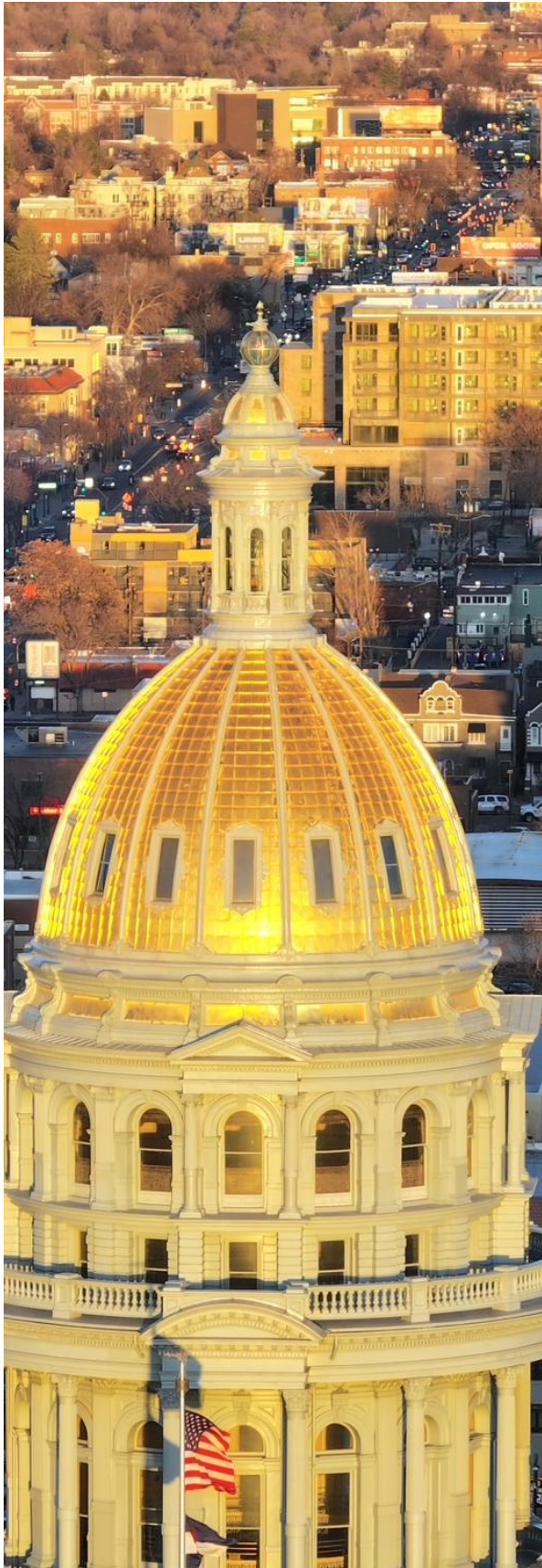


# NAKED DENVER

## PARTNER PROGRAM GUIDE

2025-2026





## EXECUTIVE SUMMARY

Our primary objective is to provide a partner program that addresses the needs of the developing partner ecosystem within the real estate industry. This program accommodates different types of partners and structures benefits across various stages of business development. When these elements align, and vendors effectively incentivize their partners, it has been proven to drive mutual, incremental growth.

## BUSINESS OVERVIEW

Partners are the cornerstone of our business, and we value these relationships immensely. The Naked Denver Partner Program is designed to be easy to leverage, drive profitability and expand partner capabilities while maintaining a seamless, collaborative experience. Our partner-centric model, coupled with a vast network reach, positions you and our mutual customers for success now and in the future.

## JOINT VALUE PROPOSITION

Naked Denver's Partner Program is designed to foster a collaborative ecosystem across the real estate industry where partners contribute stories, referrals, and co-create content, while Naked Denver provides exposure, brand association, and incentives for growth. Our goal is that, as our partner program develops over time, it delivers increased value to the partners and drives stronger, long-term commitment.

## PARTNER STRUCTURE

Establishing a partner program structure to align with the business development stage every partner is in, and industry they serve, is a critical element to success. Our tiered framework includes:

- Industry Partner
- Advanced Partner
- Premium Partner

## PROGRAM BENEFITS CHART

BENEFITS	INDUSTRY PARTNER	ADVANCED PARTNER	PREMIUM PARTNER
Discounted Features – discounted post pricing	15%	15%	20%
Partner Page Feature – company exposure on partner page	✓	✓	✓
Preferred Partner Spotlight – brand recognition; first listed partners on partner page			✓
Collaboration Credits – after several posts, receive free press exposure**		✓	✓
Content Collaboration – access to our writing and photography staff	✓	✓	✓
Social Media AI Integration – co-branding on posts**		✓	✓
Media Partner Rate – access to exclusive partner media services at a 15% discount			✓
Content Analytic Reporting – detailed analytics on your sponsored post and features		✓	✓
Priority Scheduling – all partners receive priority scheduling for sponsored post publication	✓	✓	✓
Job Listings – post any open positions you are hiring		✓	✓
Advertisement – receive discounted pricing		15%	20%

\*\* Collaboration Credits: After 2 paid posts, receive 1 free exposure feature (PR Clients)

\*\* Social Media AI Integration: Integrated brand logo in any Naked Denver posts outside of sponsored content (billboard, signage, fences, banners etc.)

# TIER REQUIREMENTS CHART

REQUIREMENTS	INDUSTRY PARTNER	ADVANCED PARTNER	PREMIUM PARTNER
Monthly Subscription	\$25	\$45	\$70
Referrals – paid post referral or new partner referral per year		2	3
Content Collaboration – any type of paid feature per year*	2	5	6

\* Any partner who does not require paid features but are active partner program participants must then subscribe to an advertisement plan as agreed upon in their own partner agreement contract.

## COMPETITIVE ADVANTAGE

Joining the Naked Denver Program, all partners, regardless of tier, benefit from our extensive digital footprint:

- Affordability - fraction of the typical industry cost for premium local exposure and high-quality content
- Features to an Instagram following of 55,000+ followers
- Recognition in the company newsletter, distributed to over 1,000 Naked Denver subscribers
- A dedicated feature on the Naked Denver Partners page where exposure averages 300,000+ annual viewers
- LinkedIn updates and co-branded posts highlighting your partnership

