

# BECOME A SPONSOR

## OCON 2018 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 Newport Beach, California, June 30–July 5. The event celebrates the 75th anniversary of Rand’s best-selling novel *The Fountainhead*, which focuses on individualism, independence, pride, integrity and productivity.

- **Audience:** In 2017, more than 500 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** and potential clients accessible to supporters of Ayn Rand’s ideas
- **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 FOUNTAINHEAD \$50,000	ATLAS SHRUGGED \$25,000	ANTHEM \$10,000	WE THE LIVING \$5,000	THE VIRTUE OF SELFISHNESS \$2,500	FOR THE NEW INTELLECTUAL \$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 Benefactors Dinner 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](mailto:donorservices@aynrand.org). All sponsorship requests will be subject to vetting and final approval to ensure organizational alignment of brand and values.

Objectivist Conferences is owned and operated by Ayn Rand® Institute. The Ayn Rand Institute does not necessarily endorse the content of the lectures and courses offered. Payments made to Objectivist Conferences or to the Ayn Rand Institute eStore do not qualify as tax-deductible contributions to Ayn Rand Institute. Tax deductions will vary based on corporate sponsorship levels. Ayn Rand is a registered trade mark and is used by permission.

©2018 The Ayn Rand Institute.