



**PRIVATE PRACTICE**  
OWNERS CLUB



**2025 - 2026**

# **SPONSORSHIP GUIDE**



# WELCOME LETTER

We are excited to invite you to **partner with the Private Practice Owners Club in the next year!** Our mission is to empower private practice owners with the knowledge, tools, and connections to transform their clinics, their lives, and the profession—and we believe your brand can play a crucial role in that journey.

By sponsoring our events, you'll have the opportunity to **engage directly with private practice entrepreneurs** who are eager to find solutions that will drive their success. Whether through in-person networking, digital brand placements, email communications, or exclusive speaking, podcast, and Facebook Live opportunities, we offer tailored sponsorship options to help you **achieve real ROI.**

Inside this guide, you'll find everything you need to get started. We're here to support you every step of the way and ensure this partnership is as impactful as possible.

Let's make this a year of **growth, connections, and success—together!**

**Looking forward to working with you,**



**NATHAN SHIELDS**

Founder, Private Practice Owners Club



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# WHAT WE HAVE IN COMMON

At the Private Practice Owners Club, we believe in building strong partnerships with companies that share our values, mission, and dedication to the success of private practice owners. As a potential sponsor, we know that you are just as invested in helping healthcare entrepreneurs thrive as we are. Here's what we have in common:

## **A Shared Audience**

Both of us serve private practice healthcare owners who are actively looking for solutions to grow, streamline, and optimize their businesses. Whether it's technology, marketing, operations, or financial management, these professionals seek trusted partners to help them succeed.

## **A Commitment to Growth & Innovation**

We are dedicated to helping private practice owners scale their businesses, just like you are committed to providing cutting-edge solutions that enhance their operations. Together, we can introduce new strategies, technologies, and services that propel these entrepreneurs forward.

## **A Focus on Financial Success**

Private practice owners are looking for ways to increase revenue, improve efficiency, and maximize profitability—and so are you! Whether it's through marketing, operational support, or financial tools, our shared goal is to help them build sustainable, profitable businesses.

## **The Power of Community & Relationships**

Both of us understand that relationships drive success. The Private Practice Owners Club fosters a strong, engaged community of healthcare business owners, and your brand has the opportunity to build meaningful connections within this network. Sponsoring our events puts you face-to-face with key decision-makers who are actively looking for solutions.

By partnering together, we create a win-win environment where private practice owners gain access to the best resources available, and you get the opportunity to engage directly with your ideal clients. Let's work together to make 2025 a year of impact, growth, and success for everyone involved!



# OUR SOLUTIONS

Are you looking for extra opportunities to be seen by high-net-worth individuals? Do you want your brand to be seen across our **hundreds of thousands of touchpoints** within our marketing ecosystem?

Let's work together to provide value to new and existing clients by aligning your brand with ours!

These touch-points (impressions) can be seen through our marketing solutions:

<b>Podcast</b>	<ul style="list-style-type: none"><li>• 50+ podcasts a year</li><li>• 900+ downloads on average per episode</li></ul>
<b>Social Media</b>	<ul style="list-style-type: none"><li>• We use Facebook &amp; LinkedIn</li><li>• A community of over 2000</li></ul>
<b>Email List</b>	<ul style="list-style-type: none"><li>• 6,500 confirmed email subscribers</li><li>• 29% open rate</li></ul>
<b>Conference Materials</b>	<ul style="list-style-type: none"><li>• Featured and highlighted as a sponsor on conference materials.</li><li>• Emails, program guide, conference signage</li></ul>
<b>Speaking Opportunity</b>	<ul style="list-style-type: none"><li>• Speaking opportunity or member of panel discussion</li></ul>



# PROGRAM COMPONENTS

PODCASTS	SOCIAL MEDIA	EMAIL LIST
6 years running 295+ episodes 271,165+ downloads (avg 900/episode)	Daily social posts  730,000 impressions a year	6,738 email subscribers  average open rate is 29%
WORKSHOPS	CONFERENCE	FACEBOOK LIVES
2-3 in-person workshops annually  ~65 registrations per workshop	2.5 Day Annual National Conference  150+ estimated attendees	Weekly Facebook Lives  750+ attendees annually

Your brand could be a part of our total of  
**1,008,998+ IMPRESSIONS!**





# SPONSORSHIP OPPORTUNITIES

## IN-PERSON QUARTERLY SPONSOR

**\$3,500 PER EVENT (3 PER YEAR)**

**Includes:**

- Attend both receptions
- Co-host dinner each night with co-sponsor
- 1x Facebook Live
- 3x Facebook posts over 12 months
- 1x dedicated email promotion over 12 months
- Logo on marketing materials for event

## ANNUAL CONFERENCE SILVER

**\$9,500**

**Includes:**

- 1x guest appearance on the podcast
- 1x mentions/ads on podcast episodes
- Facebook Group Package (up to 2)
  - 1x Facebook Live
  - 1x Facebook posts over 12 months
- 2x dedicated email promotions over 12 months
- Logo on the Conference marketing materials, including company description
- Full page advertorial for Program Guide for conference
- Host attendees for a dine-around at the Conference
- Up to 6 discount guest passes
- Vendor table/exhibitor at Conference
- Access to Conference attendee's contact information
- Listed on our "Partner" list for our coaching clients
- Logo'd presence on Conference materials (banners, etc.) and landing page
- Panelist in General Session

## ANNUAL CONFERENCE GOLD

**\$11,500**

**Includes:**

- 2x guest appearance on the podcast
- 2x mentions/ads on podcast episodes
- Facebook Group Package (up to 2)
  - 2x Facebook Live
  - 2x Facebook posts over 12 months
- 4x dedicated email promotions over 12 months
- Logo on the Conference marketing materials, including company description
- Full page advertorial for Program Guide for conference
- Host attendees for a dine-around at the Conference
- Up to 6 discount guest passes
- Vendor table/exhibitor at Conference
- Access to Conference attendee's contact information
- Listed on our "Partner" list for our coaching clients
- Logo'd presence on Conference materials (banners, etc.) and landing page
- Presenting Session in General Session

## RESOURCE PARTNERSHIP SILVER

**\$18,000**

Sponsor all 3 In-Person Quarterlies + Annual Conference Silver

## RESOURCE PARTNERSHIP GOLD

**\$20,000**

Sponsor all 3 In-Person Quarterlies + Annual Conference Gold



# CALENDAR OF EVENTS



## **2025 NATIONAL CONFERENCE**

OCTOBER 2-4, 2025  
FLORIDA



## **IN-PERSON QUARTERLY: STRATEGIC PLANNING & GOALS**

JANUARY 9-10, 2026  
TBD



## **IN-PERSON QUARTERLY: RECRUITING/HIRING/RETENTION**

APRIL 10-11, 2026  
TBD





# CALENDAR OF EVENTS



## IN-PERSON QUARTERLY: MARKETING & FINANCIALS

JULY 10-11, 2026  
TBD



## 2026 NATIONAL CONFERENCE

SEPTEMBER 16-19, 2026  
TBD



# LETTER OF UNDERSTANDING

To digitally confirm your sponsorship and read our terms & conditions, please scan the QR code or click the button below.



[CONFIRM SPONSORSHIP](#)

OR VISIT

[WWW.PPOCLUBEVENTS.COM/SPONSORSHIP](http://WWW.PPOCLUBEVENTS.COM/SPONSORSHIP)



# OUR TEAM



## NATHAN SHIELDS

### FOUNDER/CO-OWNER

Owning a therapy clinic is hard work.

I was completely overwhelmed soon after opening my first practice and I quickly realized that, although I had the skills to treat patients well, I didn't have the skills to run a business optimally. However, I kept my head down and focused on patient care, hoping that someday someone would rescue me from the business administrative headaches. I continued like that for almost a decade, burying my head in patient care and slowly burning out. Finally, I did what every successful therapy owner I've met has done... I, finally, asked for help.

Since investing in myself and my business education (by hiring a business coach) I went on to grow, and eventually sell, four different clinics for seven figures, at 3x the national average. That journey led me to launch the Private Practice Owners Club Podcast & Coaching business where I've helped hundreds of therapy owners build businesses that give them greater profits, freedom, and a lifestyle that they couldn't have previously imagined.



## ADAM ROBIN

### FOUNDER/CO-OWNER

I started that program as a good Physical Therapist...

And emerged as a great business owner – the CEO of my PT clinic. Over the next 3 years, I spent over \$100,000 more learning from the best executive, leadership and business coaches in the world.

Since then, I've:

- Scaled my clinic to 3 thriving locations (with plans for more)
- Generated multi-7-figures in income per year, working from home
- Built a team of 40+ who grow the business for me

And most importantly?

I developed a passion to help struggling PTs transform their lives just like I did.

Which is why I decided to join forces with Nathan...



# THANK YOU!

For sponsorship inquiries,  
please contact Michael Pachuta  
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