

insomniacs | Realty+

Presents

SLEEPLESS RANGERS



In Association with

∞ Meta

THE ULTIMATE SUMMIT FOR REAL ESTATE  
**MARKETING**  
**TECH, CONTENT & AI**

**EVENT GUIDELINES & FAQs**

Insomniacs & Realty+, in association with META, present Sleepless Rangers Beat—a first-of-its-kind event bringing together marketing visionaries to revolutionize real estate marketing through AI, content, and technology.

50 Exclusive Marketers | 250+ Influencers | 250+ Ad Films | 1 Groundbreaking Event

# STAGE 1: REGISTRATION, ONBOARDING & BRIEFING

**Brand Registration Deadline: March 20, 2025**

## Steps for Brands:

- Complete the official registration before the deadline.
- Upon confirmation, brands will receive a brand brief email for submission.

**Deadline for brand brief submission: March 20, 2025**

## Brands can submit briefs at:

- Brand Level (overall brand campaign)
- Project-Specific Level (focused on a particular project)

**Missed Deadline: If a brand fails to submit a brief, content will be created based on available data and industry best practices.**

## STAGE 2: INFLUENCER ALLOCATION & COLLABORATION

### Influencer Selection Process:

- Influencers are allocated using a matchmaking system for relevance to the brand industry & target audience.

### Each brand gets 4 influencers:

- 3 influencers assigned by our platform based on content fit & brand category.
- 1 influencer chosen based on brand preference.

### Influencer Distribution for Each Brand:

- 1 Influencer with 50K+ followers
- Other Influencers will be based on follower and engagement count.

### Brand Coordination & Briefing:

- Each brand will have a dedicated coordinator for execution.
- A brand briefing session will be conducted with assigned influencers.

## STAGE 3: CONTENT CREATION & EXECUTION

### Content Expectations:

- Each brand will co-create minimum 1 to maximum 4 curated content pieces with influencers.

### Content Reel Guidelines:

- Duration: 30–45 seconds
- Format: Vertical (9:16) for Instagram
- Tone: High-energy, engaging, and brand-aligned messaging
- Trends & Hooks: Influencers will integrate trending sounds & formats.
- Call-to-Action (CTA): Encouraging audience engagement & brand inquiries.

### Customization Based on Influencer Expertise:

Example:

- CGI Influencer → Creates CGI-based visuals
- Comedy Creator → Uses humor for engagement
- Luxury Lifestyle Influencer → Crafts a premium brand experience

### Brand Content Approval:

- Brands will have final approval on content concepts before execution.

## STAGE 4: BRAND APPROVAL & SUBMISSION

### Approval & Submission Process:

1. Brands have final approval before content production.
2. All content must be submitted by March 29, 2025 via the event dashboard.
3. In case of disputes or delays, the organizers will have the final decision.

## STAGE 5: CONTENT OWNERSHIP & DIGITAL RIGHTS

### Usage Rights:

- All 4 content pieces are brand assets with full rights for digital marketing.
- Brands have unlimited usage rights across digital platforms, including:
  1. Paid advertising (Meta Ads, YouTube, Google Ads)
  2. Organic social media promotions
  3. Website integrations & landing pages

### ⚠ Important Considerations:

- **No Commitment on Future Collaborations:**  
Influencers are not obligated for long-term partnerships post-event.
- **Post-Submission Revisions:**  
Once approved, influencers are not required to make further edits. Any additional revisions may incur extra charges.

## STAGE 6: EVENT DELIVERABLES

- 4 Complimentary Passes (₹25,000 each) for exclusive access.
- 4 Influencer-Generated Content Pieces for brand campaigns.
- Top Ads Live Showcase in front of top real estate leaders.
- Network with Top Marketing Minds – Work with industry leaders & influencers.



## FREQUENTLY ASKED QUESTIONS (FAQS)

### How are influencers selected for my brand?

A matchmaking system ensures your brand gets the right influencer mix. You get 1 influencer preference, while we allocate 3 others based on content fit & industry.

### What type of influencers will be involved?

A mix of balanced influencers from various sectors (not just real estate).

### What are the costs associated with influencers?

Influencers are of different ranges; they are selected for content quality, engagement, and relevance, not just follower count.

### Who decides the content theme and script?

The influencers will ideate based on your brand's brief. Brands will have approval rights before production and submission subject to timelines

### Do brands / influencers need to arrange for shoot?

No, shoot locations will be decided entirely by influencers based on their content needs. Brands cannot force shoot on influencers.

### Can brands use the videos for social media and ads?

Yes! Brands own all 4 content pieces and can use them for social media, paid ads, and digital marketing

# FREQUENTLY ASKED QUESTIONS (FAQS)

## Do brands need to be present for the shoots?

Incase influencers decide to do a shoot brands aren't required to attend shoots but can monitor them virtually or visit on-site.

## How will the content be judged?

Top content pieces will be reviewed by an esteemed jury of industry leaders & developers. The evaluation will be based on a 100-point system, where:

- 75% of the score will be determined by the jury.
- 25% of the score will be distributed between mentors and audience votes.

This ensures a balanced and fair assessment, considering both expert opinions and audience engagement.

## What happens if a brand wants additional content?

Extra content beyond the 4 pieces can be arranged at an additional cost.

## What if a brand needs customization in the influencer campaign?

Custom requests can be discussed based on feasibility, timeline, and influencer availability.

## Is the shoot compulsory for influencers?

No, the shoot is not mandatory for influencers. It depends on the script and content concept. Influencers will decide whether a shoot is necessary based on their creative execution.

## What happens if a brand is not satisfied with the content?

That's exactly why each brand is allocated 4 influencers. If a brand is dissatisfied with one or two content pieces, they will still have 1, 2, or all 4 content pieces that they can leverage effectively.

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**THE FUTURE OF REAL ESTATE IS BEING REWRITTEN.  
BE PART OF THE STORY.**

Disclaimer: The organizers reserve the right to modify or cancel the event, prizes, or selection process at their sole discretion. Participation/Influencers grants the organizers rights to use submitted content and personal details for promotional purposes, with all decisions being final and binding.