

# 2018 IAR Advantage Program: Annual Sponsor Opportunities

The Iowa Association of REALTORS® (IAR) is one of Iowa's largest trade associations and the largest real estate professional organization. REALTORS® are the Voice of Real Estate and Defenders of Home Ownership, and we have over 7,200 members on the front lines with thousands of buyers and sellers across the state each year.

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

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](mailto:mark@iowarealtors.com) or 515-309-9345; or Heather Fegan at [heatherf@iowarealtors.com](mailto:heatherf@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 may help you grow your business.

### *Enhance Your Partnerships*

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



Iowa Association of REALTORS®  
**IAR Advantage Program**  
 Corporate Sponsorship Opportunities for Non-Brokerages

Sponsorship Level	Diamond	Platinum	Gold
Sponsorship Investment	\$10,000	\$7,500	\$5,000
	3 available	4 available	4 available

**BENEFITS**

*non-compete*

**ADVERTISING & EXCLUSIVE PROMOTIONAL OPPORTUNITIES**

Signage with company name/logo - to display at special events listed below	X	X	X
IAR's Quarterly Magazine advertisement	issues	issues	issues
IAR E-newsletter advertisements - monthly news to members	4-6 issues	2-4 issues	1-2 issues
IAR Screen advertisements - computer screen in IAR office lobby & by education classroom	X	X	X
Spotlight article in quarterly member magazine	1 issue	-	-
Dedicated Blog Post	3	2	1
Clickable links in online magazine	X	X	X
Dedicated email sent to all members	2	1	
Recognition in IAR internal communications as appropriate (quarterly magazine, newsletters, emails, etc.)	X	X	X

**SPECIAL EVENTS**

**IAR Annual Convention**

Name/logo on event promotion material	X	X	X
Recognition in program	X	X	X
Exhibitor Expo Booth	Double Booth	Double Booth	Single Booth
Signage with company name/logo (Pull Up Banner)	X	X	X
Convention booklet advertisement	Full Page Color	Full Page Color	1/2 Page Color

**IAR Legislative Bus-In Day**

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 Meetings, Winter Meetings, 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

*Note: The total value of the benefits listed above for each level is thousands of dollars greater than the sponsorship investment at that level.*