

# PRISM

ILLUMINATING BOARD GOVERNANCE

## The PDA National Conference & Exhibition

October 7-9, 2025  
Disneyland® Hotel  
Anaheim, California



**PRIVATE DIRECTORS**  
ASSOCIATION®  
Creating Value Through Board Excellence

## Event Overview

Join us for **PRISM 2025: Illuminating Effective Governance**, the Private Directors Association's premier annual Conference & exhibition. This transformative event will take place Oct. 7-9, 2025, at the iconic Disneyland® Hotel & Conference Center in Anaheim, California.

Your event sponsorship will be instrumental in driving PDA's continued success and growth! As the nation's only association dedicated exclusively to private company governance, the Private Directors Association has been transforming boardrooms since 2014.

PDA is unique because we're the exclusive national association focused on enhancing private companies' growth and sustainability through value-adding governance practices. Our thriving community of over 3,400 members spans 21 chapters nationwide, comprising current and aspiring board members, private company owners, and C-level executives from:

- Family-owned businesses
- ESOPs
- Private equity-backed companies
- Early-stage and startup organizations

Together, we're building the future of private company governance through high-performing boards. Don't miss this opportunity to be part of this landmark event!





# PRISM Marquee Sponsor

**\$25,000**

One exclusive sponsor opportunity at \$25,000  
or two co-sponsors at \$12,500

## Opening Welcome Reception

**Tuesday, Oct. 7, 2025**

**5:30 – 7:30 pm**

**Adventure Lawn\***

- Reception welcome opportunity (5 minutes)
- Event signage
- Four full Conference registrations for individual sponsors
- Two full Conference registrations for each co-sponsor
- Mailing list of all Conference attendees (emails for those who opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until Conference date), on-site program/signage Recognition on the 2025 National Conference website
- One custom push notification per day sent from Conference app



*\*An alternative location will be used in cases of inclement weather.*

Disney properties/artwork: ©Disney

# PRISM Champion

**\$12,000**

Deadline for this sponsor opportunity is April 30, 2025

## World of Color Show at Disneyland® California Adventure Park\*

- Opportunity to address attendees prior to event departure (3 minutes)
- Dedicated escort to viewing platform
- Two full Conference registrations
- Mailing list of all Conference attendees (emails for those that opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until Conference date), on-site program/signage Recognition on the 2025 National Conference website



Disney properties/artwork: ©Disney

*\*If the event is canceled due to inclement weather, PDA will inform the sponsor of alternative options.*

# PRISM Supporter

**\$8,000**

## Sponsor-Branded Notepad

- Conference/Company branded pad folio
- Distributed at registration to registered attendees
- One full Conference registration
- Mailing list of all Conference attendees (emails for those that opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until Conference date), on-site program/signage Recognition on the 2025 National Conference website



# PRISM Supporter

\$7,500

## Session Keynote Speaker

### Three opportunities:

- **Session 1:** Wednesday, Oct. 8, 8:45 am – 9:30 am
- **Session 2:** Wednesday, Oct. 8, 1:45 pm – 2:45 pm
- **Session 3:** Thursday Oct. 9, 8:30 am – 9:30 am

### Includes:

- Session introduction (3 minutes)
- One full Conference registration
- Mailing list of all Conference attendees (emails for those that opt-in)
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until Conference date), on-site program/signage Recognition on the 2025 National Conference website



# Friend of PRISM

## Friend of PRISM Educational

### Sponsorship Opportunities

#### \$1,500 Breakout Session Sponsor

- Multiple sessions available
- Includes Sponsor recognition signage during session



## Friend of PRISM Meals and Breaks

#### \$5,000 Plated Networking Lunch

- Located on Adventure Lawn\*
- Luncheon Welcome opportunity (3 minutes)
- **Two opportunities:**
  - **Day One:** Wednesday, Oct. 8
  - **Day Two:** Thursday, Oct. 9



*\*An alternative location will be used in cases of inclement weather.*



#### \$5,000 Continental Breakfast

- Includes Sponsor recognition signage during meal
- **Two opportunities:**
  - **Day One:** Wednesday, Oct. 8
  - **Day Two:** Thursday, Oct. 9

#### \$3,000 Conference Networking Break

- Includes Sponsor recognition signage during break time
- **Four opportunities:**
  - **Day One (Morning):** Wednesday, Oct. 8
  - **Day One (Afternoon):** Wednesday, Oct. 8
  - **Day Two (Morning):** Thursday, Oct. 9
  - **Day Two (Afternoon):** Thursday, Oct. 9





# PRISM Tabletop Exhibitor

**\$2,500**

Tabletop Display Only

- Six Foot Tabletop, located in high traffic, dedicated Exhibitor area
- One full Conference registration
- Attendee roster of all Conference attendees (emails for those that opt-in) 7-10 business days prior to event start
- Logo included in Conference promotion, mobile app, website page, marketing announcements, monthly PDA communications (until Conference)



# PRISM A la Carte

- **SPONSOR SUPPLIED HOTEL ROOM DROP - \$5,000**
- **MOBILE EVENT APP - \$4,000**
- **HOTEL ROOM KEY COVER SPONSOR - \$4,000**
- **LANYARD SPONSOR - \$4,000**
- **CHARGING STATION SPONSOR - \$3,000 (open to multiple sponsors)**
- **ON SITE PRINTED PROGRAM SPONSOR - \$3,000**
- **PEN SPONSOR - \$2,500**

## **BENEFITS INCLUDED WITH PRISM A LA CARTE SPONSORSHIPS**

*Company logo on event mobile app, website page, event marketing announcements, monthly PDA communications (until Conference date), on-site program/signage.*

*Recognition & acknowledgment of thanks included in the event script & scrolling PPT in the general session meeting room.*

*Note: Procurement, design and production of branded items to be provided by PDA.*

Interested in a PRISM sponsorship option not seen here? Please contact:

SCAN ME



**CHRIS FLOOD**

**Director of Sponsorships  
& Strategic Alliances**

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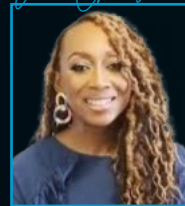
**PDA National Conference** *Committee*

*Chair*



**REBECCA  
WING**

*Vice Chair*



**LISA  
HOLMES**

*Past Chair*



**TAMARA  
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