

# 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\*
- 1 comp pass to OLA Executive Policy Summit
- 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.

# OLA EXECUTIVE POLICY SUMMIT

The OLA Executive Policy 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 Executive Policy Summit will take place in Washington, DC. The 2020 Summit will be held on May 5-7.

Items	Description	Cost
Rooftop Reception Sponsor	Your logo and branding on marketing materials before the conference as well as on cups and napkins during the reception.	\$10,000
Capitol Hill Reception Sponsor	Your logo and branding on marketing materials before the conference as well as on cups and napkins during the reception. If space becomes unavailable on Capitol Hill the main venue will serve as the location.	\$10,000
Networking Breakfast	Your logo and branding on marketing materials before the conference as well as on cups and napkins during the breakfast.	\$7,000
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 the Summit. This is the attendee's guide to Members of Congress and maps to offices on Capitol Hill.	\$7,000
Registration Folders	Logo included on folders with OLA logo. Each attendee receives a folder with all materials related to Capitol Hill Meetings. Includes cost of production.	\$7,000
Placemats	Placemats will be at each place setting at the beginning of the Summit. Sponsor to provide artwork to OLA for print (subject to OLA approval). Includes cost of production.	\$7,000
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.	\$5,000
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.	\$5,000

**OLA 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.	\$7,000
Exclusive Registration Gift	Sponsor provides OLA-approved item that OLA distributes to attendees onsite.	\$7,000
Summit Daily Headline Banner Ad	Digital banner ad in newsletter sent each day to all attendees and OLA Members during the Summit. This position is the headline position above all articles. 3 available	\$1,500
Summit Daily Banner Ad	Digital banner ad in newsletter sent each day to all attendees and OLA Members during the Summit. This position determined by the OLA within the body of the newsletter. 6 available	\$1,000
Summit Daily Article	150-word article in newsletter sent each day to all attendees and OLA Members during the Summit. 3 available	\$1,500

*\*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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