



OpportunityDb

The Opportunity Zones Database

Overview & Media Kit
2024



About OpportunityDb

The Leading Authority On Opportunity Zones.

OpportunityDb is the **top influencer** of High Net Worth investors and independent advisors who place capital in Qualified Opportunity Funds.

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

Our mission is to connect High Net Worth investors, family offices, and advisors with leading Opportunity Zone investments, to help them achieve their investment goals.

Jimmy Atkinson



Opportunity Zone Expert & Industry Thought Leader

- Founded OpportunityDb in 2018.
- Host of **The Opportunity Zones Podcast**, the OZ industry's #1 podcast.
- Appears regularly as a **panelist and moderator** at industry conferences.
- Founded **OZ Pitch Day** in 2020, the premier online event for Opportunity Zone funds and investors.
- Co-founded **OZ Insiders** in 2023, the premier private community for Opportunity Zone professionals and investors.

Our Team



Jimmy Atkinson
Founder & CEO



Michael Johnston
Partner & CFO



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.

OpportunityDb Platform

The Opportunity Zones Podcast

The leading OZ podcast reaching RIAs, family offices, and VHNW/UHNW investors, with a total monthly reach of >30,000:

- 20,000+ email subscribers
- 7,500+ podcast downloads/mo.
- 2,500+ unique video views/mo.

Audience Demographics

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



Featured On The Opportunity Zones Podcast



12+ OZ Funds

Presenting Live To An Engaged Audience

750+ Investors

High Capacity, High Intent

83%

Say Event Increased Likelihood Of Investing

\$1 Billion

Available Investable Capital Gains

2024 Events

March 7 // June 13 // November 7

OZ Pitch Day Overview

The Premier OZ Investing Event



OZ Pitch Day Partnership Levels

	EXCLUSIVE	3 AVAILABLE		
SPONSORSHIP LEVEL	TITLE \$50,000	DIAMOND \$40,000	PLATINUM \$25,000	GOLD \$15,000
WEBINAR PRESENTATION				
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	✓	✓	✓	✓
LEAD GENERATION				
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 db.opportunitydb.com	TOP TIER	SECOND TIER	THIRD TIER	THIRD TIER
EMAIL MARKETING				
PROMOTION TO EMAIL LIST	✓	✓	✓	✓
DEDICATED EMAIL BLAST(S)	✓ (2)	✓ (1)	X	X
BRANDING ON EVENT MATERIALS	XL	L	M	S

Website Display Ads

OpportunityDb.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.com website. At the top, there's a navigation bar with links: Guide, Funds, Map, News, Podcast, Webinars, and OZ Pitch Day. Below the navigation bar is a header section with the text "Developing Prime Real Estate in Silicon Valley". 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 introduced last week that would improve Opportunity Zones and push back the tax incentive's deferral date by two years, from 2026 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 Dynamism Fund. To the right of the article is a sidebar with a "Recent Posts" section listing several articles with author photos, and an "Archives" section with a "Select Month" dropdown. Below the article is a "Featured Webinar" section for "Silicon Valley OZ Projects" with a video player. At the bottom of the page is a banner for "Investing in the Future of Puerto Rico" with the "PROZ" logo.

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

OpportunityDb investor webinars provide an opportunity for you to generate investor leads from our engaged network of Opportunity Zone 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 OpportunityDb.com and YouTube.

Pricing: \$25,000 per webinar.



In-Person Event

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

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 the premier private community 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.



Join These Great Companies Partnering With OpportunityDb



Thank you!

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



Jimmy Atkinson

CEO

jimmy@opportunitydb.com