

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 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® 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®
- Benefits 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