|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Women's Council Annual Strategic Partnership Opportunities** | | | | | |
| **Benefits** | **Partnership Levels** | | | | |
| **Platinum** | **Gold** | **Silver** | **Bronze** | **Basic** |
| **$2,400 [example only] Suggested dollar amount = 2x Gold Amount** | **$1,200 [example only]**  **Suggested dollar amount = 2x Silver Amount** | **$600 [example only]**  **Suggested dollar amount = 2x Bronze Amount** | **$300 [example only]**  **Suggested dollar amount = 2x Basic Amount** | **$150 [example only]** |
| Certificates for complimentary Network meeting attendance\* | **8** | **4** | **2** | **1** | **Admission at Member Rate** |
| Certificates for complimentary Network meeting attendance for REALTOR® guests | **4** | **3** | **2** | **1** |  |
| One 2-minute presentation at a Network meeting | **\*** | **\*** |  |  |  |
| Recognition on meeting promotional materials | **\*** | **\*** |  |  |  |
|  |
| Company materials on display table at Network meetings | **\*** | **\*** | **\*** |  |  |
| Display of banner at Network meetings\*\* | **\*** |  |  |  |  |
| Recognition on Network website | **\*** | **\*** | **\*** | **\*** | **\*** |
| Live link to Company website on Network website | **\*** | **\*** |  |  |  |
| PowerPoint recognition at Network meetings (if available) | **\*** | **\*** | **\*** | **\*** |  |
| Mailing list of Network members | **\*** | **\*** |  |  |  |
| First opportunity to sponsor education event when speaking | **\*** |  |  |  |  |

\*member rate charged for attendance when certificates not used

\*\*strategic partner must provide banner

|  |
| --- |
| **Women's Council Single Event Sponsorship Opportunity** |
| Up to two sponsors per event at [Dollar Amount] |
| **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