

BECOME A SPONSOR

OCON 2019 SPONSORSHIP PACKAGES



“ Money demands that you sell, not your weakness to men’s stupidity, but your talent to their reason. ”

—Ayn Rand

THE AYN RAND INSTITUTE (ARI): ARI fosters a growing awareness, understanding and acceptance of Ayn Rand’s philosophy, Objectivism, to create a culture whose guiding principles are reason, rational self-interest, individualism and laissez-faire capitalism—a world in which individuals are free to pursue their own happiness.

OBJECTIVIST SUMMER CONFERENCE (OCON): Every year, ARI hosts an Objectivist summer conference where fans of Ayn Rand’s ideas gather to take part in stimulating educational sessions with people who share their values. This year’s event takes place in Cleveland, Ohio, June 23–27. The event celebrates the 50th anniversary of Rand’s beloved book *The Romantic Manifesto*, which focuses on the nature of art and its purpose in human life.

- **Audience:** In 2018, more than 600 people attended OCON, approximately 30 percent of whom were young adults or students. The remainder consisted of ARI donors and many of today’s prominent business and thought leaders.

SPONSORSHIP BENEFITS:

- **Access to today’s business and thought leaders** as well as the potential leaders of tomorrow
- **An atmosphere** in support of reason, individualism and capitalism
- **Brand awareness** for the sponsor with access to potential clients
- **Potential partnerships** with other sponsors and attendees, as well as access to ARI’s attendee list
- **Spotlight in all OCON materials** and right of first refusal as a sponsor of ARI events, globally

BENEFITS	THE ROMANTIC MANIFESTO \$50,000	ATLAS SHRUGGED \$25,000	THE FOUNTAINHEAD \$10,000	ANTHEM \$5,000	WE THE LIVING \$2,500	THE VIRTUE OF SELFISHNESS \$1,000
Conference Bag Insert	✓	✓	✓			
Speaker Introductions	Introduce Keynote with 2-Minute Corp. Video	Intro. Speaker of Choice, 1-Min. Corp. Video	Intro. Speaker of Choice, No Video			
Named Sponsor of Events at OCON	Named OCON Sponsor	Named Sponsor of an Event of Your Choice	Named Sponsor of an Event of Your Choice			
Program Ad Space	Full Page	Full Page	Half Page	Half Page	Logo	
On-site Table Exhibit (limited)	Table Premier Location	Table	Table	Table	Table	
Full Week Passes	5	3	2	1	1	
Logo Placement	Large Logo, Top Billing	Large Logo, Secondary Billing	Medium Logo, Middle Billing	Small Logo, Middle Billing	Company Name, Bottom Billing	Company Name, Bottom Billing
Hyperlinked Logo on OCON Website	✓	✓	✓	✓	✓	✓

All sponsorship levels are appreciated. Custom programs are available; please inquire at donorservices@aynrand.org. All sponsorship requests will be subject to vetting and final approval to ensure organizational alignment of brand and values.

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