

Women's Council Annual Strategic Partnership Opportunities

Metropolitan St Louis Network Benefits	Partnership Levels				
	Platinum Plus	Platinum	Gold	Silver	Bronze
	\$7,500.00	\$5,000.00	\$2,500.00	\$1,250.00	\$500.00
Membership Fee Included	*	*	*	*	*
Certificates for complimentary Network meeting attendance and REALTOR® guests for 2017 *	33	16	10	5	2
Recognition on Network Meeting Agenda and promotional materials	*	*	*	*	*
Recognition on Network meeting and event table toppers in Rank Order	*	*	*	*	*
Recognition on Network website	*	*	*	*	*
PowerPoint recognition at Network Meetings and Events (if available)	*	*	*	*	
Can Bring Company materials on display table at Network meetings	*	*	*	*	*
Live link to Company website on Network website	*	*	*	-	-
Mailing list of Network members	*	*	*	-	-
One 2-minute presentation at a Network meeting	2	2	1	1	1
Display of banner at Network meetings and events**	Choice of Placement	2nd Choice of Placement	3rd Choice of Placement	-	-
Opportunity to sponsor education event/meeting when speaking	First	Second	-	-	-
Newsletter Advertising	Bottom of every page	In SP section of Newsletter in rank	In SP section of Newsletter in rank	In SP section of Newsletter in rank	In SP section of Newsletter in rank

*member rate lunch charged (\$25.00) for attendance when certificates not used

**strategic partner must provide their own banner

Women's Council Single Event Sponsorship Opportunity

Up to 3 sponsors per event at \$175.00 each

Benefits:

- Recognized in event promotional material (print and electronic) as event sponsor
- 2 minute introduction and opportunity to share information on company, product or services
- 1 free admission to event
- Space to display literature at event

Suggested Points to Emphasize with Potential Strategic Partners

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 professional 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 mean to help the Network better serve REALTORS®
- As part of the network of experts REALTORS® have access to 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®
- Benefit offer strategic partners opportunities to showcase their products and services *in addition* to their experience and expertise
- Benefits offer strategic partners the opportunity to become an indispensable part of the REALTOR®'s professional network of experts to better serve their clients