

# 2024

## Strategic Partnership Package

EMPOWERING  
SUCCESS



# Welcome Letter

Dear Partners & Members

The Women's Council of Realtors has been a driving force since 1938, with a powerful network of over 250 networks across 40 states. Our members hold influential positions in the National Association of Realtors, local Realtor Boards, and even government roles.

Our remarkable community boasts an average annual income of over \$153k for full-time season realtors. By joining us, you'll tap into an extensive network of 13,000.00 members nationwide, providing you with unparalleled opportunities.

At our core, we're dedicated to fueling your success. In 2024, our mission centers around personal and professional empowerment, expanding referral networks, and forging collaborations with innovative organizations, all streamlined for maximum impact.

I'm honored to lead this vibrant journey alongside an exceptional board and leadership team. Together, we invite you to radiate brilliantly amidst around the 60 thousand realtors in our Miami Association of Realtors and watch your business flourish.

Empoweringly yours,



*Surelis Yanes*

2024 President

(786) 423-4990

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



# Meet the 2024 Board of Directors



**Surelis Yanes**

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# Presidential Partnership Package \$7,000

The most prestigious Partnership Level\* with the maximum exposure.

\*Only one per Industry

## Core Benefits

### Event Benefits:

- ✦ (4) Tickets to all educational events, excluding main events
- ✦ 2 minutes to speak at each event, excluding Installation, Wing It, and Casino Night
- ✦ 1 member testimonial posted per Quarter to be posted on social media
- ✦ Display area provided for a banner at all events; if space permits at venue, a table is also allowed (must provide own marketing materials)
- ✦ Verbal recognition as a Presidential Partner at all events
- ✦ Full page ad on all digital programs with clickable links to partner's website
- ✦ Logo on Strategic Partner Banner at all events
- ✦ Priority to be an event sponsor
- ✦ Opportunity to provide promotional items on Members Swag Bag

### Membership Benefits:

- ✦ (3) Non-transferable, National Women's Council memberships to use, if the partner is a board affiliate or a gift to realtor of your choice
- ✦ Full page ad on Digital Membership Handbook with links to partner's website
- ✦ Recognition on network website with link to partner's website
- ✦ First priority for any additional benefits that may come up during the year
- ✦ Option to add 'Member Only Benefits' on the Member Handbook
- ✦ When a member works with you, they are eligible to enter a quarterly drawing for \$250
- ✦ Utilization of the Women's Council logo as a Proud Partner on your business advertisement, email signatures, etc.

## Social Media Benefits

- ✦ Saved stories on @wcrmiami highlight "All About the Company" for the year
- ✦ Video commercial filmed, created, and posted on the Instagram reel, story, and added to highlight
- ✦ Takeover of @wcrmiami stories x4 per year on "Empowering Success Saturdays"
- ✦ 60 second interview describing the company to be posted on all social media platforms

## Estimated Package Value

- ✦ \$25,000



# Diamond Partnership Package \$5,000

Opportunity for significant exposure to the network and event attendees throughout the year.

## Core Benefits

### Event Benefits:

- ✦ (3) Tickets to all educational events, excluding main events
- ✦ 2 minutes to speak at (3) events, excluding Installation, Wing It, and Casino Night
- ✦ 1 member testimonial posted 3 times annually to be posted on social media
- ✦ Display area provided for a banner at (3) events; if space permits at venue, a table is also allowed (must provide own marketing materials)
- ✦ Verbal recognition as a Diamond Partnership at all events
- ✦ Half page ad on all digital programs with clickable links to partner's website
- ✦ Logo on Strategic Partner Banner at all events
- ✦ Opportunity to provide promotional items on Members Swag Bag
- ✦ Priority to be an event sponsor

### Membership Benefits:

- ✦ (2) Non-transferable, National Women's Council memberships to use, if the partner is a board affiliate or a gift to realtor of your choice
- ✦ Half page ad on Digital Membership Handbook with links to partner's website
- ✦ Recognition on network website with link to partner's website
- ✦ Option to add 'Member Only Benefits' on the Member Handbook
- ✦ When a member works with you, they are eligible to enter a quarterly drawing for \$250
- ✦ Utilization of the Women's Council logo as a Proud Partner on your business advertisement, email signatures, etc.

## Social Media Benefits

- ✦ Saved stories on @wcrmiami highlight "All About the Company" for the year
- ✦ Video commercial filmed, created, and posted on the Instagram reel, story, and added to highlight
- ✦ Takeover of @wcrmiami stories x4 per year on "Empowering Success Saturdays"
- ✦ 45 second interview describing the company to be posted on all social media platforms

## Estimated Package Value

- ✦ \$15,000



# Platinum Partnership Package \$3,500

Provides exposure and opportunities to help grow your business

## Core Benefits

### Event Benefits:

- ✦ (2) Tickets to all educational events, excluding main events
- ✦ 2 minutes to speak at (2) events, excluding Installation, Wing It, and Casino Night
- ✦ 1 member testimonial posted per Quarter to be posted on social media
- ✦ Display area provided for a banner at (2) events; if space permits at venue, a table is also allowed (must provide own marketing materials)
- ✦ Verbal recognition as a Platinum Partnership at all events
- ✦ Quarter page ad on all digital programs with clickable links to partner's website
- ✦ Logo on Strategic Partner Banner at all events
- ✦ Opportunity to provide promotional items on Members Swag Bag
- ✦ Priority to be an event sponsor

### Membership Benefits:

- ✦ (1) Non-transferable, National Women's Council memberships to use, if the partner is a board affiliate or a gift to realtor of your choice
- ✦ Quarter page ad on Digital Membership Handbook with links to partner's website
- ✦ Recognition on network website
- ✦ Option to add 'Member Only Benefits' on the Member Handbook
- ✦ When a member works with you, they are eligible to enter a quarterly drawing for \$250
- ✦ Utilization of the Women's Council logo as a Proud Partner on your business advertisement, email signatures, etc.

## Social Media Benefits

- ✦ Saved stories on @wcrmiami highlight "All About the Company" for the year
- ✦ Takeover of @wcrmiami stories x4 per year on "Empowering Success Saturdays"

## Estimated Package Value

- ✦ \$10,000



# Gold Partnership Package \$2,500

Marketing opportunities to help grow a small business

## Core Benefits

### Event Benefits:

- ✦ (1) Tickets to all educational events, excluding main events
- ✦ 2 minutes to speak at (1) event, excluding Installation, Wing It, and Casino Night
- ✦ 1 member testimonial posted per Quarter to be posted on social media
- ✦ Display area provided for a banner at (1) event; if space permits at venue, a table is also allowed (must provide own marketing materials)
- ✦ Verbal recognition as a Gold Partnership at all events
- ✦ One eighth page ad on all digital programs with clickable links to partner's website
- ✦ Logo on Strategic Partner Banner at all events
- ✦ Opportunity to provide promotional items on Members Swag Bag
- ✦ Priority to be an event sponsor

### Membership Benefits:

- ✦ One eighth page ad on Digital Membership Handbook with links to partner's website
- ✦ Recognition on network website
- ✦ Option to add 'Member Only Benefits' on the Member Handbook
- ✦ When a member works with you, they are eligible to enter a quarterly drawing for \$250
- ✦ Utilization of the Women's Council logo as a Proud Partner on your business advertisement, email signatures, etc.

## Social Media Benefits

- ✦ Saved stories on @wcrmiami highlight "All About the Company" for the year
- ✦ Takeover of @wcrmiami stories x4 per year on "Empowering Success Saturdays"

## Estimated Package Value

- ✦ \$7,000



# Pearl Partnership Package \$1,000

Marketing opportunities to help grow a small business that are not in the real estate industry

## Core Benefits

### Event Benefits:

- ✦ One eighth page ad on all digital programs with clickable links to partner's website
- ✦ Logo on Strategic Partner Banner at all events
- ✦ Opportunity to provide promotional items on Members Swag Bag
- ✦ Priority to be an event sponsor

### Membership Benefits:

- ✦ Recognition on network website with link to partner's website
- ✦ Option to add 'Member Only Benefits' on the Member Handbook
- ✦ When a member works with you, they are eligible to enter a quarterly drawing for \$250
- ✦ Utilization of the Women's Council logo as a Proud Partner on your business advertisement, email signatures, etc.

## Social Media Benefits

- ✦ Saved stories on @wcrmiami highlight "All About the Company" for the year

## Estimated Package Value

- ✦ \$3,000





# Strategic Opportunities Chart

Benefits	Presidential	Diamond	Platinum	Gold
National Memberships	3	2	1	-
Tickets to Events*	4	3	2	1
2 Minute Presentation	Per Quarter	3	2	1
Member Testimonial on Social Media	4	3	2	1
Table Display at Events	All Events	3	2	1
Ad Size on Handbook	Full	Half	Quarter	One/Eighth
Logo on Network Website	Hyperlinked	Hyperlinked	Logo Only	Logo Only
Banner at Each Event	Stand Alone	Combined	Combined	Combined
Interview posted on Social Media	✓	✓	-	-
Professional Video	✓	✓	-	-
Featured on IG Story	✓	✓	✓	✓
Verbal Recognition at each Event	✓	✓	✓	✓
Saved Highlight on IG	✓	✓	✓	✓
Raffle Entry	✓	✓	✓	✓
Ad on Program with hyperlink	✓	✓	✓	✓
Priority to be an event sponsor	✓	✓	✓	✓
Ability to add items to Swag Bag	✓	✓	✓	✓