



# Home Sweet Home

IOWA HOMEOWNERSHIP VIDEO CONTEST



May 8, 2024

## Homeownership Month Announcement

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*Exclusive opportunity for past homeowners that purchased a home with an Iowa Finance Authority mortgage!*

Today, the Iowa Finance Authority (IFA) announced the first ever Home Sweet Home Iowa Homeownership Video Contest! Join us in this exciting initiative that will launch this June in celebration of National Homeownership Month!

The challenge to homebuyers: Create a video showcasing what homeownership has meant to you!

We aim to shine a spotlight on the benefits of homeownership for Iowa families and communities, as well as our IFA homebuyers through this contest. This initiative will offer an exclusive opportunity for our esteemed IFA participating lenders and partner Realtors, who will play a pivotal role in its success. Eligible entrants include homebuyers that purchased a home with an IFA mortgage from 2020-current.

### GRAND PRIZE...

\$15,000 Warners' Stellan gift card!



We are asking our lender and Realtor partners to spread the word to IFA homebuyers that they have helped since 2020. IFA will provide handouts with details about the contest to partners as well as a digital marketing kit (see below). This is an excellent opportunity to provide homebuyers with an additional benefit of working with an IFA partner. **The lender or Realtor with the winning homebuyer will receive exclusive social media and marketing promotion from IFA.**

Make sure to use [#HomeSweetHomelowa](#) when promoting the contest on social media!

[DOWNLOAD THE HANDOUT  
HERE](#)

[DOWNLOAD THE MARKETING KIT  
HERE](#)

[VIEW VIDEO  
EXAMPLE](#)

## CONTEST REQUIREMENTS

1. The video must be no longer than one minute.
2. Required video elements:
  - The entrant and/or entrant's family.
  - Footage of the entrant's home (can be interior and/or exterior).
  - Footage of the surrounding neighborhood and/or community.
3. At least one of the following personal accounts must be showcased:
  - The entrant's ability to live near work (short commute).
  - The entrant's occupation, particularly if the entrant is an essential worker in our communities (e.g., teacher, nurse, etc.) that is able to live near their work.)
  - The entrant showcasing how homeownership has changed their life and/or if they have overcome barriers to homeownership (e.g., being a first generation, minority homeowner, etc).
  - The positive impact of homeownership on the life of entrant and/or the entrant's family.
  - How the entrant's family moved to Iowa from out of state and the affordability of purchasing a home in Iowa compared to other states.

## CONTEST PERIOD

1. Submissions will be accepted beginning June 3, 2024 at 8:00 a.m. CDT through June 21, 2024 at 5:00 p.m. CDT.
2. Semi-finalists will be selected by IFA for public voting.
3. The voting period to determine finalists will be June 24, 2024 at 9:00 a.m. CDT – June 28, 2024 at 5:00 p.m. CDT. The ten (10) videos that get the most votes will become finalists.
4. Finalists will complete a final assignment and videos and assignment submissions will be reviewed by a panel of judges.
5. Winner announced on Iowa Finance Authority Facebook pages.

Please contact the [Iowa Finance Authority](#) with any questions.

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