



2022 STRATEGIC PARTNER
Opportunities

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Women's Council of
REALTORS[®]
Florida

**The 2022 State
Leadership Team**



Paige Brewer - President



Charmaine Hickey - President Elect



Natalie Derrick - Treasurer



Dinorah Guerra - 1st Vice President



Debbie Zalewski - State Liaison



Sandra Aguilar



Alexis Bolin

**2022
District
Vice
Presidents**



Jeannene Case



Denise Bibeau



Paula Givler



Anita Lambert



Katherine Sakkis



Rachel Simerly



Tia Vincent

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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.

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Dear Current and Future Partners:

2022 is going to be exciting year for the Women's Council of REALTORS® Florida, and we invite you be a part of our dynamic organization through our Strategic Partner program.

To our future partners, "Welcome to Women's Council!" We seek to partner with companies that share our mission and vision. We hope to include you in our family of partners for 2022 and beyond. We appreciate your consideration and welcome the opportunity to discuss how we can best help your business grow through a partnership with Women's Council of REALTORS® Florida.

To our current partners, continuing our partnership with you in 2022 is our top priority. We look forward to collaborating with you to develop an even stronger relationship. We appreciate you and your support and have made a few changes to our partner program to provide further benefits for your company. To ensure that you continue to gain MAXIMUM exposure to our members, your company will now be recognized separately from our Local Networks. We have created a separate package to benefit our local networks that support us at the state level. This will ensure that you, our BUSINESS partners, will truly get the exposure you deserve!

Your Company will be announced at State and Local Network events throughout the year. We currently have 27 local networks spanning Florida from Pensacola to Miami-Dade that hold over 200 events during the year.

On behalf of our membership and the State Leadership team, we invite you to partner with the Women's Council of REALTORS® Florida and help us provide the resources needed to advance the next generation of business leaders. We hope to have you as part of our team in 2022!

Thank you for your consideration,

Natalie Derrick

2022 Treasurer

Email: nataliederrickwcr@gmail.com

Cell: 321-543-6765



STRATEGIC PARTNER BENEFIT AND RECOGNITION PROGRAM

Education Sessions and Industry Events

- Recognized at all education sessions and industry events at both state networks and local networks
- Top three tiers include logo show cased in the state step and repeat (and/or Zoom background for online meetings)

WOMEN'S COUNCIL OF REALTORS® FLORIDA State Meetings

- Sponsorship level prominently featured* at State meetings.
- Tickets to Installation and Sponsor receptions, vary per sponsorship level

Women's Council of REALTORS® FLORIDA website (www.wcrflorida.com)

- Status prominently featured on Network website with a link to Strategic Partner's website

Women's Council of REALTORS® FLORIDA State Trade Show Booth (August State Meetings)

- Sponsorship level prominently featured* at the booth. Provides visibility to all Florida REALTORS® attending the Trade Show.

MEMBERSHIP LIST

- A full membership contact list provided at various times (based upon level) for partner use, allowing for electronic marketing directly to the membership.

WCR FLORIDA LOCAL NETWORKS

- Recognition at all local network events and meetings
- Partners are encouraged to attend and become involved in local network events.

WCR STATE PRESIDENT

- The State President and other State Officers promote partners during all state travels

SOCIAL MEDIA

- Select levels have opportunity to have a self-made video posted to Social Media outlets
- All levels include opportunity to provide a post for our State Facebook Page
- Partnership levels displayed on State Network Facebook Page and group page

EMAIL RECOGNITION

- Email recognition on State Leadership correspondence



	Diamond \$7500	Platinum \$5000	Gold \$2500	Silver \$1500	Bronze \$1000
State Network Recognition	Y	Y	Y	Y	Y
Local Network Recognition	Y	Y	Y	Y	Y
Partner Level Banners	Logo	Logo	Logo	Name Only	N
Name Badge	Y	Y	Y	Y	Y
Logo on Step and Repeat + Zoom Template	Y	Y	Y	N	N
Logo in Quarterly Newsletter	Y	Y	Y	N	N
State Website	Logo/Link	Logo/Link	Logo	Name Only	N
Membership List	4 Times	4 Times	4 Times	2 Times	1 Time
Member Spotlight Recognition	Y	Y (rotates monthly)	N	N	N
Bomb Bomb Videos to Members	3 Times	2 Times	1 Time	N	N
Included in State Email Correspondence	Logo	Logo	Name Only	Name Only	N
January Convention					
Speaking Time	2 Min	1 Min			
GOBOs During Installation	Y	Y			
Installation Tickets	4	2	2	1	
Awards Ceremony Tickets	4	2	2	1	1
August Convention					
Speaking Time	2 Min	1 Min			
Partner Reception Tickets	4	2	2	1	1
Trade Show Booth Recognition	Logo	Logo	Logo	Name Only	

Women's Council of REALTORS® Florida

Mission Statement

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



Vision Statement

Vision Statement: The Women's Council of REALTORS® is recognized as the voice for women in real estate, and the premier source for the development of leaders in the industry, organized real estate and beyond.

The Women's Council Brand

- > Conveys *professionalism*
- > One of the most recognized brands in the real estate industry
- > Historic - founded in 1938



Core Values

PROFESSIONAL CREDIBILITY

Members of the Women's Council of REALTORS® are career professionals who operate based on a shared value system of integrity and respect, and a commitment to excellence and continuous development.

THE POWER OF COLLABORATION

Success in business today is achieved through positive, productive collaboration. The Women's Council of REALTORS® provides an environment in which members support each other and work together to achieve personal growth and business success.

LEADERSHIP

Every business, industry and community needs business who can inspire others and effect positive change. Through the Women's Council of REALTORS®, members can discover and develop their authentic leadership style, apply new found leadership skills, and pursue leadership opportunities across all areas of their personal and professional lives.

INFLUENCE

Positive change comes from greater inclusion of women's perspectives in positions of influence in the real estate industry and in the broader community.

OPPORTUNITY

The Council member network is enriched by embracing the full diversity of our industry, and the opportunity to contribute different experiences, ideas and perspectives.

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ADDED VALUE

Promotional Component



"MEMBER OF THE MONTH"
(Diamond Tier Exclusivity,
Once Monthly)



"LEADER OF THE MONTH"
(Diamond Tier Exclusivity,
Once Monthly)



"REALTOR TIPS"
(Diamond Tier Exclusivity,
Once Monthly)

Advertising in the Quarterly Newsletter that goes out to our entire membership!





2022 STRATEGIC PARTNER OPPORTUNITIES

Diamond \$7500	Platinum \$5000	Gold \$2500	Silver \$1500	Bronze \$1000

Company Name: _____

Contact Representative: _____

Contact Phone Number: _____

Authorized Signature of Person Responsible for Payment: _____

Who or which Local Network referred you? (We wanna give them some love!) _____

If Applicable:

Are you currently a local strategic partner? Y N

If yes, which networks are you part of? _____

Please fill out this form and email to: Paula Givler, paula@allcountycpm.com. An invoice for your sponsorship level will be sent once you confirm your commitment. Promotional component (Added Value for 2022) is on a first come, first serve basis. Commitment and payments must be received no later than January 7, 2022 in order to be included on printed collateral such as our State banners.