



STRATEGIC PARTNER
Program Guide 2021

We Educate, Train, & Support Leaders in Our Profession!



Our Mission

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

Our Purpose

The purpose of the Women's Council of REALTORS® Arizona is to support local networks as they offer an excellent member experience, and develop strong leaders for our Council, our Profession, and our Community.



2021 Board of Directors

President, Kay Carlson

President-Elect, Shauna Huisman

First Vice-President, Kathaleen Patterson

Treasurer, Jana Powell

State Liaison, Carolyn Altman

District Vice-President, Shari Ward

District Vice- President, Deanna Weaver

District Vice-President, Tiffany Jones



Dear Business Professional,

As a Strategic Partner with the Women's Council of REALTORS® Arizona, you become part of the "Business Resource Center" in the communities our nine networks serve. Our 2021 Strategic Partner Program affords you the opportunity to network and develop relationships with our 400+ members throughout the year.

Women's Council of REALTORS® Arizona Network meets three times a year, a Spring Event, a Summer Event in conjunction with the Arizona Association of Realtors, and Winter Event & Incoming Officer Installation, as well as supplying coffee and donuts for REALTOR® Day at The Capital in January.

Women's Council of REALTORS® is the industry's source for strong, committed, well trained leaders that was established in 1938 and continues to be relevant to the industry today. Developing leaders is the Council's core purpose and strength. The Women's Council of REALTORS® members share a set of values in how they run their businesses with integrity, collaboration and a commitment to excellence and continuous development. The Women's Council of REALTORS® prepares women and men to take on leadership roles in real estate organizations and in the communities they serve. Members openly share their expertise, experience, and support each other's development as professionals.

We are excited for you to join this amazing organization as a 2021 Strategic Partner. With your support, we will reach our goals!

Sincerely,

Kay Carlson

2021 President



#LeadersMadeHere

| 2021 STRATEGIC PARTNERSHIP LEVELS WOMEN'S COUNCIL OF REALTORS® ARIZONA | Platinum \$1750 | Gold \$1100 | Silver \$500 | Bronze \$350 |
|--|----------------------------|------------------------|-------------------------|-------------------------|
| Social media posts on the Women's Council of REALTORS® Arizona Facebook Site | 12 | 6 | 3 | 2 |
| Display company materials on vendor marketing table at Women's Council of REALTORS® Arizona Events | ALL | ALL | 1 | 1 |
| Speaking opportunity at the Women's Council of REALTORS® Arizona Events | ALL | 2 | 1 | |
| Email advertisements to the members of all nine (9) Women's Council of REALTORS® Arizona Networks | 4 | 2 | 1 | |
| Complimentary registration at the Women's Council of REALTORS® Arizona Events | 2/events | 1/event | 1/event | |
| 30 second video advertisement to post on the Women's Council of REALTORS® Facebook Site | 4 | 2 | | |
| Logo on swag bags at Women's Council of REALTORS® Arizona Event | ✓ | ✓ | | |
| Your company logo on all Women's Council of REALTORS® Arizona Meeting agendas and event fliers | ✓ | ✓ | ✓ | |
| Recognition certificate at Women's Council of REALTORS® Winter Meeting | ✓ | ✓ | ✓ | ✓ |
| Logo on Women's Council of REALTORS® Arizona Website with hyperlink to your company website. https://www.wcr.org/network-sites/arizona/ | ✓ | ✓ | ✓ | ✓ |
| Recognition at all Women's Council of REALTORS® Arizona Meetings | ✓ | ✓ | ✓ | ✓ |
| Women's Council of REALTORS® Strategic Partner Pin | ✓ | ✓ | ✓ | ✓ |

A Women's Council of REALTORS® Arizona Strategic Partnership affords you the opportunity to network with our leaders throughout the year and reach our 400+ members via our events, website, emails and Facebook site. Our Strategic Partners enjoy years of success through their partnership with the Council.

Women's Council of REALTORS® Arizona 2021 State Events:

March 30-31, 2021 ~ Prescott, AZ ~ 8:30AM

August 30, 2021 ~ TBD, AZ ~ 8:30AM
(In conjunction with the Arizona REALTORS® Association)

November 30 – December 1, 2021 ~ Scottsdale, AZ ~ 2021 Board Installation



2021 Women's Council of REALTORS® Arizona Strategic Partnership Application

PLEASE LIST YOUR INFORMATION AS YOU WOULD LIKE IT REPRESENTED IN OUR DIRECTORY

COMPANY NAME: _____ WOMEN'S COUNCIL MEMBER NAME: _____

CELL: _____ OFFICE: _____ EMAIL: _____

BUSINESS ADDRESS: _____ CITY: _____ ST: _____ ZIP: _____

CHECK LEVEL OF STRATEGIC PARTNERSHIP:

PLATINUM - \$1750 GOLD - \$1100 SILVER - \$500 BRONZE - \$350

Please make all checks payable to Women's Council of REALTORS® Arizona and mail your check and form to:
Jana Powell, 39999 W. Brandt Dr., Maricopa, AZ 85138

By signing below, both parties agree to Women's Council of REALTORS® Arizona stated benefits based on the level of Strategic Partnership selected.

SIGNATURE: _____ DATE: _____

To maintain a productive REALTORS®/Affiliate ratio, all Strategic Partnership Applications will be reviewed by the Board for eligibility. In 2021, the Platinum Level will be limited to ONE partnership per business type. In the event there is more than one business type submitted, excluding Associations, a lottery drawing will be held to select the finalist. All applications submitted will be contacted with the Board's determination within 2 weeks of your application. The 2021 State Treasurer will be your liaison.

ARTWORK REQUIREMENTS:
Color Logo In .PNG or .JPEG format of 300 dpi or higher

FOR QUESTIONS:
Kay Carlson, 2021 President kcarlson@topproducer.com #928-710-4193
Jana Powell, 2021 Treasurer jana.powell@outlook.com #503-888-1968

Become a Strategic Partner Today!
Build relationships and network with the most professional and successful real estate professionals in our State.