

Strategic Partner Opportunities

Women's Council *of*
REALTORS[®]
Orlando Regional

#LeadersMadeHere





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

Dear Future Partner,

I welcome you to explore the opportunity of being a Women's Council of REALTORS® Orlando Regional Strategic Partner for 2024. Our motto, "Leaders Made Here" holds true within our everyday lives at home, within our businesses and within the communities we serve. We invite you to review the information below to familiarize yourself with our network and to understand how our partnership can benefit you.

We are proud to represent successful REALTORS®, women, men, and national affiliates among our members and partners. The benefits of becoming a strategic partner include consistent exposure to our members and guests to help position your company as a business partner that provides expertise and support services to our members. Our network's goal is to consistently provide relevant education and value-added leadership training to both members and partners. To accomplish both these goals, it is vital to provide our members with the tools to succeed, both professionally and personally. We can support, achieve, and exceed these goals with the help of our Strategic Partners.

We're looking for partners like you, to join us as local strategic partners in the upcoming year. Enclosed within this packet you will find a variety of opportunities to cross promote your brand together with the Women's Council brand. On behalf of our membership and the Orlando leadership team we invite you to partner with Women's Council of REALTORS® Orlando Regional and help us provide the resources needed to advance the next generation of business leaders. Thank you for your support and consideration.

Respectfully,

Kathleen Rutland
2024 President Women's Council of Realtors® Orlando Regional



STRATEGIC PARTNER BENEFIT AND RECOGNITION PROGRAM

EDUCATION SESSIONS AND INDUSTRY EVENTS

Recognized at all education sessions and industry events at local network.

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

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

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.

WOMEN'S COUNCIL FLORIDA LOCAL NETWORK

Recognition at local network events and meetings.

Partners are encouraged to attend and become involved in local network events.

SOCIAL MEDIA

Select levels have opportunity to have a self-made video posted to Social Media outlets and/or Social Media Take Over opportunity. All levels include opportunity to provide a post for our Orlando Facebook and Instagram Page.

EMAIL RECOGNITION

Email recognition on Local Leadership correspondence.

#LeadersMadeHere

1 TOP REFERRAL NETWORK

2 BUSINESS LEADERSHIP TRAINING

TOP 5 REASONS
to Join
WOMEN'S COUNCIL

3 OUR NUMBERS TELL IT ALL



4 CONNECTIONS AND CAMARADERIE

5 MEMBER BENEFITS PROGRAM

Working with the REALTOR[®] organization:

We are the largest Networks infrastructure in the REALTOR[®] family.

Networks work in partnership with REALTOR[®] associations

7% of REALTOR[®] association Presidents are Council members

WOMEN'S COUNCIL NETWORKS:

Partners with REALTOR[®] Associations

Networks annually recruit **3,000** NEW MEMBERS

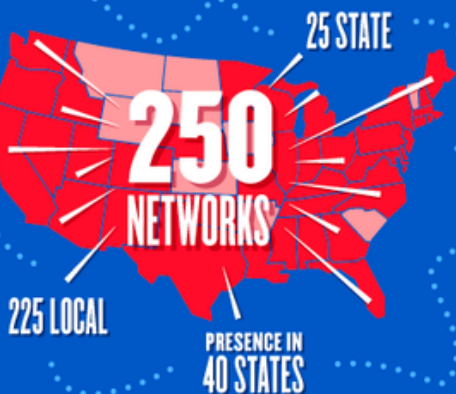
NETWORKS BOAST:

1,200

elected officers
10% of Council members

1,500

programs/events annually
avg 4 per day



NETWORKS FORMED FOR **80+** YEARS

Women's Council of
REALTORS[®]
Orlando Regional



Kathleen Rutland
2024 Local President



Maria "Rocki" Sanchez
2024 Local President Elect



Shonda Singleton-Taylor
2024 Local Treasurer



Catherine Jade Throneburg
2024 Local 1st Vice President



Carrie Casey
2024 Local Membership Director



Sharina George
2024 Local Event Director



Women's Council of
REALTORS[®]
 Orlando Regional

	Diamond \$5000	Sapphire \$2500	Platinum \$2000	Gold \$1500	Silver \$1000	Bronze \$500	Main Event Sponsorship \$300
Local Network Recognition	Y	Y	Y	Y	Y	Y	Y
Swag Bags	Y	Y	Y	Y	N	N	Y
Logo In Quarterly newsletter	Y	Y	Y	Y	N	N	
Banner Recognition	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	
Logo on Local Website	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	Y
Business Spotlight Recognition (Facebook & Instagram)	Y-MONTHLY	Y-MONTHLY	Y-QUARTERLY	N	N	N	Y
Photo posted to Social media	Y-MONTHLY	Y-MONTHLY	Y-QUARTERLY	N	N	N	Y
Social Media Takeover	Y-QUARTERLY	Y-TWO TIMES	N	N	N	N	
Included in email correspondence	Y	Y	Y	Y	Y	Y	Y
Training Sessions Per year(ONLY PARTNER) 15-30 minutes Presentation	ONE TIME	ONE TIME	N	N	N	N	
Advertisement	Installation/Awards	Installation/Awards	Installation/Awards	Installation/Awards	Installation/Awards	Installation/Awards	
Speaking Time	2-3 min						
Membership List	Y	Y	Y	Y	Y	Y	
Use of WCR logo	Y	Y	Y	Y	Y	Y	
Vendor Table at Selected events	Y	Y					Y
Complimentary Tickets to Signature Event	2	2	2	2	2	2	
Verbal Recognition	Y	Y	Y	Y	Y	Y	Y
							2 minute Presentation Your logo will be displayed on the email, eventbrite and social media flyers for the event. Access to event roster Vendor Table at event



Diamond \$5000

- **Main event sponsor of event of chosen**
- **Local network recognition**
- **Banner recognition**
- **Swag bag items for certain events**
- **Logo will be displayed on local website**
- **Logo in quarterly newsletter**
- **Quarterly posting on social media business**
- **One training or luncheon main sponsor**
- **Advertisement in Installation/awards ceremony**
- **2 complimentary tickets to a signature event**
- **Included in email correspondence**
- **2-3 minutes of speaking time at main event of your choice**
- **Member list + after event attendee list**
- **Use of Women's Council logo**
- **Vendor table at events**
- **Social media showcase/advertisement/promo**
- **Video takeover quarterly on social media**



Sapphire \$2500

- **Local network recognition**
- **Banner recognition**
- **Swag bag items for certain events**
- **Logo will be displayed on local website**
- **Logo in quarterly newsletter**
- **Quarterly posting on social media business**
- **One training sessions per Year**
- **Advertisement in Installation/awards ceremony**
- **2 complimentary tickets to a signature event**
- **Included in email correspondence**
- **Member list**
- **Use of Women's Council logo**
- **Vendor table at events**
- **Video takeover twice a year on social media**



Platinum \$2000

- **Local network recognition**
- **Banner recognition**
- **Can provide swag bag items for certain events**
- **Logo will be displayed on local website**
- **Logo in quarterly newsletter**
- **Quarterly posting on social media business**
- **Advertisement in Installation/awards ceremony**
- **2 complimentary tickets to signature event**
- **Included in email correspondence**
- **Member list**
- **Use of Women's Council logo**



Gold \$1500

- **Local network recognition**
- **Banner recognition**
- **Can provide swag bag items for certain events**
- **Logo will be displayed on local website**
- **Logo in quarterly newsletter**
- **Quarterly business post**
- **Advertisement in Installation/awards ceremony**
- **2 complimentary tickets to signature event**
- **Included in email correspondence**
- **Member list**
- **Use of Women's Council logo**



Silver \$1000

- **Local network recognition**
- **Banner recognition**
- **Logo in quarterly newsletter**
- **Advertisement in Installation/awards ceremony**
- **2 complimentary tickets to signature event**
- **Included in email correspondence**
- **Member list**
- **Use of Women's Council logo**



Bronze \$500

- **Local network recognition**
- **Banner recognition**
- **Name will be displayed on local website**
- **Advertisement in Installation/awards ceremony**
- **2 complimentary tickets to signature event**
- **Included in email correspondence**
- **Member list**
- **Use of Women's Council logo**



**Main Event Sponsor Add On:
\$300**

**Will be highlighted at an event of their choosing for being the main title
sponsor**



Company

Name: _____

Contact Representative:

Contact Phone Number:

Authorized Signature of Person Responsible for Payment:

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

If Applicable:

Are you currently a local strategic partner? Y N

If yes, which networks are you part of?

Diamond

\$5000

Sapphire

\$2500

Platinum

\$2,000

Gold

\$1500

Silver

\$1000

Bronze

\$500

Please fill out this form and email to:

Kathleen.Rutland@mainframeRE.com and ***Rocki@rockisanchez.com***

An invoice for your sponsorship level will be sent once you confirm your commitment.

Promotional component (Added Value for 2024) is on a first come, first serve basis.

Commitment and payments must be received no later than January 12, 2024 in order to be included on printed collateral such as our local banners.