

OD OUT LOUD REVIVAL 2026

Reclaiming our Power, Reunifying our Field.

October 25–28, 2026 · Kansas City

SPONSORSHIP OPPORTUNITIES

350

In-Person Attendees

300

Virtual Attendees

650

Total Practitioners

4

Days of Programming

THE OPPORTUNITY

Organization Development is at a crossroads. While our field delivers 2–4x return on investment and generates \$8,000 in annual savings per employee, OD practitioners remain frustratingly invisible — working behind the scenes of every great organizational transformation.

OD Out Loud Revival 2026 is changing that. This is not a conference. It is a movement — designed by practitioners, owned by practitioners — to place our profession where it belongs: at the center of transformation for a positive future.

Sponsoring the Revival means aligning your brand with a gathering of 650 engaged professionals who are actively shaping the future of work across business, healthcare, education, government, and nonprofit sectors.

WHO ATTENDS

Roles & Disciplines

- Organization Development Consultants (internal & external)
- Change Management Professionals
- Talent & Culture Leaders
- Executive Coaches

Sectors Represented

- Fortune 500 & Mid-size Corporations
- Healthcare Systems
- Government Agencies (Federal, State, Local)
- Educational Institutions
- Nonprofit Organizations

- Facilitators & Team Builders
- DEI & Social Justice Practitioners
- Academic Researchers & Educators
- Nonprofit Leaders

- Professional Associations
- Consulting Firms

OD practitioners regularly purchase or influence decisions around assessment tools, certification programs, facilitation platforms, training resources, publications, and collaboration software — making your sponsorship a direct investment in front of your ideal audience.

SPONSORSHIP TIERS

VISIONARY

\$15,000 · 2 Sponsors · 2 Exhibitor Tables

Advancing the field through bold, visible investment

- ◆ Named Keynote Sponsor — your brand introduced at the opening, mid-conference, or closing keynote
- ◆ Named Dojo Sponsor — your name on one of the 4 intensive 3-day learning tracks
- ◆ Exhibitor table in the main lobby (2 tables)
- ◆ 2 complimentary in-person registrations
- ◆ Logo on all session slides across the entire conference
- ◆ Featured logo placement in the Whova event app (open 6+ months — main sponsor logo seen 15,000+ times in 6 weeks at our last event)
- ◆ Fliers or materials included in all attendee swag bags
- ◆ Social media spotlight feature (dedicated post + tagging)
- ◆ Recognition by name in all keynote introductions
- ◆ Logo on conference website and all printed signage

MOVEMENT MAKER

\$7,500 · 3 Sponsors · 3 Exhibitor Tables

Building momentum across the OD community

- ◆ Named Dojo Sponsor — your name on one of the 4 intensive 3-day learning tracks
- ◆ Exhibitor table in the main lobby (1 table)
- ◆ 1 complimentary in-person registration

- ◆ Logo on all session slides across the entire conference
- ◆ Logo placement in the Whova event app
- ◆ Fliers or materials included in all attendee swag bags
- ◆ Social media recognition (tagged post)
- ◆ Logo on conference website and printed signage

AMPLIFIER

\$2,500 · 4 Sponsors · 4 Exhibitor Tables

Amplifying the voices that move the field forward

- ◆ Named Concurrent Session Sponsor — your name on one of the 24 practitioner-led sessions
- ◆ Exhibitor table in the main lobby (1 table)
- ◆ 1 complimentary in-person registration
- ◆ Logo placement in the Whova event app
- ◆ Fliers or materials included in all attendee swag bags
- ◆ Logo on conference website
- ◆ Recognition in conference program

SPONSORSHIP ADD-ONS

Any sponsor — at any tier — may add these high-visibility enhancements. Add-ons are also available to organizations that wish to support the Revival without a full sponsorship package.

ADD-ON	INVESTMENT	WHAT YOU GET
Bar / Reception Sponsor	\$2,000	Your name on the open bar — the most memorable moment of the evening. "Tonight's reception is sponsored by..."
Swag Bag with Logo	\$1,500	Your logo printed on the conference swag bag — in every attendee's hands from day one.
Water Bottle Sponsor	\$1,500	Branded water bottles distributed to all in-person attendees for four days of visibility.
Pen Sponsor	\$1,000	Your logo on pens included in every conference packet — the tool practitioners reach for all day.

THE CONFERENCE EXPERIENCE

Your sponsorship reaches attendees across multiple high-engagement touchpoints:

WHOVA EVENT APP

The app opens months before the conference — sponsors receive visibility from the moment tickets are purchased. At our 2025 event, the main sponsor logo was viewed 15,000+ times in just six weeks of app activity. This time, the app will be active significantly longer.

INTENSIVE DOJOS (3-Day Tracks)

Small cohorts of up to 80 practitioners dive deep into four immersive learning communities: TED Talks OD, Data Storytelling for OD, The Practitioner Pipeline, and Reunifying OD. Named dojo sponsorship creates intimate, sustained brand presence throughout.

KEYNOTES

Four keynotes anchor the Revival — opening, mid-conference, day three, and closing — drawing the full in-person audience of 350 plus 300 virtual attendees. Headliner sponsors are introduced by name at the keynote they sponsor.

OD LABS

Twelve lab sessions that name a tension in the field or an area of unexplored potential for growth. 90 minute facilitated sessions designed for hands on learning and co creation. Sessions let attendees create bespoke tools that will be shared out open source with name accreditation.

T-GROUPS & MEALS

T-Groups meet throughout the four days, building the relational foundation that defines this gathering. Shared meals, dine-arounds, and the opening reception create natural sponsor visibility in the moments practitioners remember most.

ABOUT GOOD WORK COLLECTIVE

OD Out Loud Revival 2026 is produced by Good Work Collective — a member-owned cooperative LLC forming in Washington State. The Collective is not a nonprofit or corporation. It is a cooperative — which means the practitioners who do the work own the organization, share in its governance, and share in what it earns.

This structure is not incidental. It is the point. The Revival practices what OD preaches: participatory leadership, shared ownership, and values-aligned design — all the way down to who signs the checks.

READY TO PARTNER WITH US?

Contact us to secure your sponsorship or discuss a custom package.

Faith Addicott, Community Steward

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