



SPONSORSHIP OPPORTUNITIES

A Collective Convening | Kansas City, MO | October 25-28, 2026

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, we remain frustratingly invisible. OD Out Loud Revival 2026 isn't just another event—it's a movement to place our profession where it belongs: at the center of transformation for a positive future.

This is your opportunity to align your brand with the revival of a profession that shapes the future of work across every sector.

BY THE NUMBERS

- 350 in-person attendees
- 300 virtual attendees
- 650 total professionals across business, healthcare, education, government, and nonprofit sectors
- 4 days of intensive advocacy training, skill-building, and movement creation
- Extended app exposure: 6+ months of visibility
- 2025 main sponsor logo viewed 15,000+ times in just 6 weeks
- Cross-sector influence: Practitioners who advise C-suite executives, design organizational systems, and drive multi-million dollar transformations

WHY SPONSOR OD OUT LOUD REVIVAL?

- ✓ **REACH DECISION-MAKERS:** OD practitioners influence purchasing decisions for assessments, tools, consulting services, and organizational solutions
- ✓ **DEMONSTRATE VALUES ALIGNMENT:** Show your commitment to human-centered enterprise and ethical business practices
- ✓ **EXTEND YOUR VISIBILITY:** With app access opening months before the Revival, your brand gains unprecedented exposure
- ✓ **POSITION AS THOUGHT LEADERS:** Associate with a groundbreaking cooperative model that practices what OD preaches
- ✓ **ACCESS A UNIFIED FIELD:** Connect with practitioners across consulting, facilitation, change management, process improvement, strategy, and design
- ✓ **SUPPORT MEANINGFUL WORK:** Help elevate a profession dedicated to making organizations more effective, humane, and impactful

REVIVAL VISIONARY SPONSOR - \$25,000

(Limited to 2 sponsors)

As a Revival Visionary, you're not just sponsoring an event—you're co-creating the future of the OD profession. This premier partnership positions your organization as a leader in supporting professional advocacy and field transformation.

BRAND VISIBILITY & RECOGNITION:

- Exclusive "Revival Visionary Sponsor" designation across all materials
- Premium logo placement on Revival app (6+ months of exposure to 650+ attendees)
- Logo featured on opening and closing keynote slides
- Logo displayed on all general session slides throughout 4-day Revival
- Prominent logo placement in physical Revival lobby
- Recognition in all pre-Revival promotional emails
- Featured sponsor spotlight in Revival program
- Logo and link on OD Out Loud website sponsor page
- Social media recognition across Revival channels

KEYNOTE & PREMIUM SESSION SPONSORSHIP:

- Exclusive naming rights to one keynote session ("Keynote presented by [Your Company]")
- Choice of keynote: Opening, Cross-Sector Innovation, Public Sector Transformation, or Closing
- 3-minute speaking opportunity before your sponsored keynote
- Opportunity to provide branded materials for attendees at your keynote

DOJO SPONSORSHIP:

- Title sponsor of one intensive 3-day Dojo ("Dojo powered by [Your Company]")
- Choose from: TED Talks OD, Data Storytelling, Change Beyond the Boardroom, or Reunifying OD
- Logo featured in all Dojo session materials and slides
- Recognition in Dojo participant communications

EXCLUSIVE SALES OPPORTUNITY:

- Dedicated 20-minute sales/demo session on the Revival agenda
- Promoted in Revival program and app to drive attendance
- Opportunity to showcase your solutions directly to engaged practitioners
- Q&A time with attendees to demonstrate value and build relationships

EXHIBITOR & ENGAGEMENT:

- Exhibitor table in high-traffic lobby location
- 2 complimentary full-access in-person Revival registrations (\$1990 value)
- Promotional flier in attendee swag bags

- Opportunity for branded giveaways at registration

ADDITIONAL EXCLUSIVE BENEFITS:

- First selection of add-on sponsorship opportunities (bar, water bottles, swag bags, pens)
- Invitation to exclusive sponsor dinner with organizers and keynote speakers
- Access to attendee contact list (with permission) for post-Revival follow-up
- Featured in post-Revival impact report shared with 650+ attendees

ESTIMATED IMPRESSIONS: 50,000+ over 6-month period

ROI INDICATORS: Logo visibility, thought leadership positioning, direct access to decision-makers, extended brand exposure, sales opportunity.

MOVEMENT MAKER SPONSOR - \$10,000

(Limited to 5 sponsors)

As a Movement Maker, you're powering the transformation of OD from invisible expertise to indispensable impact. This partnership demonstrates your commitment to elevating the profession and supporting practitioner development.

BRAND VISIBILITY & RECOGNITION:

- "Movement Maker Sponsor" designation across Revival materials
- Logo placement on Revival app (6+ months of exposure)
- Logo displayed on all general session slides throughout Revival
- Logo placement in physical Revival lobby
- Recognition in pre-Revival email communications
- Sponsor listing in Revival program with logo
- Logo and link on OD Out Loud website sponsor page
- Social media recognition

KEYNOTE OR DOJO SPONSORSHIP (Choose One):

Option A - Keynote Sponsorship:

- Naming rights to one keynote session
- 2-minute speaking opportunity before keynote
- Logo featured on keynote slides

Option B - Dojo Sponsorship:

- Title sponsor of one intensive 3-day Dojo
- Logo featured throughout Dojo sessions
- Recognition in Dojo communications

EXHIBITOR & ENGAGEMENT:

- Exhibitor table in Revival lobby
- 1 complimentary full-access in-person Revival registration (\$995 value)
- Promotional flier in attendee swag bags
- Opportunity for branded giveaways

ADDITIONAL BENEFITS:

- Priority selection for add-on sponsorship opportunities
- Recognition in post-Revival communications
- Access to Revival app analytics

ESTIMATED IMPRESSIONS: 30,000+ over 6-month period

ROI INDICATORS: Strong logo visibility, session-specific branding, qualified leads from exhibitor engagement

AMPLIFIER SPONSOR - \$7,500

(Limited to 4 sponsors)

As an Amplifier Sponsor, you're ensuring OD practitioners gain the skills and confidence to make their voices heard. This partnership connects your brand with skill-building and professional development.

BRAND VISIBILITY & RECOGNITION:

- "Amplifier Sponsor" designation in Revival materials
- Logo placement on Revival app (6+ months of exposure)
- Logo displayed on all general session slides
- Logo included in physical lobby signage
- Recognition in select email communications
- Sponsor listing in Revival program
- Logo on OD Out Loud website sponsor page
- Social media mention

CONCURRENT SESSION SPONSORSHIP:

- Title sponsor of 2-4 concurrent skill sessions across the Revival
- Choose sessions aligned with your expertise or interests
- Logo featured on session slides
- Recognition in session descriptions in program

EXHIBITOR & ENGAGEMENT:

- Exhibitor table in Revival lobby
- 1 complimentary full-access in-person Revival registration (\$995 value)
- Promotional flier in attendee swag bags

ADDITIONAL BENEFITS:

- Opportunity to add on sponsorship enhancements
- Recognition in post-Revival summary

ESTIMATED IMPRESSIONS: 20,000+ over 6-month period

ROI INDICATORS: Targeted session visibility, booth engagement, app exposure

ADD-ON SPONSORSHIP OPPORTUNITIES

(Available to sponsors at any level, first-come basis)

These exclusive enhancements provide additional visibility and create memorable experiences for attendees:

RECEPTION BAR SPONSOR - \$5,000

- "Open Bar Sponsored by [Your Company]" signage at Day 1 networking reception
- Logo featured on bar area and drink tickets
- Recognition in program and announcements
- Creates positive brand association with hospitality and connection

WATER BOTTLE SPONSOR - \$2,000

- Your logo prominently displayed on branded reusable water bottles
- Distributed to all 350 in-person attendees
- Daily reminder of your support throughout 4-day Revival
- Sustainable takeaway extends brand visibility post-Revival

SWAG BAG SPONSOR - \$2,000

- Your logo featured on Revival swag bags
- Carried by attendees throughout Revival and beyond
- High-visibility brand placement for entire event

PEN SPONSOR - \$1,000

- Branded pens distributed to all attendees
- Practical takeaway ensures continued brand visibility
- Used during intensive note-taking sessions throughout Revival

WHAT MAKES THIS DIFFERENT

OD Out Loud Revival is operating as a cooperative venture through the Good Work Collective—a first-of-its-kind member-owned LLC that practices what OD preaches. When you sponsor this Revival, you're supporting:

- ✓ **A VALUES-ALIGNED BUSINESS MODEL** that demonstrates transparency, shared ownership, and solidarity economy principles
- ✓ **FIELD UNIFICATION EFFORTS** bringing together fragmented OD organizations and creating a stronger collective voice
- ✓ **NEXT-GENERATION OUTREACH** attracting young professionals to a field that desperately needs fresh talent
- ✓ **SOCIAL JUSTICE ADVOCACY** reconnecting OD to its roots in creating positive social change
- ✓ **PRACTICAL ADVOCACY TRAINING** that produces tangible outcomes: TED talks, articles, speaking engagements, and community partnerships

This isn't passive observation—it's active transformation. Every sponsorship dollar directly supports skill-building that will amplify OD's voice across business, healthcare, education, government, and nonprofit sectors.

WHO ATTENDS OD OUT LOUD REVIVAL?

Your sponsorship connects you with influential practitioners across sectors:

ROLES:

- Organization Development Consultants (internal & external)
- Change Management Professionals
- Talent & Culture Leaders
- Executive Coaches
- Process Improvement Specialists
- Strategy & Design Consultants
- Facilitators & Team Builders
- DEI & Social Justice Practitioners
- Academic Researchers & Educators
- Nonprofit Leaders

SECTORS:

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

- Consulting Firms

BUYING POWER:

OD practitioners regularly purchase or influence purchasing decisions for:

- Assessment tools (DISC, Enneagram, PROSCI, etc.)
- Software platforms (Miro, Mural, Asana, collaboration tools)
- Training & certification programs
- Consulting services
- Books, publications, and research
- Professional development events
- Facilitation supplies and materials

SPONSORSHIP INVESTMENT SUMMARY

LEVEL	INVESTMENT	AVAILABILITY	KEY BENEFITS
Revival Visionary	\$25,000	2 only	Keynote + Dojo + Sales Session + Premium visibility
Movement Maker	\$10,000	5 available	Keynote OR Dojo + Strong visibility
Amplifier	\$7,500	4 available	Concurrent sessions + Booth
Supporter	\$5,000	Unlimited	App + Booth + Recognition

ADD-ON OPPORTUNITIES:

- Reception Bar: \$5,000 (1 only)
- Water Bottles: \$2,000 (1 only)
- Swag Bags: \$2,000 (1 only)
- Pens: \$1,000 (1 only)

TOTAL SPONSORSHIP GOAL: \$100,000

(Supporting cooperative model, values-aligned funding, and field advocacy)

THE REVIVAL EXPERIENCE

OD Out Loud Revival offers sponsors access to engaged attendees across multiple touchpoints:

MOBILE APP (6+ Months Active)

- Pre-Revival networking begins months in advance
- Attendees check schedules, view session details, connect with others
- Sponsor logos visible on every app interaction

- 2025 data: Main sponsor logo viewed 15,000+ times in just 6 weeks

INTENSIVE DOJOS (3-Day Skill Builders)

- Small cohorts (20-30) create intimate sponsorship exposure
- TED Talks OD: Building compelling presentations
- Data Storytelling: Demonstrating measurable value
- Change Beyond the Boardroom: Social justice applications
- Reunifying OD: Creating field cohesion

KEYNOTES (350 In-Person, 300 Virtual)

- Opening: "Meeting This Moment: From Invisible to Indispensable"
- Mid-Revival: "The Advocacy Imperative"
- Day 3: "Increasing Our Capacity to Do More Good"
- Closing: "Designing Systems that Don't Erase Us"

T-GROUPS (Relationship-Building Sessions)

- 8-10 person small groups meet 6+ times across Revival
- Deep relationship building means sponsors become part of conversation
- Creates lasting connections that extend post-Revival

MEAL INTEGRATION

- T-Group lunches and dinners foster community
- "Dine Arouds" create informal networking
- Bar reception sponsors create memorable experiences

READY TO SPONSOR?

Contact us today to secure your sponsorship and join the revival of Organization Development.

Conference Planning Team, Good Work Collective

Email: info@goodworkcollective.net

Phone: (206) 249-3039

Website: www.goodworkcollective.net

We look forward to partnering with you to place Organization Development where it belongs: at the center of transformation for a positive future.

Together, we're making OD impossible to ignore.

OD OUT LOUD REVIVAL 2026

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