

OLA Sponsorships



OLA offers marketing opportunities to members throughout the year. To maximize your presence in the association's publications and events, consider your package with your OLA Membership status.

Perks for OLA Founding Members

OLA recognizes Founding Members with enhanced sponsorship packages and recognition. Founding Members can accelerate their recognition with a-la-carte items to an even higher sponsorship tier. All companies are recognized in their sponsorship tiers at all OLA events, including LEND360.

Founding Members:

- Automatic "Boost" in sponsorship recognition to Silver Sponsor. Additional contributions to a sponsorship package can accelerate you to an even higher tier. See below.
- Advertising in OLA Weekly Newsletter and OLA Daily Clips*
- 4 dedicated emails to OLA members sent throughout the year
- Booth space at LEND360
- 1 comp pass to OLA Spring Summit
- Recognition as OLA Founding Member at OLA events and on marketing materials

Below are *additional* sponsorship dollars required to reach each tiered sponsorship levels. For example, if you are a Founding Member you are automatically recognized as a Silver Sponsor. If you choose a-la-carte items to create a \$30K package, you will accelerate to a Platinum Sponsor.

Sponsorship Level	Additional Spend for Founding Members
Platinum	Additional \$30K
Gold	Additional \$20K
Silver	\$0

*Digital artwork to be provided by the advertiser. The same artwork can be run for a maximum of 4 issues after which new artwork must be submitted.

SPRING SUMMIT OPPORTUNITIES:

Spring Summit is the industry's leading public policy event featuring exclusive meetings with Members of Congress. Attendees also get updates from the CFPB and FTC regarding current regulations impacting the industry. The OLA Spring Summit will take place in Washington, DC. The 2018 OLA Spring Summit will be held in early May. Exact dates TBD.

Items	Description	Cost
Spring Summit Reception	Your logo and branding on marketing materials before the conference as well as on cups and napkins during reception.	SOLD
Welcome Reception Title Sponsor	Title sponsor of the welcome reception on Monday evening of Spring Summit. Includes table top space during the reception.	SOLD
Welcome Reception Dessert	A specialty dessert will be branded with your logo for all attendees.	SOLD
Welcome Reception Table Top	Each table top sponsor will receive a highboy at the reception to place literature and brand with one vertical pop-up sign. Sponsor provides the signage.	\$2,000
Networking Breakfast	Your logo and branding on marketing materials before the conference as well as on cups and napkins during Breakfast. Also receive recognition on promotional materials and invitations.	\$8,000
Coffee Break	Your logo on signage, cups and napkins during coffee breaks.	\$7,000
Registration Sponsor	Your brand recognized in the registration area onsite as well as online registration pages/website.	SOLD
Congressional Directory	Your logo on the front and back covers of the Congressional Directory given to each attendee at Spring Summit. This is the attendee's guide to Members of Congress and maps to offices on Capitol Hill. The Capitol Hill Talking Points card will also be placed in the directories.	SOLD
Registration Folders	Logo included on folders with OLA Spring Summit logo. Includes cost of production. Each attendee receives a folder at registration with all materials related to Capitol Hill Meetings.	SOLD
Placemats	Placemats will be at each place setting at the beginning of each day of Spring Summit. Sponsor to provide artwork to OLA for print. OLA will produce the placemats.	\$5,000
Signage	Signage you provide to OLA to place in designated meeting areas. OLA designates placement and location of signage. Limit one sign per company with 5 companies maximum.	\$3,000
Customize Hotel Room Keys	Get your brand recognized with customize hotel room keys distributed to each attendee staying at the host hotel. Sponsor provides OLA-approved artwork.	SOLD
Agenda Sponsor	Your logo displayed on all digital versions of the agenda distributed to attendees and posted on the website. Also recognition in the printed program book agenda section. Up to three sponsors available.	\$3,000

OLA Spring Summit Sponsorships, continued.

Items	Description	Cost
Note Pads and Pens	Logo on notepads and pens distributed to all attendees.	SOLD
Exclusive Registration Gift	Sponsor provides OLA-approved item that OLA hands to attendees at registration.	\$3,000
Summit Daily Headline Banner Ad	Digital banner ad in newsletter sent each day to all attendees and OLA Members during Spring Summit. This position is the headline position above all articles. 3 available	\$1,500 per day
Summit Daily Secondary Banner Ad	Digital banner ad in newsletter sent each day to all attendees and OLA Members during Spring Summit. This position is the secondary position within the body of the newsletter. 6 available	\$1,000 per day
Summit Daily Article	150-word article in newsletter sent each day to all attendees and OLA Members during Spring Summit. 3 available	\$1,500 per article

**Please note all sponsorship opportunities may be upgraded and customized for additional fee.*

**FOR MORE INFORMATION OR TO BOOK A PACKAGE,
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