



# SPONSORSHIP PROSPECTUS

**2022**

# MEMBERSHIP PERKS

The Online Lenders Alliance (OLA) is the center for lending, technology and innovation, representing the growing online lending industry. OLA members abide by a list of Best Practices and Code of Conduct to ensure their customers are fully informed and fairly treated.

OLA produces several events per year with specialized content aimed to grow and inform the industry. Our events are open to anyone in the industry, but most sponsorship opportunities are reserved for OLA members. As a supporter of OLA's mission-critical advocacy work, members can choose opportunities to elevate their brand at OLA events.

## FOUNDING MEMBERS

OLA Founding Members commit to the industry with the highest dues level. The Founding Member package comes with enhanced sponsorship opportunities and recognition at LEND360 and all OLA events. Founding Members automatically get Silver Level recognition if they sponsor OLA events.

Accelerate your Founding Member recognition to even higher levels by adding a-la-carte opportunities.

- o Platinum Additional \$30K
- o Gold Additional \$20K
- o Silver Additional \$0

# OPPORTUNITIES-AT-A-GLANCE

## 2022 EVENTS

Executive Policy Summit in Washington, DC (April 27-29)

Compliance University in Washington, DC (July 19-20)

Tribal Lending Conference in Phoenix, AZ (November 1-3)

## ADVERTISING AND THOUGHT LEADERSHIP

Weekly Newsletter Banner Ad

Webinar Host

Media Digest Banner Ad

Dedicated Email

Contact Liz Jones ([ljones@oladc.org](mailto:ljones@oladc.org)) to discussion a tailored sponsorship package for your budget and marketing goals.

# ADVERTISING AND THOUGHT LEADERSHIP

## W e e k l y N e w s l e t t e r

**\$1,000 per month**

Publishes each Monday with industry updates, member alerts and policy analyses. Sponsor banner ad will appear in one-month increments.

## M e d i a   D i g e s t

**\$1,000 per month**

Weekly digital publication with the latest media articles impacting online lending and fintech. Sponsor banner ad will appear in one-month increments.

## W e b i n a r   H o s t

**\$5,000**

Host a webinar with panel of experts. Your logo will be recognized in marketing materials and during the webinar broadcast. OLA will market and schedule the webinar. Sponsor secures panelists. Content subject to OLA approval.

## D e d i c a t e d E m a i l

**\$5,000**

OLA will send a dedicated email to a targeted distribution of OLA Members. Sponsor designs email in acceptable format. Content subject to OLA approval.

# EXECUTIVE POLICY SUMMIT

APRIL 27-28, 2022 WASHINGTON, DC

## EVENT PROFILE

The OLA Executive Policy Summit is one of the most important gatherings of fintech leaders of the year. Online lending innovators come together in Washington to meet with and hear from members of Congress and regulators who shape the future of our industry. Participants attend multiple visits with Congressional offices tailored to their location and business models given them a unique opportunity to interactive with key legislators. All OLA members should make it a priority to be a part of this dialogue.

Date and location: April 27-28, 2022 in Washington, DC  
Attendance: Approximately 75 attendees

## PLATINUM

**\$15,000**

- Capitol Hill Reception
- Registration Sponsor
- Registration Folders
- Congressional Directory Branding
- Banner Ad in Daily Email
- Article in Daily Email
- Four comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

**1 AVAILABLE**



# EXECUTIVE POLICY SUMMIT

APRIL 27-29, 2022 WASHINGTON, DC

## GOLD

\$10,000

### CHOOSE FROM:

- Welcome Reception
- Note Pads and Pens Sponsor
- Agenda Sponsor

1 AVAILABLE

### ALL GOLD SPONSORS RECEIVE:

- Banner Ad in Daily Email
- Article in Daily Email
- Three comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

## SILVER

\$5,000

### CHOOSE FROM:

- Coffee Break Sponsor

2 AVAILABLE

### ALL SILVER SPONSORS RECEIVE:

- Two comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

## BRONZE

\$3,000

- Banner Ad in Daily Email
- Article in Daily Email
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

# COMPLIANCE UNIVERISTY

JULY 19-20, 2022 WASHINGTON, DC

## EVENT PROFILE

Compliance University brings together compliance officers and heads of companies who need to safeguard their operations with compliance programs. This event educates attendees on the key compliance issues impacting our industry and provides a great opportunity for regulatory professionals to hear directly from the regulatory agencies such as FTC and CFPB. CLE credits are available.

Date and location: July 19-20, 2022 in Washington, DC

Attendance: Approximately 100 attendees

### PLATINUM

**\$15,000**

- Lunch Sponsor
- Registration Sponsor
- List of Participants Sponsor
- Headline Banner Ad in Daily Email
- Article in Daily Email
- Four comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

**1 AVAILABLE**

### GOLD

**\$10,000**

- Breakfast Sponsor
- Agenda Sponsor
- Folder or Notepad Sponsor
- Banner Ad in Daily Email
- Article in Daily Email
- Two comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

**2 AVAILABLE**

# COMPLIANCE UNIVESITY

JULY 19-20, 2022 WASHINGTON, DC

## SILVER

\$5,000

- Coffee Break Sponsor
- Banner Ad in Daily Email
- One comp pass
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

3 AVAILABLE

## BRONZE

\$3,000

- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

MANY AVAILABLE





# TRIBAL LENDING CONFERENCE

NOVEMBER 1-3, 2022 PHOENIX, AZ

## EVENT PROFILE

This event focuses on tribal lending issues facing the online lending community. Attendees are from leading online lenders, related service providers, and law firms. Expert speakers share their insights and recommendations to help you improve and protect your business.

Date and location: November 1-3, 2022 in Phoenix, AZ  
Attendance: Approximately 100 attendees

### PLATINUM

**\$15,000**

- Registration Sponsor
- Welcome Reception
- Lunch Sponsor
- Registration Folders
- Article in Daily Email
- Five comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

**1 AVAILABLE**

### GOLD

**\$10,000**

- Evening Reception or all Coffee Breaks (3)
- Agenda Sponsor or Notepads and Pens
- Note Pads and Pens
- Four comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

**2 AVAILABLE**

# TRIBAL LENDING CONFERENCE

NOVEMBER 1-3, 2022 PHOENIX, AZ

## SILVER

\$5,000

- Breakfast Sponsor
- Attendee List Sponsor
- Two comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

2 AVAILABLE

## BRONZE

\$3,000

- Two comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

MANY AVAILABLE



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