

# 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\*
- Booth space at LEND360<sup>[1]</sup><sub>[SEP]</sub>
- 1 comp pass to OLA Spring Summit<sup>[1]</sup><sub>[SEP]</sub>
- Recognition as OLA Founding Member at OLA events and on select 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 2019 OLA Spring Summit will be held in early May. Exact dates TBD.

| Items                           | Description  | Cost     |
|---------------------------------|--|----------|
| Rooftop Reception Title Sponsor | Your logo and branding on marketing materials before the conference as well as on cups and napkins during reception. <b>SOLD</b>   | \$20,000 |
| Welcome Reception Title Sponsor | Your logo and branding on marketing materials before the conference as well as on cups and napkins during the first evening of Spring Summit. Includes one table top space during the reception.   | \$15,000 |
| Welcome Reception Table Top     | Table top sponsors 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 the breakfast.   | \$8,000  |
| Coffee Break                    | Your logo and branding on marketing materials before the conference as well as on cups and napkins during the break.   | \$7,000  |
| Registration Sponsor            | Your brand recognized in the registration area onsite as well as online registration website, and confirmation emails to all participants.   | \$10,000 |
| 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. | \$5,000  |
| Registration Folders            | Logo included on folders with OLA Spring Summit logo. Each attendee receives a folder with all materials related to Capitol Hill Meetings. Includes cost of production.  | \$5,000  |
| Placemats                       | Placemats will be at each place setting at the beginning of Spring Summit. Sponsor to provide artwork to OLA for print (subject to OLA approval). Includes cost of production.   | \$5,000  |
| Signage                         | Pop-up banner signage you provide to OLA to be placed in designated meeting areas. OLA designates placement and location of signage. Limit one sign per company.   | \$3,000  |
| 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 agenda onsite. Up to three sponsors available.   | \$3,000  |

**OLA Spring Summit Sponsorships, continued.**

| <b>Items</b>                    | <b>Description</b>  | <b>Cost</b>         |
|---------------------------------|---|---------------------|
| Note Pads and Pens              | Logo on notepads and pens distributed to all attendees. Includes cost of production.  | \$5,000             |
| Exclusive Registration Gift     | Sponsor provides OLA-approved item that OLA distributes to attendees onsite.  | \$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             | \$2,000 per day     |
| Summit Daily Banner Ad          | Digital banner ad in newsletter sent each day to all attendees and OLA Members during Spring Summit. This position determined by the OLA within the body of the newsletter. 6 available | \$1,500 per day     |
| Summit Daily Article            | 150-word article in newsletter sent each day to all attendees and OLA Members during Spring Summit. 3 available   | \$2,000 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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