

# 2014 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 nearly 6,300 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 nearly 6,300 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 Amy Lucht at [amyl@iowarealtors.com](mailto:amyl@iowarealtors.com) or 515-309-9347.

**promote**  
your business

expand  
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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*

<i>Sponsorship Level</i>	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>
<i>Sponsorship Investment</i>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>
	<i>1 available</i>	<i>2 available</i>	<i>4 available</i>

**BENEFITS**

**ADVERTISING & EXCLUSIVE PROMOTIONAL OPPORTUNITIES**

Signage with company name/logo - to display at special events listed below	large	medium	small
IAR Benchmark advertisements - quarterly magazine	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	6 issues	4 issues	2 issues
IAR Screen advertisements - computer screen in IAR office lobby & by education classroom	X	X	X
Spotlight article in The Benchmark, quarterly member magazine	1 issue	-	-
Recognition in IAR internal communications as appropriate (Benchmark 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	Large	Medium	-
Convention booklet advertisement	cover	cover	1/2 page color

**IAR Legislative Bus-In Day**

Name/logo on event promotion materials	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	-
Recognition in announcements	X	X	-

**ONLINE PROMOTIONS**

Company Name/Logo on IAR website - www.iowarealtors.com	X	X	X
Link on IAR Web site to Company Web site	X	X	X
Advertisement on IAR website	X	X	X
Recognition on IAR Facebook and Twitter 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.*