STRATEGIC PARTNERSHIP OPPORTUNITIES

Reach your Target Audience.

Build Relationships that work for you.

Maximize your marketing investment through Strategic Partnerships with Women's Council.

Educate. Empower. Elevate.

WCRSRQ.com

Women's Council of REALTORS® Sarasota 2020

Educate. Empower. Elevate.

Dear Partner,

In 1938, 37 women from 9 states formed a "women's division" because in the first 20 years of National Association of REALTORS® women were barred admission from many local REALTOR® associations, so a separate group was created.

The Council exists today because of its 80-year history and legacy is much more significant than "an organization of women." Today it is the business leadership skills the council provides that has positioned the council as a leader for the industry, for organized real estate and for political action committees.

Women's Council is a nationwide community of over 12,000 real estate professionals who included many of the best and brightest in the business. The backbone of the council is its network of more than 250 local and state networks in nearly 40 states with volunteer managers trained to position their groups as a business resource in the REALTOR® communities.

Our primary goal at The Council is to provide our members with exceptional real estate related programs, referrals, a pathway to leadership and network of like-minded professionals. Women's Council is a dynamic, accessible and diverse network, linking each member to the tools, training and support to develop their individual leadership potential and business goals.

In 2020, our mission is to focus on the three E's: **Educate. Empower. Elevate.** With your help and support we will be able to accomplish this mission. Our strategic partnership program offers companies the opportunity to position products and services to a key audience that is vital to our industry.

On behalf of our membership and Board of Directors, I am honored to invite you to partner with Women's Council of REALTORS® Sarasota and help us provide the tools needed to advance the next generation of business leaders.

Our size and scale allows you to reach highly engaged and organizationally connected members who are business leaders in their communities. Thank you for your support and consideration.

Anita

Anita Lambert, 2020 President
Women's Council of REALTORS® Sarasota

Women's Council of REALTORS® Sarasota

2020

Educate. Empower. Elevate.

2020 Anchor Events

JANUARY
Meet + Mingle – meet our "Super Bowl Team" of Strategic Partners, Directors and Members

FEBRUARY Social Event/TBD

MARCH Joint Event: Atlanta Braves Spring Training Game
Cool Today Park, North Port, FL

APRIL Realtor Safety Martial Arts & Weapon Training: Partnership with local charity

MAY Poker Run Fundraiser

JUNE Past Presidents Panel & Luncheon

JULY Central Florida Regional Conference

AUGUST
Election of 2021 Officers

SEPTEMBER
27th Annual Fashion Show & Luncheon

OCTOBER
"Pamper Me" REALTOR® Spa Day

NOVEMBER
Local Experts Panel: Discussions on issues facing professionals on the Gulf Coast; possible community outreach event & charity

DECEMBER
2021 Installation of Line Officers & Awards Luncheon

Sarasota Network Overview

Educational Events

Annually the Sarasota Network hosts several educational and social networking events that facilitate relationship building between members and real estate related professionals, **thereby adding value to everyone's business.**

Industry Events

Annually, the Sarasota Network hosts a minimum of 4 events focused on business development, and the development of leadership skills geared towards the real estate professional with an emphasis on elevating member professionalism.

R&R Events

Our network will host relaxation events designed to bring inner peace and unity. We will offer an yoga/meditation event that will be free to our members, plus a Spa afternoon where members can select particular services while relaxing and mingling with friends.

Community Outreach Event

Not only do we host events for our members that are fun and educational, but we also like to get out into our community to volunteer; **this is a great opportunity to reach out and give back.**

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ANNUAL
DIAMOND PARTNER
$6,000

This is the most prestigious level of partnership and will give the company maximum exposure throughout 2020. Only one industry related company at this level.

CORE BENEFITS

Two tables per each of two (2) fundraiser events **($3,000 Value)**

National WCR Membership for up to two (2) members
($408 Value, non transferrable)

Two (2) Tickets to all other events **($750 Value)**

2-3 minute speaking opportunity at all events throughout the year **($1,500 Value)**

Company listed as DIAMOND PARTNER on the top front of network presentation folder including logo, picture, name and number, and the opportunity to directly deliver membership packages in person **($1,500 Value)**

Company provided Flyer to be placed in folder at ALL events **(Priceless)**

27th Annual Fashion Show Program: Centerfold
PLUS vendor table at event **($2,400 Value)**

Listed on Sponsor Page in Fashion Show program book
Invited to individually "Walk The Stage" at 2020 Fashion Show

DIAMOND PARTNER logo and WCR logo displayed on Step & Repeat Banners at all events (includes design and print). **($500 Value)**

Social Media Video Blasts 6x/year **($2,100 Value)**

Recognition on all printed and electronic communication **($3,000 Value)**

Recognition on National website network page as DIAMOND PARTNER with logo **(Priceless)**

Receipt of Active Membership Contact List 4x/year **(Priceless)**

Company Table at all events **($2,600 Value)**

PowerPoint Presentation recognition at Network Events **(if available)**

Opportunity to host Member Mixers or New Member Training

TOTAL VALUE
$18,058+

ANNUAL
PLATINUM PARTNER
$4,500

The Platinum Partnership offers marketing and advertising opportunities designed to create direct business growth for any sized company.

CORE BENEFITS

One Table per each of two (2) fundraiser events **($1,500 Value)**

National WCR Membership for one (1) member
($204 Value, non transferrable)

One (1) Ticket to all other events **($500 Value)**

Company listed as PLATINUM PARTNER on the front of the network presentation folder **($1,500 Value)**

Company provided Flyer to be placed in folder at six (6) events

27th Annual Fashion Show Program: Full Page on Inside Front Cover, Back Cover, Inside Back Cover, or any other page of your choice (excluding Centerfold) **($1,400 Value)**

Listed on Sponsor Page in Fashion Show program book
Invited to "Walk The Stage" at 2020 Fashion Show

Free standing combination banner with company logo as a PLATINUM PARTNER displayed at all events, includes design and print **($400 Value)**

Social Media Video Blasts 4x/year **($1,400 Value)**

Recognition on all printed and electronic communications **($3,000 Value)**

Recognition on National website network page as a PLATINUM PARTNER with logo **(Priceless)**

Receipt of Active Membership Contact List 4x/year **(Priceless)**

Company Table at three (3) events **($900 Value)**

PowerPoint Presentation recognition at Network Events **(if available)**

TOTAL VALUE
$10,804+

ANNUAL
GOLD PARTNER
$3,000

The Gold Partnership level provides great exposure as a valued partner via marketing and advertising opportunities to help grow your business.

CORE BENEFITS

Four (4) tickets to each of two fundraiser events
($600 Value)

Company listed as a GOLD PARTNER on the top back cover of network presentation folder
($1,500 Value)

27th Annual Fashion Show Program: Half Page Ad
($500 Value)

Listed on Sponsor Page in Fashion Show program book
Invited to "Walk The Stage" at 2020 Fashion Show

Free standing combination banner with company logo as a GOLD PARTNER displayed at all events, includes design and print **($400 Value)**

Listed on Sponsor Page in Fashion Show program book

Social Media Video Blasts 3x/year
($1,000 Value)

Recognition on all printed and electronic communication
($3,000 Value)

Recognition on National Website network page as a GOLD PARTNER with logo **(Priceless)**

Receipt of Active Membership Contact List 2x/year **(Priceless)**

PowerPoint Presentation recognition at Network Events **(if available)**

TOTAL VALUE
$7,000+

ANNUAL
SILVER PARTNER
$1,500

Silver Partnership offers marketing and advertising opportunities designed to help a small business grow.

CORE BENEFITS

Two (2) tickets to each of two fundraiser events
($300 Value)

Company listed as SILVER PARTNER on the back bottom cover of folder
($1500 Value)

27th Annual Fashion Show Program: Quarter Page Ad
($250 Value)

Listed on Sponsor Page in 27th Annual Fashion Show Program Book

Invited to "Walk The Stage" at 2020 Fashion Show

Free standing combination banner with company logo
for SILVER Level displayed at all events, includes design and print
($400 Value)

Social Media Video Blast 1x/year
($350 Value)

Recognition on all printed and electronic communication
($3,000 Value)

Recognition on National website network page as a SILVER PARTNER with logo
(Priceless)

PowerPoint Presentation recognition at Network Events **(if available)**

TOTAL VALUE
$5,800+

ANNUAL
BRONZE PARTNER
$750

Bronze Partnership provides good marketing and advertising opportunities for a small business to elevate their reach.

CORE BENEFITS

Company listed as BRONZE PARTNER on the back bottom cover of Network Presentation folder
($1500 Value)

Listed on Sponsor Page in Fashion Show Program Book

27th Annual Fashion Show Program: Business Card Size Ad
($150 Value)

Invited to "Walk The Stage" at 2020 Fashion Show

Free standing combination banner for BRONZE PARTNERSHIP displayed at all events, includes design and print
($400 Value)

Social Media Video Blast 1x/year
($350 Value)

Recognition on National Website Network Page as a BRONZE PARTNER
(Priceless)

PowerPoint Presentation recognition at Network Events
(if available)

TOTAL VALUE
$2,400+

WOMEN'S COUNCIL OF REALTORS® SARASOTA
STRATEGIC PARTNERSHIP OPPORTUNITIES

Business Partner BENEFITS	Diamond $6,000	Platinum $4,500	Gold $3,000	Silver $1,500	Bronze $750
Event Tickets	2 tables x 2 fundraiser event; 2x tickets to all other events	1 table x 2 fundraiser events; 1x tickets to all other events	4 tickets x 2 fundraiser events	2 tickets x 2 fundraiser events	___
National WCR Membership	2	1	___	___	___
Speaking Time	All events	Yes	___	___	___
2020 Network Presentation Folder	Top Front – Logo, Picture, Name & Number	Front - Logo, Picture, Name & Number	Back Top – Company Name & Number	Back Bottom - Company Name	Back Bottom - Company Name
Fashion Show Program Book ***FIRST COME, FIRST SERVED	Centerfold; Vendor table	Inside front, back, or inside back OR any other page***	Half Page Ad	Quarter Page Ad	Business Size Card
Walk The Stage at the 2020 Fashion Show	Yes	Yes	Yes	Yes	Yes
Listed on Sponsor Page in the 2020 Fashion Show	Yes	Yes	Yes	Yes	Yes
Banner Displayed at Events	Your Logo on Step & Repeat	Combined	Combined	Combined	Combined
Table at Events for Promotional materials	All Events	3 annual meetings	___	___	___
Social Media Video blasts (Company to provide video content)	6x per year	4x per year	3x per year	1x per year	1x per year
Company provided flyer placed in network folder	Yes	Yes	___	___	___
Recognition on all Printed & Electronic Communications	Logo, Picture, Name & Number	Picture, Name & Number	Company Name & Number	Company Name	Company Name
Receipt of ACTIVE WCR Membership Lists	4 x/year	4x/year	2x/year	___	___
Opportunity to host Member Mixers or New Member Celebrations	Y	___	___	___	___
PowerPoint inclusion at Network Events	Y	Y	Y	Y	___
Home Page of Network Website	Logo/link	Logo/link	Logo	Name	Name

Women's Council of REALTORS® Sarasota 2020

PARTNERSHIP OPPORTUNITY FORM

On behalf of Women's Council of REALTORS® Sarasota; we would like to offer our sincerest gratitude for your 2020 partnership.

★★★ **Please complete, save, attach and email back to us at SarasotaWCR@gmail.com**
The order in which we receive forms and payments will determine the order in which we list our business partners and their logos on network printed materials, banners, and other advertising throughout the year, so please return this form as soon as possible! ★★★

IT IS MUTUALLY UNDERSTOOD THAT SARASOTA WOMEN'S COUNCIL OF REALTORS AND THE FOLLOWING AGREE TO THE PREVIOUSLY OUTLINED 2020 PARTNERSHIP:

Company Name _____

Company Representative _____

Address _____

City/State/Zip Code _____

Direct Telephone _____ Email Address _____

Partnership Level _____ Amount _____

Authorized Signature _____

PAYMENT OPTIONS

We accept two forms of payments: Check or Credit Card. Although we prefer checks, we will gladly accept a credit card **plus an additional 3.5%** of the total cover the credit card fee. Please check below and indicate whether you are on a net pay. If your company is on a net pay, please tell us what this net is by leaving a check and number below.

Check Number _____ Net Pay? ❒ Yes ❒ No

Credit Card Information: ❒ Visa ❒ MasterCard ❒ American Express ❒ Discover

Credit Card Number _____

Expiration Date _____ CVV Code _____ Billing Zip _____

PARTNERSHIP INVOICING AND MARKETING REQUIREMENTS (Please read and check)

❒ An invoice for your partnership will be sent following receipt by Alfredda Odato, 2020 Women's Council of REALTORS® Sarasota Treasurer, of this partnership opportunity letter. Commitments must be received **by 12/31/2019**. We require your company's logo file (.ai, .eps., or high resolution .pdf file), along with your high resolution headshot or photo files (300 dpi or higher, in JPG format). Please eMail to SarasotaWCR@gmail.com

❒ Payments must be received **by 01/10/2020** in order to be included on our Partnership Banners and Network Presentation Folders. All Strategic Business Partnerships are priced at the listed annual rate on a calendar year basis. Therefore, pro-rations cannot be accepted.

Women's Council of REALTORS® Sarasota

2020

Educate. Empower. Elevate.

FOR MORE INFORMATION ON ANNUAL PARTNERSHIP OPPORTUNITIES PLEASE CONTACT US TODAY.

Anita Lambert, 2020 President
941.920.1501
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Women's Council of REALTORS® Sarasota
P.O. Box 3621 • Sarasota, FL 34230
SarasotaWCR@gmail.com

We are a network of successful REALTORS®, advancing women as professionals and leaders in business, the industry and the communities we serve.

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