

\$40,000 to Fuel Marketing That Moves More Iowans into Homeownership

A bold marketing partnership designed to elevate authentic voices, expand reach, and open more doors to homeownership across Iowa.

The 2026 Iowa Homeownership Incubator, hosted by the Iowa Finance Authority (IFA) and the Iowa REALTORS® (IR), empowers Iowa lenders and Realtors® to lead the conversation around homeownership — elevating real stories, bringing clarity to the homebuying journey and inspiring more Iowans to take the next step toward owning a home.

The Opportunity

The winning proposal will receive **\$40,000 in marketing funds** to create, promote and scale a marketing campaign built on authentic homebuyer voices.

What to Pitch

We're seeking bold, creative marketing campaign proposals that utilize user-generated content (UGC) rooted in real homebuyer experiences. Your concept should outline not only a clear storytelling vision, but how you will bring it to life, drive meaningful engagement and sustain long-lasting impact beyond the initial launch.

Proposals should demonstrate:

- **Creative vision** — A fresh, marketing-forward approach that utilizes IFA homebuyers as content creators to share their stories. Must provide visual examples of the type of content you will collect.
- **A clear process for sourcing and vetting content** — How you will identify, solicit, and feature homebuyers who have used an IFA program (2024–present).
- **Content strategy** — The types of stories you will solicit and methods you will use to capture the content or have it submitted to you.
- **A defined marketing plan** — How you would strategically use the \$40,000 award to amplify reach, drive engagement and connect Iowans to trusted homeownership resources
- **Measurable impact** — How your campaign will encourage engagement and participation in IFA programs – and how you will measure success.

All Content Created Must

- Follow IFA's Content Creator style guide and requirements
- Be cobranded with IFA (and IR if the winner is a Realtor®)
- Be approved by IFA and IR prior to use or publication
- Feature content creators who are approved by IFA and verified as recent IFA homebuyers
- Be made available for IFA's use across marketing and communications channels

What Winner will Receive:

- \$40,000 in marketing funds
- Featured in IFA's statewide marketing campaign
- Professional content development package, including video and photography production to support high-quality marketing, storytelling and campaign use
- IFA marketing partnership, including a strategic kick-off meeting, campaign guidance, and implementation support

Who Can Apply

- Lending institutions*
- Real estate brokerages*

*Must be active and in good standing with IFA, at IFA's sole discretion.

*Past Incubator winners are eligible to apply.

Timeline

- Application Deadline: June 30, 2026 - 5:00 p.m. Central Time
- Finalists Announced: On or before July 27, 2026
- Live Pitch Event: HousingIowa Conference | Des Moines — September 9
- Finalists will present their ideas live to a panel of industry experts.

Submission Details

Submit application available at

iowafinance.com/homeownership by the deadline.

More information: iowafinance.com

