



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) 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.

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



- ~~Evening Reception or all Coffee Breaks (3)~~
- ~~Agenda Sponsor or Notepads 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

SOLD

- 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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