

OLA Opportunities



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	\$30K
Gold	\$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 May 1-3, 2017 in Washington, DC.

Items	Description	Cost
Rooftop Reception	Your logo and branding on marketing materials before the conference as well as on cups and napkins during reception. Dedicated invitation emails will also be sent to all OLA Members and attendees.	\$15,000
Welcome Reception Title	Title sponsor of the welcome reception on Monday evening of Spring Summit. Includes table top space during the reception.	\$12,000
Welcome Reception Bar	Bar area and cocktail related items will be branded with you logo.	\$7,000
Welcome Reception Dessert	A specialty dessert will be branded with your logo for all attendees.	\$5,000
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.	\$1,500
Networking Breakfast (2 opportunities available)	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. Includes cost of production.	\$5,000
Registration Sponsor	Your brand recognition on registration materials onsite as well as online registration page. SOLD OUT	\$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. Includes cost of production. Each attendee receives a folder at registration with all materials related to Capitol Hill Meetings.	\$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.	\$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 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.	\$3,500
Program Guide: Back Cover	Full page ad provided by sponsor in the printed program guide on the back cover.	\$2,000
Program Guide: Inside Back Cover	Full page ad provided by sponsor in the printed program guide on the inside back cover.	\$1,600
Program Guide: Inside Front Cover	Full page ad provided by sponsor in the printed program guide on the inside front cover.	\$1,600
Program Guide: Full Page Ad	Full page ad provided by sponsor in the printed program guide.	\$1,200
Program Guide: Half Page Ad	Half page ad provided by sponsor in the printed program guide.	\$800
Exclusive Registration Gift	Sponsor provides OLA-approved item that OLA hands to attendees at registration.	\$2,500
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.	\$1,500
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.	\$1,000
Summit Daily Article	150-word article in newsletter sent each day to all attendees and OLA Members during Spring Summit.	\$1,500

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

**FOR MORE INFORMATION OR TO BOOK A PACKAGE,
CONTACT LIZ JONES AT LJONES@OLADC.ORG**

COMPLIANCE UNIVERSITY:

Attracting 80+ compliance officers and legal counsels, this focused program gives complete compliance training and a complement to the OLA Accreditation Program. All companies interested in or holding OLA Accreditation are required to attend this event. Held in Washington, DC from July 25-26, 2017.

Items	Description	Cost
Cocktail Reception	Your logo and branding on signage, cups and napkins during reception. Also receive recognition on promotional materials and invitations.	\$7,000
Breakfast	Your logo and branding on signage, cups and napkins during Breakfast. Also receive recognition on promotional materials and invitations.	\$5,000
Luncheon	Your logo and branding on signage, cups and napkins during the luncheon. Also receive recognition on promotional materials and invitations.	\$8,000
Coffee Breaks	Your logo on signage, cups and napkins during coffee breaks. Includes cost of production.	\$2,000
Podium Signage	Your logo displayed along with OLA's Compliance University logo on speaker podium during the meeting.	\$3,000
Compliance University Branded Flash Drive with Training Materials	Your logo on the flash drive containing Compliance University Training Materials. Sponsor also gets their logo on the webpage where presentations will be available post-event.	\$5,000
Registration Sponsor	Your brand recognized in the registration area onsite and online registration pages.	\$5,000
Agenda Sponsor	Your logo displayed on all digital versions of the agenda distributed to attendees and posted on the website. Up to three sponsors available.	\$2,000
Signage	You provide your vertical pop-up signage to be included in meeting areas of the conference space	\$2,000
Exclusive Registration Gift	Sponsor provides OLA-approved item that OLA hands to attendees at registration.	\$1,000
Note Pads and Pens	Logo on notepads and SOLD OUT attendees.	\$3,500

**Please note all sponsorship opportunities may be upgraded for additional fees.*

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YEAR-ROUND OPPORTUNITES:

Item	Description	Cost
OLA Weekly Newsletter Advertising	The OLA Weekly Newsletter publishes each Monday with timely industry updates in OLA news, member alerts, regulatory updates as well as federal and state legislative activities. Advertiser provides digital banner to be placed in the newsletter.	\$1,000 per month
OLA Daily News Clips	The OLA Daily News Clips publishes each morning (Monday-Friday) with the latest media articles impacting our industry. Advertiser provides digital banner to be placed in the Daily Clips.	\$1,000 per month
OLA Webinar Sponsorship	Host OLA Webinar with a panel of experts. Your company will be recognized in marketing materials ahead of the webinar as well as during the webinar.	\$2,000

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