

2019 IAR Advantage Program: Annual Sponsor Opportunities for Non-Brokerages

The Iowa Association of REALTORS® (IAR) is one of Iowa's largest trade associations and the largest real estate professional organization in the state. The Iowa Association of REALTORS® is Iowa's trusted voice for real estate, empowering our members and local associations to achieve excellence.

The IAR Advantage Program is a year-long sponsorship program designed for long-term marketing and recognition of sponsors among our 7,200 members and the engaged consumer.

Your annual sponsorship will help support IAR events throughout the year and will provide benefits to keep you in touch with our IAR members all year long through a wide variety of promotional strategies.

Get Involved

Several levels of sponsorship are available. Please review the levels and corresponding benefits and let us know how you would like to get involved! For more information and to sign up for the IAR Advantage Program, please contact: Mark Gavin at mark@iowarealtors.com at 515-309-9345; or Grace McNamara at grace@iowarealtors.com.

promote
your business

expand your
possibilities

enhance your
partnerships

Advantages of Annual Sponsorship

Promote Your Business

Repetitive name placement and recognition throughout the year in advertisements, IAR promotions and special events will complement your branding efforts.

Expand Your Possibilities

Keep your name in front of IAR's thousands of members all year long. New connections will expand your opportunities and help you grow your business.

Enhance Your Partnerships

Your sponsorship will help you reach REALTORS® across the state, as well as other IAR sponsors, affiliates, partners, etc., and may present exciting new networking opportunities.



IAR Advantage Program

Sponsorship Level
Sponsorship Investment

Diamond
\$10,000
3 available

Platinum
\$7,500
4 available

Gold
\$5,000
4 available

BENEFITS

ADVERTISING & EXCLUSIVE PROMOTIONAL OPPORTUNITIES

	Diamond	Platinum	Gold
Signage with company name/logo - to display at special events listed below	X	X	X
IAR's quarterly magazine advertisement	full page ad - 4 issues	1/2 page ad - 4 issues	1/4 page ad - 4 issues
IAR E-newsletter advertisements - monthly news to members	4-6 issues	2-4 issues	1-2 issues
REsmarts Online Education Platform (logo, link)	X	X	X
Recognition in IAR internal communications as appropriate (quarterly magazine, newsletters, emails, etc.)	X	X	X
Screen Ads - large digital reception screen in IAR office	x	X	
Spotlight article in quarterly member magazine	x		
Video Interview	x		

SPECIAL EVENTS

IAR Annual Convention

Name/logo on event promotion material	X	X	X
Recognition in program	X	X	X
Exhibitor Expo Booth	Premium Booth	Premium Booth	Single Booth
Signage with company name/logo (Pull-up Banner)	X	X	X
Convention booklet advertisement	cover	full page color	1/2 page color

IAR Legislative Days

Name/logo on event promotion materials	X	X	X
Signage with company name/logo (Pull-up Banner)	X	X	X
Recognition in program	X	X	X

IAR Summer Meeting and Broker Summit

Name/logo on event promotion materials	X	X	X
Signage with company name/logo (Pull Up Banner)	X	X	X
Recognition in announcements	X	X	X

ONLINE PROMOTIONS

Company name/logo on IAR website - www.iowarealtors.com	X	X	X
Link on IAR Website to company website	X	X	X
Recognition on IAR Social Media Pages	X	X	X



**IOWA ASSOCIATION OF REALTORS® 2019
Annual Sponsor Program Contract**

Name_____

Company_____

Address_____

City/State/Zip_____

Phone Number _____

E-mail Address_____

Signature_____Date_____

The attached document outlines the benefits included with each sponsorship level.

Select one	Sponsorship	Investment	Total
	Diamond Level	\$10,000	
	Platinum Level	\$ 7,500	
	Gold Level	\$ 5,000	

Please return completed form to: **Grace McNamara**
Iowa Association of REALTORS®
grace@iowarealtors.com

Please contact Mark Gavin or Grace McNamara if you have any questions on the sponsorship program, levels, benefits, etc. at mark@iowarealtors.com or grace@iowarealtors.com.

Thank you for your support! We look forward to working with you this year.

IOWA ASSOCIATION OF REALTORS®
2019 Annual Sponsor Program Credit Card Form

*You are **not** required to pay by credit card. You can mail this form back with the contract via regular mail or email. If you would prefer, we can also take credit card information over the phone. Please let us know if you have any questions!*

Name on Card _____

Company _____

Credit Card Number _____

Expiration Date _____ CVV _____

Signature _____ Date _____