun events. Your commitment to be a “Metallic Sponsor” will provide your company sponsorship at all webinars and fun events. You may also sponsor any individual event throughout the year – possibly a speaker on a topic that relates to your company, or a fun activity near and dear to your heart. As we firm up the calendar, we will share further event details with you.

**D**elivering value is our promise to you so we are offering more events and no increase in price. **Platinum** sponsorship is \$4,900 and includes a \$2,500 donation to our scholarship fund. **Gold** sponsorship is \$3,400 and includes a \$1,000 donation to our scholarship fund. **Silver** sponsorship is \$2,900 and includes a \$500 donation to our scholarship fund. **Single event** sponsorship for a fun activity is \$400; for a **single webinar** is \$200. Sponsors receive recognition on all event announcements, at webinars and events, in follow up correspondence with our membership and on [www.PDA.org](http://www.PDA.org).

**A**greement to be a “Metallic Sponsor” (Platinum, Gold or Silver), must be in place with your payment in full by March 1<sup>st</sup>, 2022 (prior to our first webinar) in order to reserve your place. As a Metallic Sponsor, discounted registration is at the membership rate regardless of your membership status. Please note that contributions to the scholarship program by our Metallic Sponsors has resulted in \$101,000 in scholarships to deserving students at our Student Chapter at Middlesex Community College due to your generosity.

If you have questions, please let me know. I hope you will continue your commitment to participate in NE PDA events as they fit your busy schedule.

Sincerely,

*Laurie*

Laurie Masiello, Sponsorship Chair  
PDA NE Chapter