



**OPPORTUNITY  
ZONES.COM**

**Overview & Media Kit  
2025**



# OpportunityZones.com

*The Leading Authority On OZs.*

OpportunityZones.com is the **world's leading** authority on Opportunity Zone investing. Founded in 2018, our mission is to provide investors and professionals with industry-leading news and information.

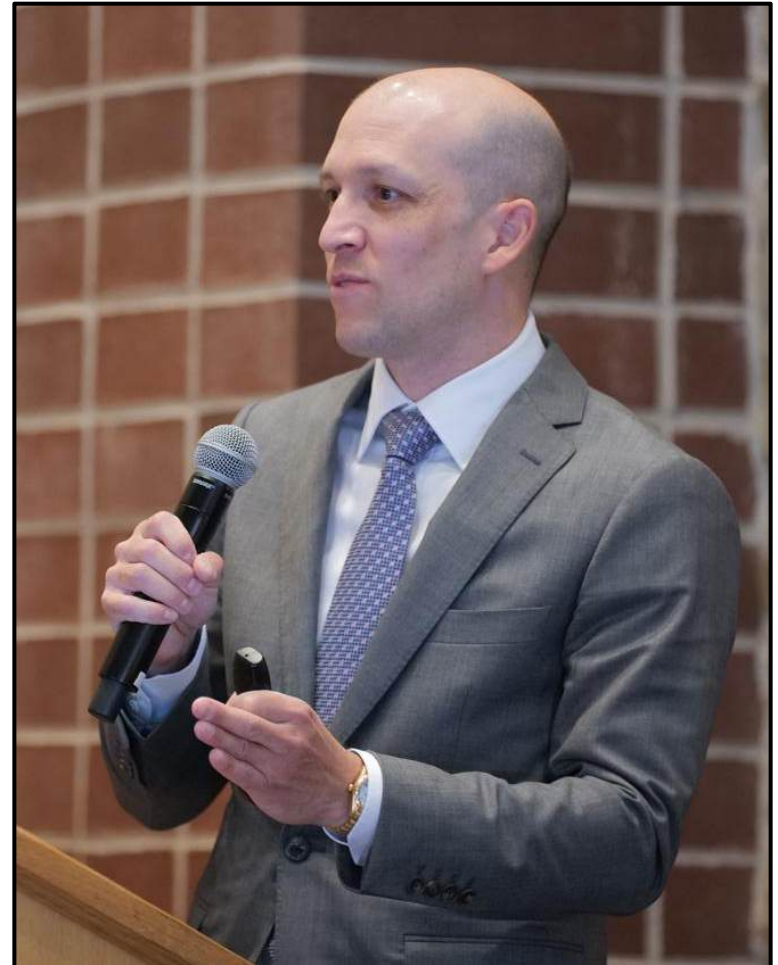
OpportunityZones.com produces several popular shows, including OZ NewsHour and The Opportunity Zones Podcast. We also host **OZ Pitch Day**, the industry's flagship event series, which has been attended by over 10,000 OZ investors, sponsors, and professionals.

Partner with OpportunityZones.com to position **your brand** as a leader within the OZ industry, and **raise more capital**.

# Jimmy Atkinson

## Opportunity Zone Expert & Industry Thought Leader

- Founder of OpportunityZones.com (formerly OpportunityDb).
- Host of **The Opportunity Zones Podcast**, the OZ industry's #1 podcast.
- Appears regularly as a **panelist and moderator** at industry conferences.
- Founder of **OZ Pitch Day**, the premier online event for Opportunity Zone funds and investors.
- Founder of **OZ Insiders**, the premier private community for Opportunity Zone professionals and investors.



# Our Team



**Jimmy Atkinson**  
Founder & CEO



**Andy Hagans**  
Partner & CMO

## Previous Financial Media Experience

- Our executive team formerly created and scaled ETF Database (ETFdb.com), growing it to be the largest ETF-focused media property in the world.
- We later exited ETFdb to a private equity group that now operates as part of VettaFi, a leading index provider and media platform for the advisor community.

# Our Opportunity Zone Network

**20,000+**  
Email Subscribers

**10,000+**  
Monthly Downloads

**3**  
Annual Events



The leading independent authority on Opportunity Zone investing, and producer of OZ Pitch Day events.



The Premier Private Community For Opportunity Zone Professionals & Investors.



The original podcast covering the Opportunity Zones industry, available on YouTube, Apple, and Spotify.

# Podcast Reach

## The Opportunity Zones Podcast

The leading OZ podcast reaching HNW investors, family offices, advisors, and other OZ stakeholders, with a total monthly reach of >30,000:

- 20,000+ email subscribers
- 5,000+ podcast downloads/mo.
- 5,000+ video views/mo.

## Audience Demographics

- 48% accredited investors
- 12% financial advisors and industry professionals



## Featured On The Opportunity Zones Podcast



# 10+ OZ Funds

Presenting Live To An Engaged Audience

# 10,000 Investors

All-Time Registrations Since 2020

# 83%

Say OZ Pitch Day Increased Likelihood Of Investing

# \$1 Billion

Available Investable Capital Gains

# 2025 Events

March 6 // June 19 // November 13

# OZ Pitch Day Overview

## The Premier OZ Investing Event



# OZ Pitch Day Partnership Levels

	LIMITED TO 1	LIMITED TO 2		
SPONSORSHIP LEVEL	TITLE \$50,000	DIAMOND \$40,000	PLATINUM \$25,000	GOLD \$15,000
<b><u>WEBINAR PRESENTATION</u></b>				
PRESENTATION LENGTH	30 MINUTES	30 MINUTES	20 MINUTES	10 MINUTES
LIVE Q&A WITH ATTENDEES	✓	✓	✓	✓
LIVE BREAKOUT ROOM	✓	✓	X	X
SHAREABLE VIDEO REPLAY Your presentation released on-demand	✓	✓	✓	✓
HANDOUTS INCLUDED ON REPLAY PAGE	✓	✓	✓	✓
<b><u>LEAD GENERATION</u></b>				
ACCESS TO LEADS Name, Email, and Investor Profile	ALL EVENT REGISTRANTS	ALL EVENT REGISTRANTS	ALL EVENT ATTENDEES	ATTENDEES OF YOUR SEGMENT
APPROXIMATE LEAD QUANTITY	750+	750+	250+	100
PREMIUM FUND LISTING OpportunityZones.com	TOP TIER	SECOND TIER	THIRD TIER	THIRD TIER
<b><u>EMAIL MARKETING</u></b>				
PROMOTION TO EMAIL LIST	✓	✓	✓	✓
DEDICATED EMAIL BLAST(S)	✓ (2)	✓ (1)	X	X
BRANDING ON EVENT MATERIALS	XL	L	M	S



# Website Display Ads

OpportunityZones.com is the leading independent website on Opportunity Zones, serving over 200,000 ad impressions per month. Ads are sold on a Cost Per Thousand (CPM) impressions basis

## Ad Units & Pricing

- **Half-Page (300x600)** - top of the sidebar, generally above the fold.  
**Price: \$65 CPM**
- **Top Leaderboard (728x90 and 300x250)** - top of the content area.  
**Price: \$60 CPM**
- **Medium Rectangle (300x250)** - in-content.  
**Price: \$55 CPM**
- **Bottom Leaderboard (728x90 and 320x50)** - bottom of content area.  
**Price: \$20 CPM**

The screenshot shows the OpportunityDb website with a main article titled "New Legislation Would Extend and Improve Opportunity Zones". The article discusses bipartisan legislation introduced last week that would improve Opportunity Zones and push back the tax incentives' sunset date by two years, from 2025 to 2028. It lists several key provisions: extending the tax incentive for two years, expanding reporting requirements, de-certifying high income Opportunity Zones, allowing for fund of funds, and establishing a State and Community Diagnostic Fund. The article also includes a quote from Senator Scott and a call to action for a webinar. A sidebar on the right features a "CALIBER" advertisement for Opportunity Zone Impact Investing, a "Recent Posts" section with several article thumbnails, and an "Archives" section. At the bottom, there is a "Featured Webinar" section for "Silicon Valley OZ Projects" and a "PRO Z" banner for investing in the future of Puerto Rico.

# Dedicated Email

Reach a growing list of engaged, hyper-targeted Opportunity Zone investors in their email inbox.

## Email Data & Demographics

- 20,000+ subscribers
- Typical Open Rates of 30-40%
- 48% accredited investors
- 12% financial advisors and industry professionals

**Pricing:** \$5,000 per dedicated email.

### Debunked: California Real Estate Myths

OpportunityDb <info@opportunitydb.com>  
to me ▾

Hi Jimmy Atkinson,

Jimmy Atkinson from OpportunityDb here. Occasionally, I send relevant sponsored email messages on behalf of my partners. Today's email comes from Urban Catalyst in San Jose, CA...

California is now home to crashing real estate and risky investments...

Or at least, that's what the news leads people to believe!

There's a lot of misinformation flying around. We've been working hard to [separate fact from fiction](#).

In 2021 we busted these top 3 myths about California:

- New office space won't be needed because [everyone will work from home](#) in the future.
- There's a [mass exodus](#) of people leaving the Golden State.
- Companies are [abandoning California](#) in droves.



Here in 2022 we're busy busting more myths— this time about investing in California commercial real estate.

Tech sector: from a 52% year-over-year increase in jobs to a \$171,000 average income, California is flourishing... and that's good news for real estate investors.

You can [read my full article "Mythbusters Revisited" here](#)

# Investor Webinar

OpportunityZones.com investor webinars provide an opportunity for you to generate investor leads from our engaged network of OZ investors.

## Deliverables

- 60-minute live webinar, moderated by Jimmy Atkinson.
- Live Q&A session with attendees.
- Lead generation: Contact information for all registrants passed along to sponsor.
- Shareable video replay: Replay released on-demand on OpportunityZones.com and YouTube.

**Pricing:** \$25,000 per webinar.



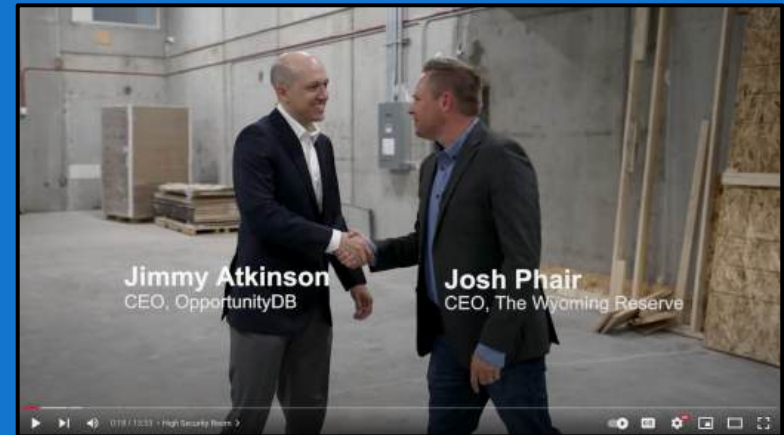
# Event or Site Tour

Tailormade in-person investor event and/or site tour in the location of your choice. Receive third-party validation by co-branding with OpportunityZones.com.

## Deliverables

- Co-production of event programming.
- Co-promotion of event via email, website, and social media.
- Moderation and/or participation by Jimmy Atkinson.
- Post-event promotion of on-demand video/audio replays.

**Pricing:** Contact us for pricing.



# OZ Insiders

## Our OZ Mastermind

**OZ Insiders** is Jimmy Atkinson's private Opportunity Zone mastermind & group coaching community, designed for high-performing Opportunity Zone professionals and investors.

Members get access to the OZ Insiders network, and stay in-the-know on key OZ trends and emerging news.

**Learn More:** <https://ozinsiders.com/>

Corporate Memberships available upon request. Email [team@ozinsiders.com](mailto:team@ozinsiders.com).



*OZ Insiders dinner in Washington, DC. November 5, 2024.*

# Join These Great Companies Partnering With OpportunityZones.com



# Thank you!

Get started today: Contact Jimmy to learn more...



**Jimmy Atkinson**

*Founder*

[jimmy@opportunityzones.com](mailto:jimmy@opportunityzones.com)