



**OPPORTUNITY  
ZONES.COM**

Overview &  
Media Kit

**2026**



## *The Leading Authority On OZs.*

OpportunityZones.com is the **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 more than 10,000 OZ investors, sponsors, and RE 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 private Mastermind community for Opportunity Zone professionals and investors.



# Our Team



**Jimmy Atkinson**  
Founder & CEO



**Andy Hagans**  
Partner & COO



**Angela S. Hwang**  
CMO



**50+ years**

Combined marketing & business development experience



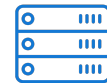
**\$100M+**

Estimated capital raised in direct investments from our OZ Pitch Days



**10X Growth**

Scaled OpportunityZones.com tenfold since its inception in 2018



**ETF Database**

Successfully created, scaled and sold ETF Database to a private equity group

# Our Opportunity Zone Network

**25,000+**  
Email Subscribers

**10,000+**  
Monthly Downloads

**3**  
Annual Events



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

Jimmy Atkinson's private Mastermind community for Opportunity Zone professionals and investors.

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

# Podcast Reach

## The Opportunity Zones Podcast

The #1 show on OZ investing, reaching HNW investors, family offices, advisors, and other OZ stakeholders, with a total monthly reach of >30,000:

- 25,000+ email subscribers
- 5,000+ podcast downloads/mo.
- 5,000+ video views/mo.

## Over 350 episodes

- Weekly schedule.
- In publication since 2018.



## Featured On The Opportunity Zones Podcast



# 150+ OZ Sponsors

All-Time Sponsor Presentations Since 2020

# 15,000+ Investors

All-Time Registrations Since 2020

## 83%

Say OZ Pitch Day Increased Likelihood Of Investing

# 2026 Events

March 12 // July 30 // November 12

# OZPitchDay.com

Visit For More Information

## OZ Pitch Day

*The Premier OZ Investing Event*



# OZ Pitch Day Sponsorship Packages

	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 displays the OpportunityDb website interface. At the top, there's a navigation bar with links for Guide, Funds, Map, News, Podcast, Webinars, and OZ Pitch Day. The main content area features a news article titled "New Legislation Would Extend and Improve Opportunity Zones" by Jimmy Atkinson, dated April 12, 2022. The article discusses bipartisan legislation to improve Opportunity Zones and lists several key provisions: extending the tax incentive to 2028, expanding reporting requirements, de-certifying high-income zones, allowing fund-of-funds, and establishing a state and community dynamism fund. To the right of the article is a vertical ad for Caliber Opportunity Zone Impact Investing, with a "LEARN MORE" button. Below the article is a "Recent Posts" section with five entries, each featuring a small profile picture and a title. Further down is an "Archives" section with a "Select Month" dropdown. Below that is a "Categories" section with a "Select Category" dropdown. A "Featured Webinar" section is also present, showing a video thumbnail for a webinar on Silicon Valley OZ Projects. At the bottom of the page, there's a horizontal ad for "A Top-Rated Opportunity Zone Fund" and another for "Investing in the Future of Puerto Rico" with a "PROZ" logo.

# Dedicated Email

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

## Email Data & Demographics

- 25,000+ 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](#)

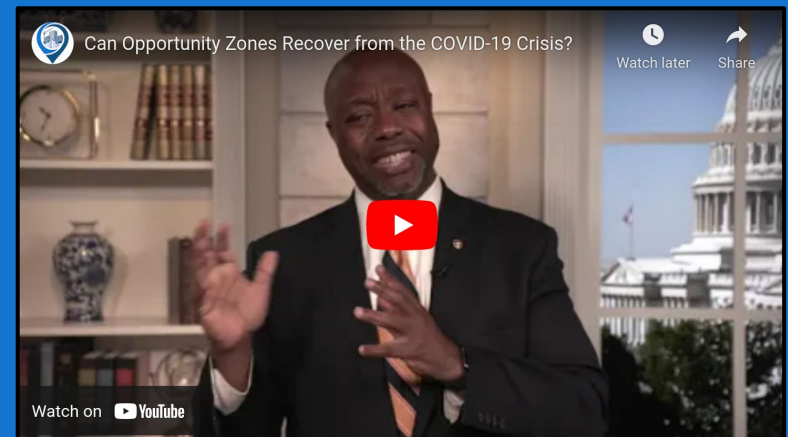
# Investor Webinar

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.



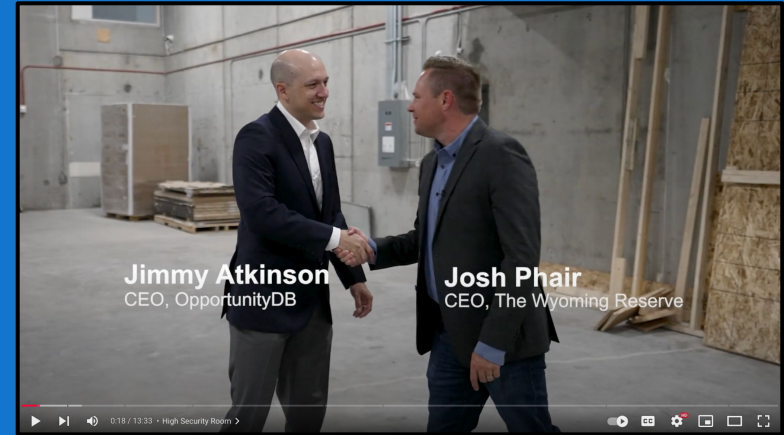
# Event or Site Tour

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 community that will help you gain knowledge, build trusted relationships, and get the edge for OZ 2.0 success.

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.*

# OZ Insiders

## Why should you join OZ Insiders?

When you join OZ Insiders, you'll get total access to all of our member benefits:

- Monthly Masterclasses
- On-Demand Masterclass Library
- Live Group Coaching
- Private Networking Dinners
- 24/7 Access To Private Group Chat
- 1-On-1 Strategy Call With Jimmy

## How much does OZ Insiders membership cost?

We offer two plans: Monthly and Annual.

- Monthly Membership: \$299 per month.
- Annual Membership: \$2,999 per year. (Savings of 17%)

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

# Join These Great Companies That Have Partnered With OpportunityZones.com



# Thank you!

Get started today: Contact Jimmy to learn more!



**Jimmy Atkinson**

*Founder*

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