



2025 CDFA National Sponsor Program

About CDFA's National Sponsor Program

CDFA National Sponsors represent the leaders in the development finance industry. These sponsors are given a unique opportunity to champion all of the efforts of CDFA and play an integral role in the ongoing development of the organization. National Sponsors make a yearlong sponsorship commitment of \$12,000 to CDFA and in turn receive over 100 individual offerings of media and marketing and CDFA's newest benefit – the **CDFA Direct Connect** feature.

2025 CDFA National Sponsor Benefit Package

CDFA understands the importance of connecting directly with our network of development finance professionals. As such we have expanded our benefits this year to include CDFA's Direct Connect feature which will enable the Development Finance professionals who visit our webpage to contact your organization's lead professional directly to inquire about your products, services, and other offerings.

CDFA's Direct Connect Feature:

- A dedicated webpage for your organization that will include a description of services and a highlight of your organization's lead contact(s)
- Automated contact form on your dedicated webpage that will route inquiries directly to your lead contact to request a complimentary conversation

To direct our network to your page, your lead contact along with the opportunity for a complimentary conversation will be highlighted to our network in the following ways:

- At least once a year, you will be featured in CDFA's Development Finance Review Weekly (DFRW), which is our primary newsletter and reaches 27,000+ development professionals
- The CDFA Direct Connect feature will be highlighted in a multitude CDFA marketing campaigns throughout the year

2025 CDFA National Sponsor Core Benefits

CDFA is proud to continue offering complimentary annual membership and the following sponsorship benefits to CDFA all National Sponsors.

Training Institute

National Sponsors receive recognition at CDFA Training Institute courses offered throughout the year. In 2025, CDFA expects to reach our network directly through the Training Institute. At each training course, National Sponsors receive the following:



2025 CDFA National Sponsor Program

-
- Exclusive opportunity to speak on training courses, webinars, and panels when appropriate and speaker contact information provided to all attendees in post-event follow-up communication
 - 5 complimentary registrations to be applied to the CDFA Training Institute courses or Webcast series of your organization's choosing
 - Electronic copy of course attendee list (upon request)

CDFA's National Development Finance Summit

- Opportunity to moderate one session at the event
- 2 complimentary registrations (one of which will be assigned to the person serving as a moderator)
- Event attendee list pre- and post-event
- Recognition in the event program, signage, screen splashes, and web page
- 1 full-page advertisement in the event program
- Opportunity place promotional material in the event bag
- Options to engage directly with Summit attendees as a Dining Adventure host and/or by securing a place at the CDFA sponsor table during networking breaks and receptions

CDFA Website and other Electronic Marketing Communication

- Company logo, website link, and company description placed on CDFA's home page and National Sponsor page
- Prominent, high-level recognition on all CDFA Training Institute courses
- Individual recognition periodically throughout the year in CDFA's Development Finance Review Weekly newsletter, which is sent to over 35,000 subscribers and considered the industry's best development finance resource

****** For the 2025 Sponsorship year, all National Sponsors may opt out of CDFA's Direct Connect feature. The annual commitment for our value-driven base level sponsorship benefits remains at \$10,000 annually. All offerings are negotiable upon review, and CDFA will do its best to ensure that each sponsor receives the highest level of service.***

Becoming a CDFA National Sponsor

To become a CDFA National Sponsor, visit www.cdfa.net to fill out the Sponsorship Agreement Form. For more information or to ask questions, contact CDFA at (614) 705-1300.



2025 CDFA National Sponsor Program

2024 CDFA National Sponsors

CDFA thanks the generous contributions and support provided by the following CDFA National Sponsors in 2024:

