

# Women's Council Strategic Partnerships

Cape Coral- Fort Myers Network

#PowerofCollaboration2023

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers

# 2023



# #LeadersMadeHere

# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers

# 2023

## MISSION:

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

## VISION STATEMENT:

The Women's Council of REALTORS<sup>®</sup> 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.

An organization with over 80 years of rich history, the Women's Council of Realtors humbly builds on an impactful legacy founded by 37 epic women that wanted change and growth after being denied admission from many local REALTOR<sup>®</sup> organizations.

Our exclusive community is comprised of over 12,000 real estate professionals nationwide, with a strong reputation for exceptional education and referral building opportunities. The mission and vision of the Women's Council of Realtors remains the same across the board - to advance business leaders in this industry and remain the premier source for development of leaders. Our saying of "Leaders Made Here" holds true within our everyday lives at home, within our businesses, and the communities that we serve.

We are proud to be the Women's Council of Realtors Cape Coral- Fort Myers, one of more than 250 networks. Please take a moment to get to know the limited opportunities available to you to partner with us this coming year, and let's make this the best year yet! We look forward to strengthening relationships and becoming better, together.

With Incredible Gratitude,  
Your 2023 Leadership Board of Directors

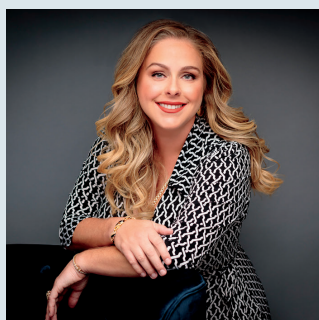
[#LeadersMadeHere](#)

# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers

# 2023

## Women's Council of Realtors Cape Coral- Fort Myers Leadership Board 2023



**Crystal Norton**  
**President**

Marzucco Real Estate LLC  
(305) 731-3098



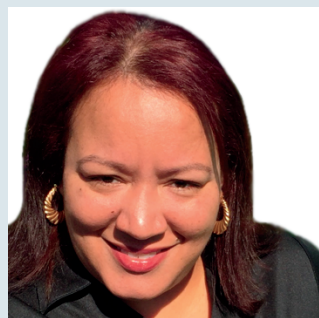
**Charlene Rodriguez**  
**President-Elect**

Rent 1 Sale 1 Realty  
(239) 745-0998



**Nicole Robinson**  
**1st Vice President**

Miloff Aubuchon Realty  
(239) 233-1020



**Angela Pena**  
**Events Director**

SellState 5 Star Realty  
(239) 785-8992



**Elisabeth Sheriff**  
**Treasurer**

LPT Realty  
(954) 608-5445



**Beth Coon**  
**Membership Director**

State Insurance USA  
(239) 938-4570

If you have any questions please feel free to contact us by  
email at: [info@capecoral.org](mailto:info@capecoral.org).

[#LeadersMadeHere](#)

# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers  
**2023**

## ANNUAL STRATEGIC PARTNERSHIP REGULATIONS

The opportunities presented are limited per industry and on a first come, first served basis. Target partners include but are not limited to plumbers, interior designers, real estate lawyers, title companies, handymen, tile/flooring companies, accountants, lenders, stagers, meeting venues, restaurants, insurance companies, public adjusters, general contractors, mold removal, pest control, and any other company that would benefit and have value in building relationships with our members and other partners.

*Based on availability – subject to change without notice.*

As a Strategic Partner, you will also be held responsible for bringing a minimum of 2 future Realtor members to an event to assist with marketing and growth of the council.

All Strategic Partners will be eligible to receive the Strategic Partner Award of the Year at the 2023 Gala provided they comply with the above regulations. The goal of our Council is to provide as much exposure and collaboration opportunities between other fellow Partners & Members.

# Women's Council Strategic Partnerships

## ANNUAL STRATEGIC PARTNERSHIP OPPORTUNITIES

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers  
**2023**

| BENEFITS   | PARTNERSHIP LEVELS  |                                      |  |  |                                      |
|--|---|--------------------------------------|--|--|--------------------------------------|
|  | DIAMOND<br>(Industry Exclusive)   | EMERALD<br>(Industry Exclusive)      | SAPPHIRE<br>(2 Companies per Industry) | AMETHYST<br>(3 Companies per Industry) | RUBY                                 |
|  | \$ 2,000.00   | \$ 1,500.00                          | \$ 1,200.00                            | \$ 1,000.00                            | \$ 500.00                            |
| National WCR Membership Gift Valid January - December 2023**                               | 1   | 1                                    | 0                                      | 0                                      | 0                                    |
| Ticket to every industry event throughout the year   | 1 (Excluding Installation)  | 1 (Excluding Installation)           | N/A                                    | N/A                                    | N/A                                  |
| Speaking Time at industry events   | 1 Minute (Excluding Installation)   | 30 Seconds (Excluding Installation)  | N/A                                    | N/A                                    | N/A                                  |
| Company QR Code & Logo on Tables at Industry Events  | Included  | Included                             | N/A                                    | N/A                                    | N/A                                  |
| Advertised in member directory   | Front Page Logo & Full Page Ad (Live Link)                                    | Full Page Ad (Live Link)             | Half Page Ad (Live Link)               | 1/4 Page Ad (Live Link)                | Logo Ad (Live Link)                  |
| Banner displayed at events   | Free Standing Banner (SP Personal Vertical banner) & Diamond Sponsor Combined | Emerald Sponsor Combined             | Combined                               | Combined                               | Combined                             |
| Take Over Tuesday Social Media Live  | 4 x Per Year  | 2 x Per Year                         | 1 x Per Year                           | 1 x Per Year                           | N/A                                  |
| Table Top at events for promotional materials (must bring tablecloth & marketing material) | ALL EVENTS (Excluding Installation)   | 4 (Excluding Installation)           | 3 (Excluding Installation)             | 2 (Excluding Installation)             | 1 (Excluding Installation)           |
| 30 Second Social Media Promotional Video, Company Provided                                 | Monthly   | Quarterly                            | Quarterly                              | Semi-Annual                            | 1x Year                              |
| Live link to company website on WCR Cape Coral- Ft Myers website & social media            | Included  | Included                             | Included                               | Included                               | Included                             |
| Verbally Recognized at each Industry Event   | Recognized by Member Name & Company   | Recognized by Company Name           | Recognized by Company Name             | Recognized by Sponsorship Level        | Recognized by Sponsorship Level      |
| Print Recognition on monthly newsletters, emails, membership brochures & agenda            | Included, Recognized Member & Company Name                                    | Included, Recognized by Company Name | Included, Recognized by Company Name   | Included, Recognized by Company Name   | Included, Recognized by Company Name |
| Access to membership contacts and mailing list   | Included, New Members Monthly   | Included, New Members Quarterly      | Included, New Members Quarterly        | Included, New Members Quarterly        | Included, New Members Quarterly      |

\*Women's Council of Realtors Cape Coral- Fort Myers reserves the right to make changes as needed at any time\*

[WWW.WCRCAPECORAL.ORG](http://WWW.WCRCAPECORAL.ORG)

# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers

# 2023

## DIAMOND PARTNER COMMITMENT \$2,000.00

- National WCR Membership for (1) new members to be gifted to a Realtor non-member by the Strategic Partner. Good for 1 year membership to WCR for 2023.\*\* (\$204 Value)
- (1) Ticket to our Industry Events, Excluding Installation Gala. (\$210 Value)
- One minute presentation at ALL industry related events. (Excluding Installation Gala) (\$600 Value)
- Company QR code & Logo on tables at industry events. (\$150 Value)
- Advertisement in our Membership Directory featuring your logo on the front page & a full page AD with a LIVE LINK to your website. This membership directory will also be accessible via our social media channels at all times for easier immediate access to your information. (\$250 Value)
- May display Company Stand Alone banner at ALL events & Logo will be displayed on combined Diamond Sponsor stand alone banner. (S.P. is responsible for setting up their own banner at events) (\$150 Value)
- Take Over Tuesday 4x/Year- Ability to take over WCR social media account for the day to share "A day in the life" stories and to promote your company. (\$600 Value)
- Table Top at ALL events for promotional materials. (Must bring tablecloth & marketing materials to events) (Priceless)
- Monthly 30 Second Social Media Promotional Video, Company Provided to be featured on social media channels. (\$1,500 Value)
- Company logo & live link on Women's Council website & social media channels. (\$250 Value)
- Verbally recognized at each event by Member Name and Company. (Priceless)
- Print recognition on monthly newsletters, emails, membership brochure, & agenda. (\$1000 Value)
- Access to membership contacts and mailing list on monthly basis including new members. (\$250 Value)

**Total Value ~~\$5164~~**

\*Women's Council of Realtors Cape Coral- Fort Myers reserves the right to make changes as needed at any time

\*\*Gifted Membership must be paid for in full first then WCR will reimburse Strategic Partner for membership fee once the new Realtor member is registered.

**#LeadersMadeHere**

# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers

# 2023

## EMERALD PARTNER COMMITMENT \$1,500.00

- National WCR Membership for (1) new members to be gifted to a non-member Realtor by the Strategic Partner. Good for 1 year membership to WCR for 2023.\*\* (\$204 Value)
- (1) Ticket to every Industry Event, Excluding Installation Gala. (\$210 Value)
- Thirty second (30) Presentation at industry related events. (Excluding Installation Gala) (\$400 Value)
- Company QR code & Logo on tables at industry events. (\$150 Value)
- Advertisement in our Membership Directory featuring a full page AD with a LIVE LINK to your website. This membership directory will also be accessible via our social media channels at all times for easier access to your information. (\$225 Value)
- Your logo will be displayed on combined Emerald Sponsor stand alone banner. (\$100 Value)
- Take Over Tuesday 2x/Year- Ability to take over WCR social media account for the day to share "A day in the life" stories and to promote your company. (\$300 Value)
- Table Top at (4) events for promotional materials. (Must bring tablecloth & marketing materials to events) (Priceless)
- Quarterly 30 Second Social Media Promotional Video, Company Provided to be featured on social media channels. (\$1,300 Value)
- Company logo & live link on Women's Council website & social media channels. (\$250 Value)
- Verbally mentioned at each event by Company name. (Priceless)
- Print recognition on monthly newsletters, emails, membership brochure, & agenda. (\$1000 Value)
- Access to membership contacts and mailing list on quarterly basis including new members. (\$225 Value)

**Total Value ~~\$4,364~~**

\*Women's Council of Realtors Cape Coral- Fort Myers reserves the right to make changes as needed at any time  
\*\*Gifted Membership must be paid for in full first then WCR will reimburse Strategic Partner for membership fee once the new Realtor member is registered.

**#LeadersMadeHere**

# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers

# 2023

## SAPPHIRE PARTNER COMMITTMENT \$1,200.00

- Advertisement in our Membership Directory featuring a half page AD with a LIVE LINK to your website. This membership directory will also be accessible via our social media channels at all times for easier access to your information. **(\$200 Value)**
- Your logo will be displayed on combined sponsor stand alone banner. **(\$100 Value)**
- Take Over Tuesday 1x/Year- Ability to take over WCR social media account for the day to share "A day in the life" stories and to promote your company. **(\$150 Value)**
- Table Top at (3) events for promotional materials. (Must bring tablecloth & marketing materials to events) (Priceless)
- Quarterly 30 Second Social Media Promotional Video, Company Provided to be featured on social media channels. **(\$1,300 Value)**
- Company logo & live link on Women's Council website & social media channels. **(\$250 Value)**
- Verbally mentioned at each event by Sponsorship Level. (Priceless)
- Print recognition on monthly newsletters, emails, membership brochure, & agenda. **(\$1000 Value)**
- Access to membership contacts and mailing list on quarterly basis including new members. **(\$225 Value)**

**Total Value ~~\$3225~~**

\*Women's Council of Realtors Cape Coral- Fort Myers reserves the right to make changes as needed at any time\*

**#LeadersMadeHere**



# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers

# 2023

## AMETHYST PARTNER COMMITMENT \$1,000.00

- Advertisement in our Membership Directory featuring a quarter page AD with a LIVE LINK to your website. This membership directory will also be accessible via our social media channels at all times for easier access to your information. **(\$175 Value)**
- Your logo will be displayed on combined sponsor stand alone banner. **(\$100 Value)**
- Take Over Tuesday 1x/Year- Ability to take over WCR social media account for the day to share "A day in the life" stories and to promote your company. **(\$150 Value)**
- Table Top at (2) events for promotional materials. (Must bring tablecloth & marketing materials to events) (Priceless)
- Semi-Annual 30 Second Social Media Promotional Video, Company Provided to be featured on social media channels. **(\$650 Value)**
- Company logo & live link on Women's Council website & social media channels. **(\$250 Value)**
- Verbally mentioned at each event by Sponsorship Level. (Priceless)
- Print recognition on monthly newsletters, emails, membership brochure, & agenda. **(\$1000 Value)**
- Access to membership contacts and mailing list on quarterly basis including new members. **(\$225 Value)**

**Total Value ~~\$2550~~**

\*Women's Council of Realtors Cape Coral- Fort Myers reserves the right to make changes as needed at any time\*

**#LeadersMadeHere**

# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers

# 2023

## RUBY PARTNER COMMITMENT \$500.00

- Advertisement in our Membership Directory featuring a logo AD with a LIVE LINK to your website. This membership directory will also be accessible via our social media channels at all times for easier access to your information. (**\$100 Value**)
- Your logo will be displayed on combined sponsor stand alone banner. (**\$100 Value**)
- Table Top at (1) event for promotional materials. (Must bring tablecloth & marketing materials to events) (Priceless)
- One 30 Second Social Media Promotional Video, Company Provided to be featured on social media channels. (**\$325 Value**)
- Company logo & live link on Women's Council website & social media channels. (**\$250 Value**)
- Verbally mentioned at each event by Sponsorship Level. (Priceless)
- Print recognition on monthly newsletters, emails, membership brochure, & agenda. (**\$1000 Value**)
- Access to membership contacts and mailing list on quarterly basis including new members. (**\$225 Value**)

**Total Value ~~\$2000~~**

\*Women's Council of Realtors Cape Coral- Fort Myers reserves the right to make changes as needed at any time\*

**#LeadersMadeHere**

# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers

# 2023

## SINGLE EVENT PARTNER COMMITMENT \$350.00

*This provides sponsorship opportunity for businesses who are interested in becoming Strategic Partners for 2024 but would like to have the experience of contributing to a single event.*

- (1) Free Admission to Event that you are sponsoring.
- Two Minute Presentation at event.
- Your logo will be displayed on Email Blast Campaign, Social Media Advertisements & Events Page for event.
- Table Top at event for promotional materials. (Must bring tablecloth & marketing materials to events) (Priceless)
- Verbally mentioned at event as Sponsor. (Priceless)
- Access to event attendee contact list.

\*Women's Council of Realtors Cape Coral- Fort Myers reserves the right to make changes as needed at any time\*

**#LeadersMadeHere**

# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers  
**2023**

## Women's Council of Realtors<sup>®</sup> Cape Coral - Fort Myers Strategic Partner Form

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No: \_\_\_\_\_

Email: \_\_\_\_\_

Partnership Level: \_\_\_\_\_

Amount: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### ***No Commitments will be accepted after January 15th, 2023***

Partnership Levels are on a first come, first serve basis. Commitments are not considered finalized until payment is made in full. Commitments are limited per industry.

Payments can be made via the following forms: Debit card and check.

On behalf of the Women's Council of Realtors Cape Coral - Fort Myers, we extend a sincere thank you for your partnership and support of our network. We couldn't do what we do without you! You will receive a formal receipt for your records once payment is processed.

Please return form to [www.wcrcapecoral@gmail.com](mailto:www.wcrcapecoral@gmail.com) or  
Mailing Address:

For any questions, please contact Lisa Sheriff (Treasurer) 954.608.5445

**#LeadersMadeHere**

# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers  
**2023**

Women's Council of Realtors<sup>®</sup> Cape Coral - Fort Myers  
Single Event Sponsorship Form  
\$350.00

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No.: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Payments can be made via the following forms: Debit card and check.

On behalf of the Women's Council of Realtors Cape Coral - Fort Myers, we extend a sincere thank you for your partnership and support of our network. We couldn't do what we do without you! You will receive a formal receipt for your records once payment is processed.

Once registered as a Single Event Sponsor, WCR will work with you to assign the event that you will be sponsoring. This sponsorship is a one time event sponsorship and does not include a full year membership to the Women's Council of Realtors.

---

**Please return form to [www.wcrcapecoral@gmail.com](mailto:www.wcrcapecoral@gmail.com) or  
Mailing Address:**

**For any questions, please contact Lisa Sheriff (Treasurer) 954.608.5445**

**#LeadersMadeHere**

# Women's Council Strategic Partnerships

Women's Council of  
**REALTORS**<sup>®</sup>  
Cape Coral-Fort Myers

# 2023

FOR ANNUAL PARTNERSHIP OPPORTUNITIES  
PLEASE CONTACT:

WOMEN'S COUNCIL OF REALTORS  
CAPE CORAL - FORT MYERS

CRYSTAL NORTON, PA  
2023 CAPE CORAL - FORT MYERS  
PRESIDENT

PH: 305.731.3098

SUSAN SCHREIBER- MARTIN  
2023 CAPE CORAL - FORT MYERS  
STRATEGIC SPONSORSHIP

PH: 239.994.9067

WCRCAPECORAL@GMAIL.COM

THANK YOU FOR YOUR CONSIDERATION, AND FOR YOUR  
ONGOING COMMITMENT TO BUILDING LEADERS WITH THE  
WOMEN'S COUNCIL OF REALTORS CAPE CORAL - FORT MYERS!

[#LeadersMadeHere](#)