Women's Council *of* REALTORS® Santa Cruz

Platinum Strategic Partner Program Guide

REALTORS® are the *MAGIC* that connect the industry and the community.

Women's Council *of* REALTORS®
Santa Cruz

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Nov. 4, 2017

Dear Potential Platinum Sponsor,
As President of Women's Council of REALTORS® Santa Cruz 2018, my team and I want to create a buzz for your business! We want to support our Strategic Partners by bringing you more business as you support us in training leaders in our industry. You have been personally selected to be a PLATINUM Strategic Partner because we have seen your business mission and model, and believe it compliments ours. Here is how we plan on getting the word out to our members and followers throughout the year about your business when you're a PLATINUM Strategic Partner:

PRINT

Full-page advertisement in our 2018 Resource Book that includes our schedule for the year, and recommended service providers. We will also produce the design for your ad, and give you 1 free copy of the Resource Book.

ONLINE

Full-page ad in digital version of Resource Book found on WCR Santa Cruz website, and your logo on the home page of our WCR Santa Cruz website. If committed before 11/20, included in viral Facebook video with new 2018 Platinum Partners and Board members. You can post directly on our WCR Facebook page once per month. Each Board member will share your post on their own Facebook pages.

QUARTERLY MAJOR EVENTS

Your logo on our Sponsor poster promoting and thanking our Platinum Partners. 2 free tickets to each event. Speaking opportunity at one of our 4 industry events with over 100 industry attendees. Introduce speakers, offer the inspiration, or simply thank attendees for coming and introduce yourself and your business. Possible event topics are: Green Housing Trends, Buyer's Guide to Affordable Housing and a Women in Leadership Panel.

QUARTERLY BOOK CLUBS & MIXERS

Introduce yourself at either a book club or mixer.

ANNUAL FUNDRAISER EVENT

Promote your business at our annual fundraiser event with a booth or speaking opportunity. Event details still in the works.

BI-MONTHLY NEWSLETTER

Every other month we will feature an article on one of the strategic partners and send it out to all members via Constant Contact and Video email called BombBomb. Mention of your business at the bottom of every newsletter reaching 300+ industry leaders.

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Our PLATINUM Strategic Partner level is reserved for those partners who want to co-brand with us at our events. You will get maximum exposure at every opportunity. Here is a summary of how the PLATINUM level compares with the others.

Sponsorship Level	**Platinum**	**Gold**	**Silver**
Annual Cost:	$2,500	$1,000	$500
Print Resource Guide:			
Full Page Print Ad	✓		
Half Page Print Ad		✓	
Mention on Page of Silver Sponsors			✓
Online:			
Logo on Homepage of Website	✓		
Employee in viral Facebook video*	✓		
Listed in every online/print event flyer	✓		
Can post on WCR Facebook once/mo	✓		
Can post on WCR Facebook once/qtr		✓	
In Digital Version of Resource Guide	✓	✓	✓
Mention on Parnter Page of Website	✓	✓	✓
Bi-Monthly Newsletter:			
Feature Article in 1 Newsletter	✓		
Mention in 1 BombBomb video email	✓		
Logo at Bottom of Newsletter	✓		
Mention in List at Bottom of Newsl.		✓	✓

** Viral video will be shot in the last week of November. Must sign up before 11/20/17.*

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Sponsorship Level	Platinum	Gold	Silver
Annual Cost:	$2,500	$1,000	$500
4 Industry Events:			
Introduce Speakers at 1 Event	✓		
10 Free Tickets to Industry Events	✓		
Logo on Sponsor Poster at Events	✓		
Listed on Sponsor Poster at Events		✓	
8 Free Tickets for Industry Events		✓	
Meeting Sponsor for 1 Event, 5 min Intro		✓	✓
4 Book Clubs & 4 Mixers:			
Introduce Your Business at 1 Event	✓		
Logo on Sponsor Poster at Mixer	✓		
Listed on Sponsor Poster at Mixer		✓	
One 5-min speaking opty at a Mixer		✓	
Annual Fundraiser:			
Participate with Booth at Fundraiser	✓		
Logo on Sponsor Poster at Fundraiser	✓		
Listed on Sponsor Poster at Fundraiser		✓	
New Realtor Resource Guide:			
Listing on guide given to new SCCAR agents	✓		

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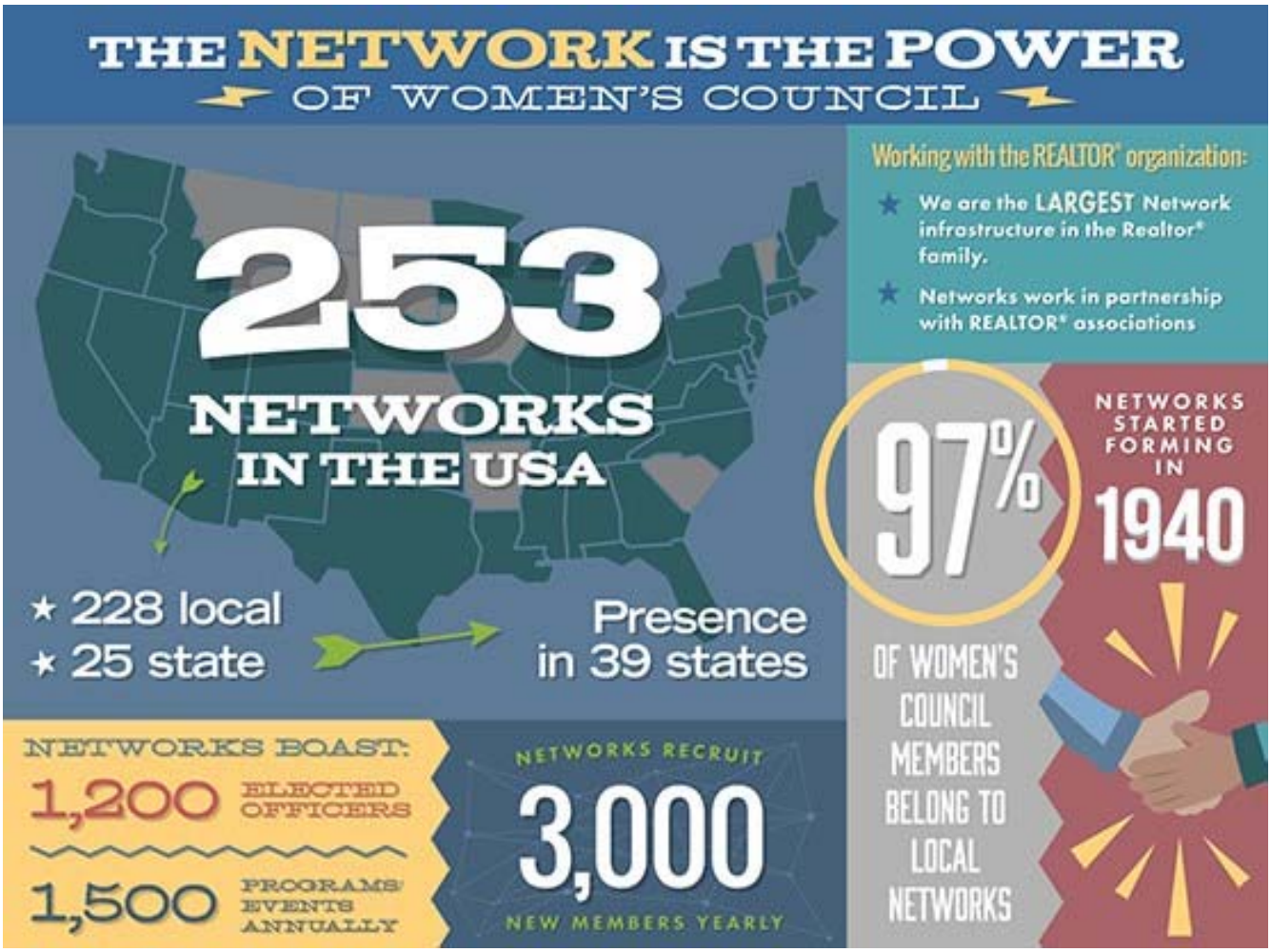
WE are one of 253 Women's Council of REALTORS Networks Nationwide. Our programs and events are NATIONALLY recognized as the highest rated in the Real Estate industry.



Be PART of what makes this industry TICK!
Contact Brandi Jones today at bjones@davidlyng.com
or 831-588-5145.

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Meet our 2018 Board of Directors

Our 2018 leadership team is committed to producing world-class events and programs to support our members and Strategic Partners. Won't you join us?

WCR Santa Cruz Strategic Partner
Application Form

Today's Date: _____

Primary Contact Name: _____

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Contact's Phone: _____

Contact's Email: _____

Sponsorship Level (check one)

PLATINUM	SILVER	GOLD
$2,500	$1,000	$500

Payment

CREDIT CARD	CHECK	BILL ME

Credit Card No: _____

Name on Card: _____

Signature: _____

Expiration Date: _____ Auth. #: _____

OR….

Check Number: _____ Amount: _____

Email form to: Brandi Jones, bjones@davidlyng.com. Or mail check payments to: WCR Santa Cruz, 2567 S. Main St., Soquel, CA 95073. For in-kind donations, see next page.

In-Kind Donation Application Form

In-kind Service or Product: _____

Dollar Value: _____

Delivery Timeframe: _____

Delivery Method: _____

Detailed Description:

Email form to: Brandi Jones, bjones@davidlyng.com. Or mail check payments to: WCR Santa Cruz, 2567 S. Main St., Soquel, CA 95073.

Thank your for your partnership!

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