



SPONSORSHIP PROSPECTUS

2023

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

2023 EVENTS

Legal Issues Conference, Washington, DC (February 23-24)

Executive Policy Summit in Washington, DC (May 2023)

Compliance University in Washington, DC (July 18-19)

Tribal Lending Conference in TBD (Winter 2023)

ADVERTISING AND THOUGHT LEADERSHIP

Weekly Update Newsletter Banner

Webinar Host

Weekly Media Digest Banner

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.

LEGAL ISSUES CONFERENCE

FEBRUARY 23-24, 2023 WASHINGTON, DC

EVENT PROFILE

The OLA Legal Issues Conference will cover the latest legal developments and feature expert speakers from industry leading firms and direct remarks from the regulatory agencies. Attendees primarily consist of general counsels, government affairs directors, and lawyers from leading online lenders, related service providers, and law firms. The event will also feature multiple networking opportunities including an evening reception.

Date and location: February in Arlington, VA (just outside of Washington, DC)

Attendance: Approximately 75 attendees

P R E M I E R E

\$6,000

C H O O S E O N E :

- 
- ~~Panel Session + Breakfast Sponsor~~
 - ~~Panel Session + Luncheon Sponsor~~
 - ~~Panel Session + Reception Sponsor~~
 - ~~Panel Session + Branded Folders~~
 - ~~Panel Session + Branded Notepads and Pens~~
 - ~~Panel Session + Registration Gift~~

LEGAL ISSUES CONFERENCE

FEBRUARY 23-24, 2023 WASHINGTON, DC

PANEL SESSION

- Selection of topic for the content session (subject to OLA approval)
- Session speakers will include moderator and two panelist speakers from your firm or company of your choosing (OLA reserves the right to add up to two panelist speakers of our choosing to your session)
- Listing as the exclusive sponsor of selected content session on the online and printed agenda
- Access to attendee list with contact information two weeks prior to the event and a final list after the event concludes
- Three (3) complimentary registration passes for speakers, colleagues and/or clients

EXECUTIVE POLICY SUMMIT

APRIL 2023 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 or May 2023 in Washington, DC
Attendance: Approximately 75 attendees

PLATINUM

\$10,000

- Day 2 Reception Sponsor
- Registration Sponsor
- Registration Form
- 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

1 AVAILABLE



EXECUTIVE POLICY SUMMIT

APRIL 2023 WASHINGTON, DC

GOLD

\$7,000

CHOOSE FROM:

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

3 AVAILABLE

ALL GOLD SPONSORS RECEIVE:

- 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

SILVER

\$5,000

CHOOSE FROM:

- ~~Congressional Directory~~
- One Coffee Break

3 AVAILABLE

ALL SILVER SPONSORS RECEIVE:

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

BRONZE

\$3,000

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

MANY AVAILABLE

COMPLIANCE UNIVERSITY

JULY 18-19, 2023 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 2023 in Washington, DC

Attendance: Approximately 100 attendees

PLATINUM

\$10,000

- Lunch Sponsor
- Registration Sponsor
- List of Participants Sponsor
- Headline Banner Ad in Daily Email
- Article in Daily Email
- Four (4) comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

1 AVAILABLE

GOLD

\$7,500

- Breakfast Sponsor
- Agenda Sponsor
- Folder or Notepad Sponsor
- Banner Ad in Daily Email
- Article in Daily Email
- Two (2) comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

2 AVAILABLE

COMPLIANCE UNIVERSITY

JULY 18-19, 2023 WASHINGTON, DC

SILVER

\$5,000

- Coffee Break Sponsor
- Banner Ad in Daily Email
- One (1) 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 6-8, 2023 SAN DIEGO, CA

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: Winter 2023, location TBD
Attendance: Approximately 150 attendees

PLATINUM

\$15,000

- Registration Sponsor
- Lunch Sponsor
- Mobile App Sponsor
- Article in Daily Email
- Four (4) comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

1 AVAILABLE

GOLD

\$10,000

- Reception Sponsor
- Choice of branded registration folders or notepads
- Article in Daily Email
- Three (3) comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

2 AVAILABLE

TRIBAL LENDING CONFERENCE

NOVEMBER 6-8, 2023 SAN DIEGO, CA

SILVER

\$7,500

All Silver Sponsors receive:

- Two (2) comp passes
- Access to Attendee List
- Listing on Website, onsite signage and other marketing materials

And choice of one of the following:

- Breakfast
- Coffee Break

5 A V A I L A B L E

BRONZE

\$5,000

- Two (2) comp passes
- Access to Attendee List
- Listing on website, onsite signage and other marketing materials

M A N Y A V A I L A B L E

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