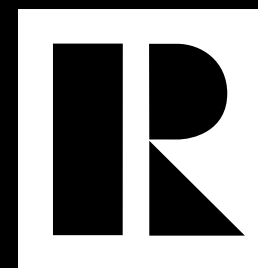


iOi

SPONSORSHIP PROSPECTUS



**NATIONAL
ASSOCIATION OF
REALTORS®**

REALTORS® are members of the National Association of REALTORS®.

iOi.realtor
#iOiCollective



**INTRODUCING THE REAL ESTATE INDUSTRY'S COLLECTIVE FOR
TECHNOLOGY CONNECTIONS, CONTENT AND COLLABORATION**



iOi REIMAGINED



Over the years, iOi has brought together visionaries, emerging proptech founders, REALTORS[®], brokerage executives, Association and MLS executives, big tech companies and venture capitalists with the goal of fostering Innovation, Opportunity and Investment within the real estate ecosystem.

As the industry evolves, iOi is expanding its reach beyond the annual summit and introducing new ways for NAR members and the industry at large to stay at the forefront of technology and forge meaningful connections with the rapidly growing proptech community.

THE FUTURE OF REAL ESTATE





A COLLECTIVE OF RESOURCES



iOi will spearhead the effort to bridge the gap between technology and real estate practitioners, serving as an educational and engagement collective.

Boosting connectivity through enhanced communication

Presenting **the latest news** and industry trends across multiple media channels

Enhancing **community engagement** through in-person and virtual events



iOi CHANNELS



This collective connects real estate practitioners, influential thought leaders, technologists and investors who are shaping the future of the industry through a variety of channels—online, in person and everything in between.

With year-round access to our community, partners can engage through live events, webinars, podcasts, social media, blogs, newsletters, and print. Whether in person or virtually, we create multiple touchpoints to keep you informed, inspired, and connected to the evolving world of real estate.

Partner with America's largest trade association, reaching a network of residential and commercial real estate professionals, including 20,000+ in the PropTech Community.

REALTOR® MAGAZINE

NAR EVENTS

WEBINARS

PROPTECH MEETUPS

CUSTOM CONTENT

iOi.realtor

NEWSLETTER

SOCIAL

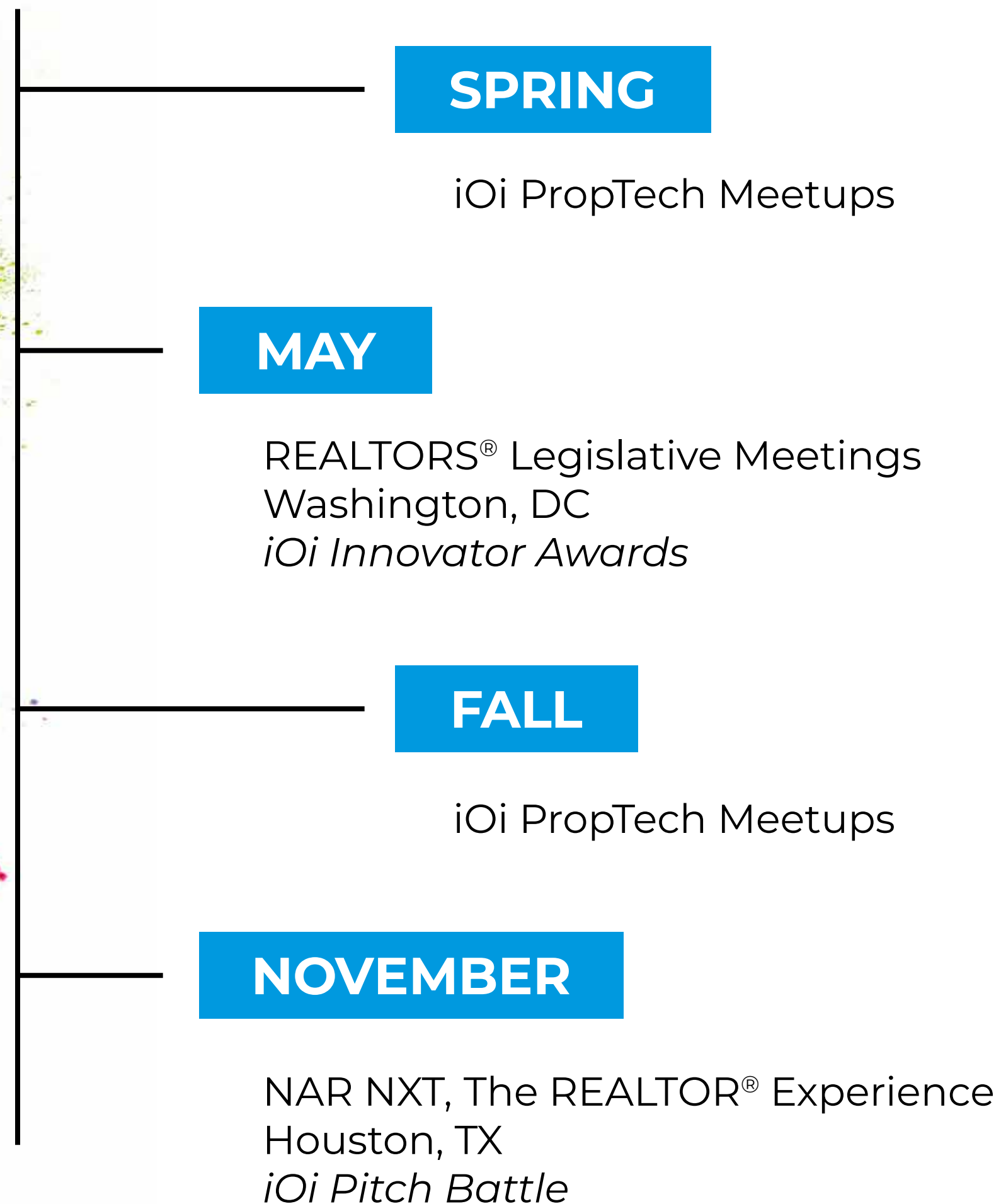
BLOGS

PODCAST



TOUCHPOINTS

IN-PERSON EVENTS



Experience premium brand recognition through our diverse partnership packages, offering multiple channels to showcase your sponsorship.

iOi Channels

- Website
- Pitch Book
- Emerging Technology Blog
- Quarterly Webinars
- Monthly Newsletters
- Socials

NAR Channels

- REALTOR® Magazine
- CREATE Commercial Magazine
- Member Newsletters
- Member Blogs
- NAR Socials
- REALTORS® Up Close
- R to R Podcast



PAST PARTICIPATING COMPANIES & AGENCIES

INDUSTRY



TECH



PAST PARTICIPATING COMPANIES & AGENCIES

VENTURE & ADVISORY



GOVERNMENT / NGO





PARTNERSHIP OPPORTUNITIES



Rental Beast



ANNUAL PARTNER

Join iOi as an annual partner and gain exposure to the iOi collective

Available: 5 • Cost: \$50,000

Gain year-round access to real estate practitioners, technology executives/founders, and investors through this exclusive opportunity. The Annual Partnership ensures your brand is top of mind, reaching customers digitally, at events, and on the go. Build awareness and meaningful relationships with curated content and networking experiences.

BENEFITS INCLUDE:

- Enjoy major branding benefits such as top billing logo placement and recognition across iOi's digital channels
- Company logo or recognition in the iOi email newsletter
- Editorial placement as a speaker at one of iOi's in-person or virtual programs
- Complimentary registration for up to 5 guests at an iOi special event being hosted during REALTORS® Legislative Meetings (May 2025) and NAR NXT (November 2025) Conference fees may apply
- 30-second sponsor video published on the iOi website, shared on social media and shown at live events (*video to be provided by Partner*)
- 500-word editorial article published on iOi blog and featured on iOi website, newsletters, and social media (*content to be produced by Partner in collaboration with iOi*)
- Opportunity to be included in select NAR channels based on availability, such as:
 - Member Newsletters
 - Member Blogs
 - NAR Social
 - REALTORS® Up Close
 - R to R Podcast
- Additional opportunities across NAR's Content Suite are also available at discounted rates





INNOVATOR OF THE YEAR SPONSOR

Join iOi as a thought leader and award presenter

Available: 3 • Cost: \$15,000

This opportunity grants your company access to real estate practitioners, technology executives/founders, and investors. They will all be presenting and attending iOi's coveted Innovator of the Year Award during the REALTORS® Legislative Meetings.

BENEFITS INCLUDE:

- Promotion in marketing materials including newsletter and socials leading up to the event
- Exclusive branding during the awards program
- 3 to 5-minute company intro
- Participation in presenting the Innovator of Year Award
- Promotion in press release immediately following the announcement of the winners
- 5 complimentary passes to awards program
- Event recap via blog with photos plus link will be included in iOi newsletter
- Recap will be promoted on iOi social channels





PROPTech MEETUP SPONSOR

Join iOi as a thought leader and co-host one of our in-person meetups

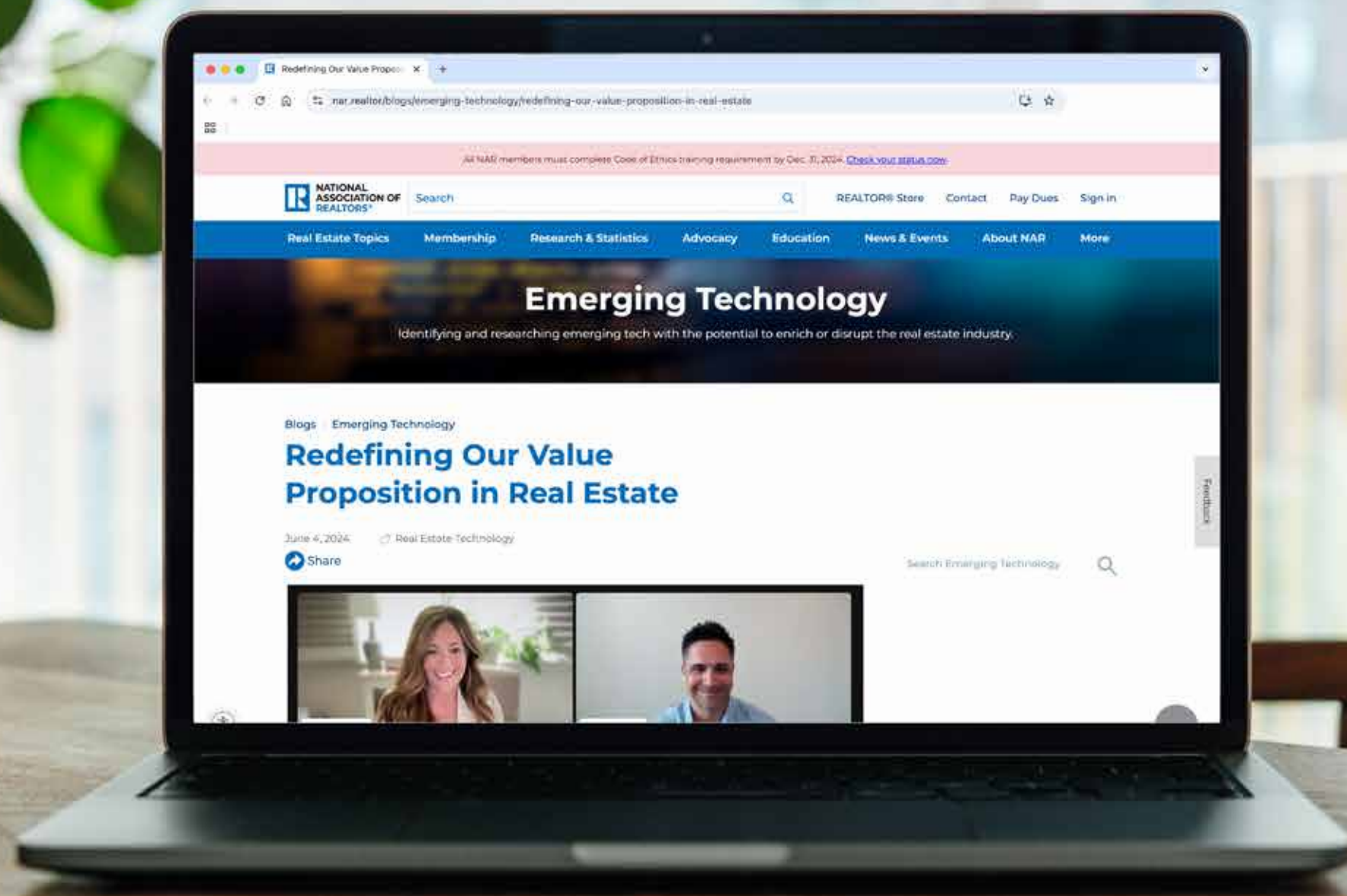
Available: 2 per year • Cost: \$15,000

This limited opportunity will provide your company access to an interactive and engaging conversation with real estate practitioners and technology executives/founders attending iOi's Proptech Meetups.

BENEFITS INCLUDE:

- Promotion in marketing materials including newsletter and socials leading up to the meetup
- Exclusive branding during the meetup and on the follow-up email
- Participation as a moderator or featured guest during the meetup to speak for 5 minutes
- Database for one-time use of all meetup attendees
- Meetup recap via blog with photos or video highlights plus link will be included in iOi newsletter
- Recap will be promoted on iOi social channels





EMERGING TECH WEBINAR SPONSOR

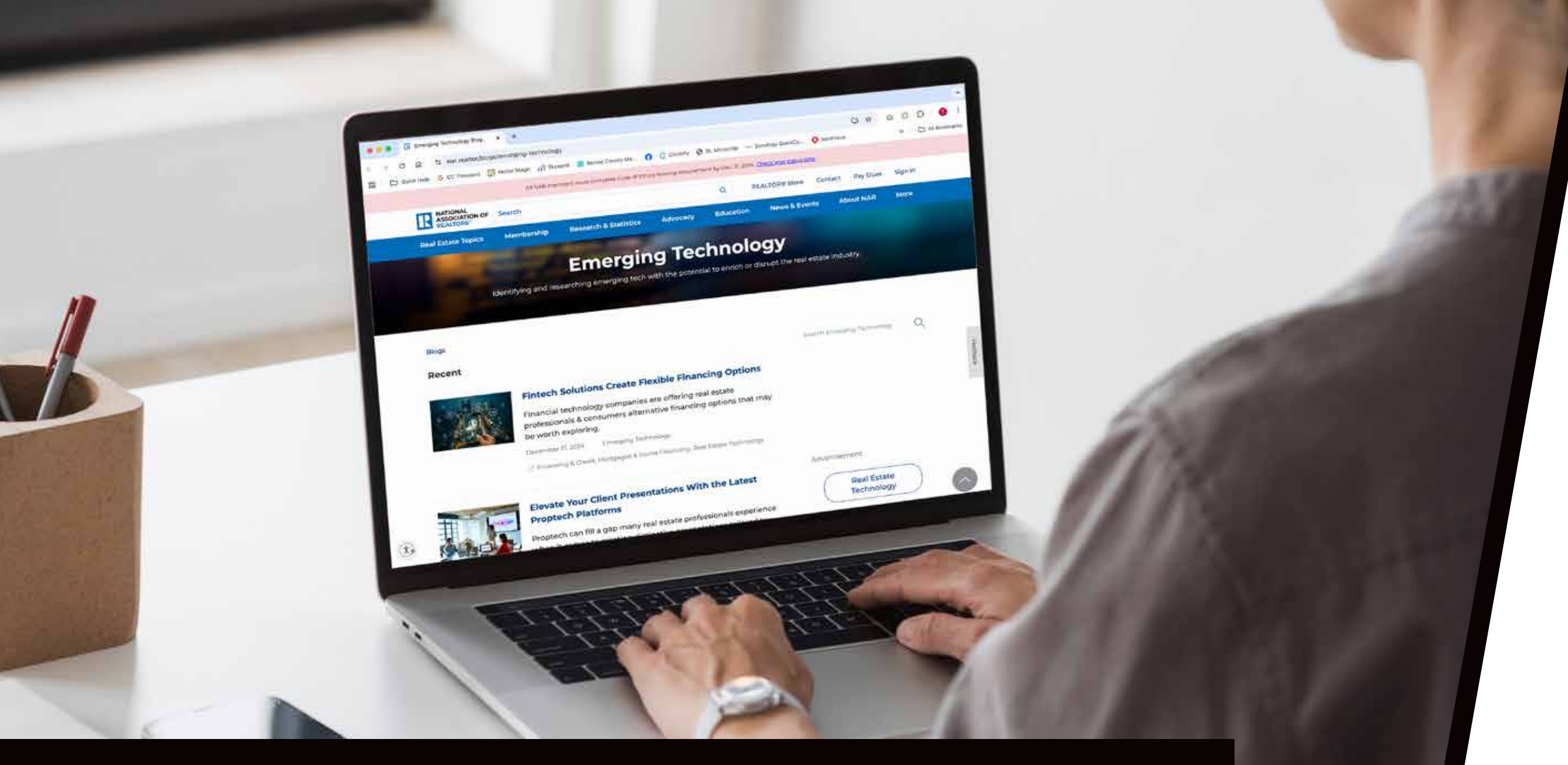
Join iOi as a thought leader which includes an option to be a presenter at a virtual event.

Available: 4 per year • Cost: \$7,500

This exclusive offering allows your company to present or host a panel discussion on emerging technology solutions, which includes real estate practitioners, technology executives/founders and investors.

BENEFITS INCLUDE:

- Promotion in marketing materials including newsletter and socials leading up to the webinar
- Exclusive branding during the webinar and on the follow-up email
- Participation as a moderator, panelist or keynote presenter during the webinar
- Database for one-time use of all webinar attendees
- Video of webinar featured on iOi website
- Video recap and link will be included in iOi newsletter
- Video will be promoted on iOi social channels
- Sponsor and iOi to agree upon a content topic and speakers



EMERGING TECH BLOG SPONSOR

Join iOi as a thought leader and publish an educational blog

Available: 12 per year • Cost: \$5,000

This limited opportunity will provide your company exposure to real estate practitioners, technology executives/founders, and investors reading iOi's Technology Blog.

BENEFITS INCLUDE:

- 500 to 1000-word blog featured
- Exclusive branding on the blog channel for one month
- A condensed version of the blog and author will be included in the iOi newsletter
- Blog and author will be promoted on the iOi social channels
- Sponsor and iOi to agree upon a content topic
- Sponsor to provide copy and final to be approved by iOi



CUSTOM CONTENT



CUSTOM CONTENT



iOi can also work with partners to custom design a content campaign.

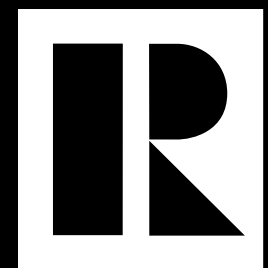


For more information contact the Strategy & Innovation team at et@nar.realtor.com or scan QR code.



iOi

**THANK
YOU!**



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