

2024 GUIDE

STRATEGIC PARTNERS



#LeadersMadeHere

Mission of Women's Council of REALTORS®
We are a network of successful REALTORS®, advancing women as business leaders in the industry and in the communities we serve.

Leadership . Influence . Inclusion . Collaboration . Professional Credibility



LEVELS

Platinum

- 3 Annual Memberships
- 1 Table at both Fundraising Events (\$400 Value)
- 3 Members paid admission to four *events (\$300 Value)
- Bar Sponsor or Equal Value Sponsorship at Both Fundraisers (\$500)
- Member Roster with contact info
- Event flyer recognition
- 3 Minute "Commercial" at non-fundraising events
- Materials tables at events/luncheons
- First opportunity for inspiration or leading the pledge at events/luncheons
- Website recognition
- 4 shoutouts on social with logo/link to Cross Promote your business events and highlights

\$2500

Gold

- 2 Annual Memberships
- 1 Full Table at both fundraising events (\$400 Value)
- 2 Members paid admission to four events (\$200 Value)
- Round Sponsor or Equal Value Sponsorship at Both Fundraisers (\$200)
- Member Roster with contact info
- Event flyer recognition
- 3 Minute "Commercial" at non-fundraising events
- Second opportunity for inspiration or leading the pledge at events/luncheons
- Website recognition
- 3 shoutouts on social with logo/link to Cross Promote your business events and highlights

\$1800

Silver

- 1 Annual Membership
- 4 Seats at both Fundraising Events (\$200 Value)
- 1 Member paid admission to four *events (\$100 Value)
- Member Roster with contact info
- Materials on Swag Table at four *events
- Third opportunity for inspiration or leading the pledge at events/luncheons
- Website recognition
- 2 shoutouts on social with logo/link to Cross Promote your business events and highlights

\$1000

Bronze

- Member Roster with contact info
- Materials on Swag Table at four *events
- Fourth opportunity for inspiration or leading the pledge at events/luncheons
- Website recognition
- 1 shoutout on social with logo/link to Cross Promote your business events and highlights

\$500

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Strategic Partner FAQ

Who are Women's Council members?

- Highly successful, professional REALTORS®
- Earn more than two times the average REALTOR®
- In business 25% longer than the average REALTOR®
- Generate an average of 50% of real estate business from referrals
- Have a 'referral mindset'

Why do REALTORS® join Women's Council?

- To build productive professional relationships
- To build and access a network of professional expertise (including affiliated companies) they can leverage for their clients
- To continue to grow personally and professionally as top business leaders

Why 'Strategic Partner' and Not 'Member'?

- REALTORS® are 'members'
- The local Women's Council network is focused on building a strong base of REALTOR® members to benefit REALTORS® and to provide access to strategic partners to a broader base of successful professionals in the industry.
- 'Strategic Partner' distinguishes and positions affiliated companies as 'partners' with REALTORS® in providing complementary expertise and services in pursuit of a mutual goal - to help clients buy and sell homes

How are 'Strategic Partners' Viewed?

- As professionals who have complementary expertise, experience and information to share that will help REALTORS® be more successful
- As a means to help the Network better serve REALTORS®
- As part of the network of experts REALTORS® can access in order to better serve their clients

What are the Benefits of Being a Strategic Partner?

- There are a variety of levels and benefits available to suit strategic partner marketing budgets and goals
- Benefits provide many ways to be visible (with REALTORS® and their clients) and opportunities to build productive relationships with REALTORS®
- Opportunities to showcase their products and services in addition to their experience and expertise
- Opportunity to become an indispensable part of the REALTOR®'s professional network of experts to better serve their clients

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Strategic Partner Agreement

- Strategic Partner dues will be paid within 30 days of commitment. If a new partner joins in 2022, marketing begins immediately and payment covers the remainder of 2023 and all of 2024.
- Strategic Partners are encouraged to help promote Women's Council of REALTORS® St. Charles County, their mission and events and notify the organization of their upcoming events for cross promotion.
- Strategic Partners are encouraged to join a committee, attend planning meetings, and participate in the planning of events, particularly their sponsored events, as well as work the events in a way to provide them the most exposure.
- Strategic Partners are encouraged to bring REALTOR® guests to Women's Council of REALTOR® meetings and events.
- A Strategic Partner may designate an alternative attendee from their company to attend an event in their absence for a maximum of 3 meetings.
- If a Strategic Partner misses three meetings (neither the partner nor a rep from their company attend) their membership can be revoked without notice per our Standing Rules. No refund will be given and the spot will be filled from the waiting list.
- The more you put in to Women's Council of REALTORS®, the more you will gain from it.



Visit

tinyurl.com/WCRSPAgreement

to apply for your
Strategic Partnership

Questions, email