

**SPONSORSHIP OPPORTUNITIES**

# The Private Markets Forum

**A platform to accelerate infrastructure, access and modernization in private markets**

an executive summit series

**New York | San Francisco | London | Toronto**

**Marc Andrew, Founder**



The Private Markets Forum is  
The category-defining platform for  
private markets technology



**Cement your leadership**  
with the firms modernizing  
the infrastructure of  
private capital

# Premium events in major financial centers

One-day, closed-room summits hosted in global financial centers. Each summit explores a critical vertical in the modernization of private markets.



New York



San Francisco



Toronto



London

# Speakers and attendees from across the platform include:

**BlackRock**

APOLLO

Blackstone

 ARES

HPS

GOLUB  
CAPITAL

   
Man | Varagon

AustralianSuper

Hercules  
CAPITAL

 MONROE  
CAPITAL

 WESTCAP

 Hamilton  
Lane

J.P.Morgan

|||

  
MUBADALA

  
MOTIVE PARTNERS

CHURCHILL  
from nuveen

PANTHEON

  
BainCapital

# WHAT DO PEOPLE SAY ABOUT US?

“So well curated and exactly the right people.”

“I go to a lot of conferences and this was by far the best from a thought leadership and content perspective.”

“The level of conversation and energy was top tier.”

**“PMF is playing an absolutely critical role in assembling the right players driving private markets forward.”**

“Each and every conversation this morning left me wanting to keep listening and learning more!”

“Incredible energy and pitch-perfect content among an elite audience.”

“Just an incredible, first-rate conference.”

“This was a remarkable conference, with a remarkable group of people, that we absolutely want to be involved with going forward.”

“Truly a great event with meaningful insights to bring back and apply.”

# Why now?

Private markets are scaling.

Their systems need to evolve.

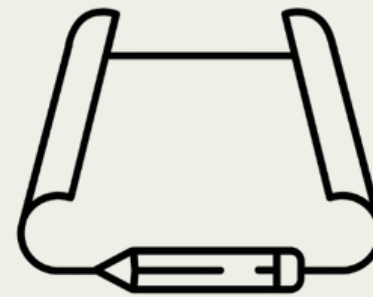
The Private Markets Forum is where the infrastructure gets built:  
data, workflows, access and trust.

# How PMF makes our partners inevitable:



## Move First (and Fast)

- First to categorize private markets technology



## Architect a Network

- 6 summits, multiple touchpoints, 1 platform.



## Generate Digital Gravity

- Cohesive insights, high-signal content, cross-event visibility

# Platform Calendar: 2026

— The 2026 Private Credit Technology Summit | March 12, 2026 | NYC  
Making the private credit tech stack operational.

— ASSET-BACKED: The Technology Summit | April 16, 2026 | SAN FRANCISCO  
How - and why - ABF will fund the next wave of American innovation.

— The 2026 Private Wealth Technology Summit | May 14, 2026 | NYC  
Private markets are tackling the wealth frontier. That needs infrastructure.

— The 2026 Private Markets Technology Summit | June 25, 2026 | LONDON  
A European conversation on the tech infrastructure of private markets.

— The 2026 LP Technology Summit | October 1, 2026 | TORONTO  
Private capital has evolved. LP infrastructure hasn't - yet.

— The 2026 Private Markets AI Summit | November 5, 2026 | NYC  
How to build your firm's AI infrastructure.

visit [www.private-markets.com](http://www.private-markets.com) for the latest on each event

# Who's behind it



**Marc Andrew**  
Founder, The Private Markets Forum

- Produced 80+ senior institutional summits across traditional + digital infrastructure, technology and finance. Formerly Chief of Staff in a Canadian finance ministry.
- 6M+ impressions on LinkedIn across the first half of 2025, focused on private market capital systems, infrastructure, and access.
- Deep expertise in platform development through events, content, and elite business + relationship development.

“Marc - keep up the great work. Your writing and insight is GREAT!”  
Managing Director and Partner, The Carlyle Group



# THE PRIVATE MARKETS FORUM COMMUNITY

## In-Person

At each in-person summit we carefully curate our audience through an application and review process to ensure we have a balanced mix of high-level professionals to meet content needs and sponsor objectives.

- We have a senior-level, decision-making audience where **79%** are director level and above.
- **93%** attendance rate
- Approximately **70%** of attendees come from unique organizations, reflecting a diverse, global mix of investors, managers, and technology providers.
- To date, all Private Markets Forum Summits have **sold out** with extensive waitlists.

### Sample Delegate Lists:

[The LP Technology Summit | October 2025](#)

[The Private Markets AI Summit | October 2025](#)

[\(Click titles to view lists\)](#)

## Digital

Since launching in November 2024, our digital audience has grown rapidly with strong engagement.

- **69%** of digital audience are director level and above.
- **30%** of our digital audience describes themselves as having a role in **business development** in private markets.
- Our digital audience is concentrated in major global financial hubs:
  - New York (27%)
  - London (16%)
  - Toronto (4%),
  - Strong representation from Boston, San Francisco, Chicago, Sydney, Miami, and Los Angeles.
- **+15k** LinkedIn followers on The Private Markets Forum page
  - **+970k** organic impressions in the last 90 days
- **+38k** LinkedIn followers on Marc Andrew's, page (*Founder, The Private Markets Forum*)
- **+5k** newsletter subscribers
  - 57% open rate
  - 7% click-through rate

[\\*2025 Industry newsletter engagement standards](#)

[\\*The in-person audience breakdown was taken from The Private Markets AI Summit data.](#)

# **SOLIDIFY YOUR POSITION AS A LEADER BUILDING PRIVATE MARKETS TECHNOLOGY**

Choose your level of investment.

Each tier delivers access, visibility, and credibility across the PMF platform.



# ANCHOR PARTNER

*2 available per summit* | \$55,000 USD

The gravitational center of the summit – in the room and online

Shape the summit’s narrative, voice, and energy – in direct collaboration with Marc Andrew

Option to sponsor the event’s Green Room – the most influential space for private dialogue with speakers and senior guests

“Presented by” logo placement across all materials  
+  
Executive delivers opening summit remarks

- **Co-branded Summit Insights Report:** distributed to the full attendee network post-event
- **Collaboration** on 2 LinkedIn posts featuring your firm in the weeks before and after the Summit, as well as 2 newsletter activations
- **Attendee list provided**
- **Strong presence:** 6 tickets to attend the summit



# STRATEGIC PARTNER

*Limited quantity - 3 available per summit*

Location (Date) - \$37,500 USD

Designed for firms ready to lead – in the room, in our content, and in the category’s conversation.

Exclusive branding of a core networking moment, plus elevated visibility before, during, and after the summit.

Option to add Green Room access for deeper relationship-building.

## Exclusive branding of Networking Lunch OR Closing Reception

- Your firm prominently featured during your hosted networking session
- Quoted or profiled in the Summit Insights Report distributed post-event
- 2x co-branded LinkedIn activations + 1 newsletter activation – one before, one after the summit
- Attendee list provided
- Curated access: tickets for 4 individuals to attend



# IMPACT PARTNER

**Limited quantity - 3 available**

Location (Date) - \$18,500 USD

For firms ready to shape market relevance — and build momentum with the leaders shaping the category.

**Branded summit moment  
(breakfast or coffee break)**

+

**Logo on all event materials and signage + promo  
'booth' to display materials**

- **Consistent brand visibility:** Your logo featured across all event signage and materials
- **Direct relationship access:** Attendee contact list provided post-event
- **1x co-branded LinkedIn + newsletter activation** — one before, one after the Summit
- **Curated attendance:** Summit access for 3 individuals



# ALIGNED PARTNER

**Limited quantity - 5 available**

Location (Date) - \$10,000 USD

Designed for firms who want to be seen – and associated – with the technology underlying private markets

- Strategic visibility across all event materials
- Brand presence on the summit website and in PMF promotional posts
- Promotional table (booth-style) on site to display visuals and information

- **Logo visibility** across all materials, signage, and sponsor slides
- **Post-summit brand mention** in event insight report shared with PMF digital audience
- **1x newsletter collaboration** post featuring your firm
- **Summit attendance** for 2 representatives
- **Attendee list provided**



# ADD-ON: VIP/GREEN ROOM

\$20k - Requires a summit sponsorship (available to Anchor and Strategic Tier only)

## Brand the event's VIP room, plus access throughout the summit for your senior reps

The speakers' green room is a private space for the summit's speakers and VIPs - we'll treat it as a space for your company as well.

Get access to the space, branding, and the opportunity to provide a gift to summit speakers.

### Access

- All-day access to speaker & VIP room for summit attendees from your company
- All speakers and their immediate team receive access
- **Branding & Promotion**
  - Signage including your brand on the outside of the door to the VIP room, visible from the summit's public spaces
  - Opportunity to provide a branded exit gift to all speakers at your cost



\*available at select PMF events

# ADD-ON: PRIVATE DINNER ON SUMMIT EVE

\$15k - Requires a summit sponsorship

## Want a deeper experience?

We'll curate a list of top attendees for dinner on the evening prior to the summit.

### Event Flow

- 2-hour seated dinner

### Attendance *(12-15 total)*

- 2-3 Senior leaders from your company
- 2-3 Summit hosts
- 10-12 qualified managers, builders and experts

### Promotion of Your Brand

- Branded invitation, menu (plus opportunity to provide branded exit gift)



\*available at select PMF events

# PARTNERSHIP SUMMARY

Each tier delivers a path toward leadership in private capital infrastructure.

Tier	Primary Benefits	Other Benefits	Invitations	Investment
<b>ANCHOR</b>	<p>Top placement among sponsor logos + Executive delivers solo presentation remarks + Shape the conversation</p>	<ul style="list-style-type: none"> <li>• Among premium brands in Summit Insights Report</li> <li>• 2x LinkedIn posts (pre/post) + 2 newsletter activations</li> <li>• Attendee list</li> </ul>	6 tickets to attend	<b>\$55k</b>
<b>STRATEGIC</b>	<p>Exclusive branding of networking lunch OR closing reception + Profiled in Summit Insights Report</p>	<ul style="list-style-type: none"> <li>• Profiled in Summit Insights Report</li> <li>• 2x LinkedIn posts (pre/post) + 2 newsletter activation</li> <li>• Logo on event materials</li> <li>• Attendee list</li> </ul>	4 tickets to attend	<b>\$37.5k</b>
<b>IMPACT</b>	<p>Branded Summit Moment: Choose from: Opening coffee or coffee break + Firm perspective featured in Summit Insights Report</p>	<ul style="list-style-type: none"> <li>• 1x LinkedIn posts (pre/post) + 1 newsletter activation</li> <li>• Recognition in summit communications</li> <li>• Logo on event materials</li> <li>• Attendee list</li> </ul>	3 tickets to attend	<b>\$18.5k</b>
<b>ALIGNED</b>	<p>Brand placement across all event materials - in-person and digital + promo 'booth' opportunity</p>	<ul style="list-style-type: none"> <li>• Newsletter brand activation</li> <li>• Logo on event materials</li> <li>• Attendee list</li> </ul>	2 tickets to attend	<b>\$10k</b>

**Secure your partnership today — availability is limited.**

Work with us to build the future of private markets.

Partner with PMF across the 2025–26 summit cycle.

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