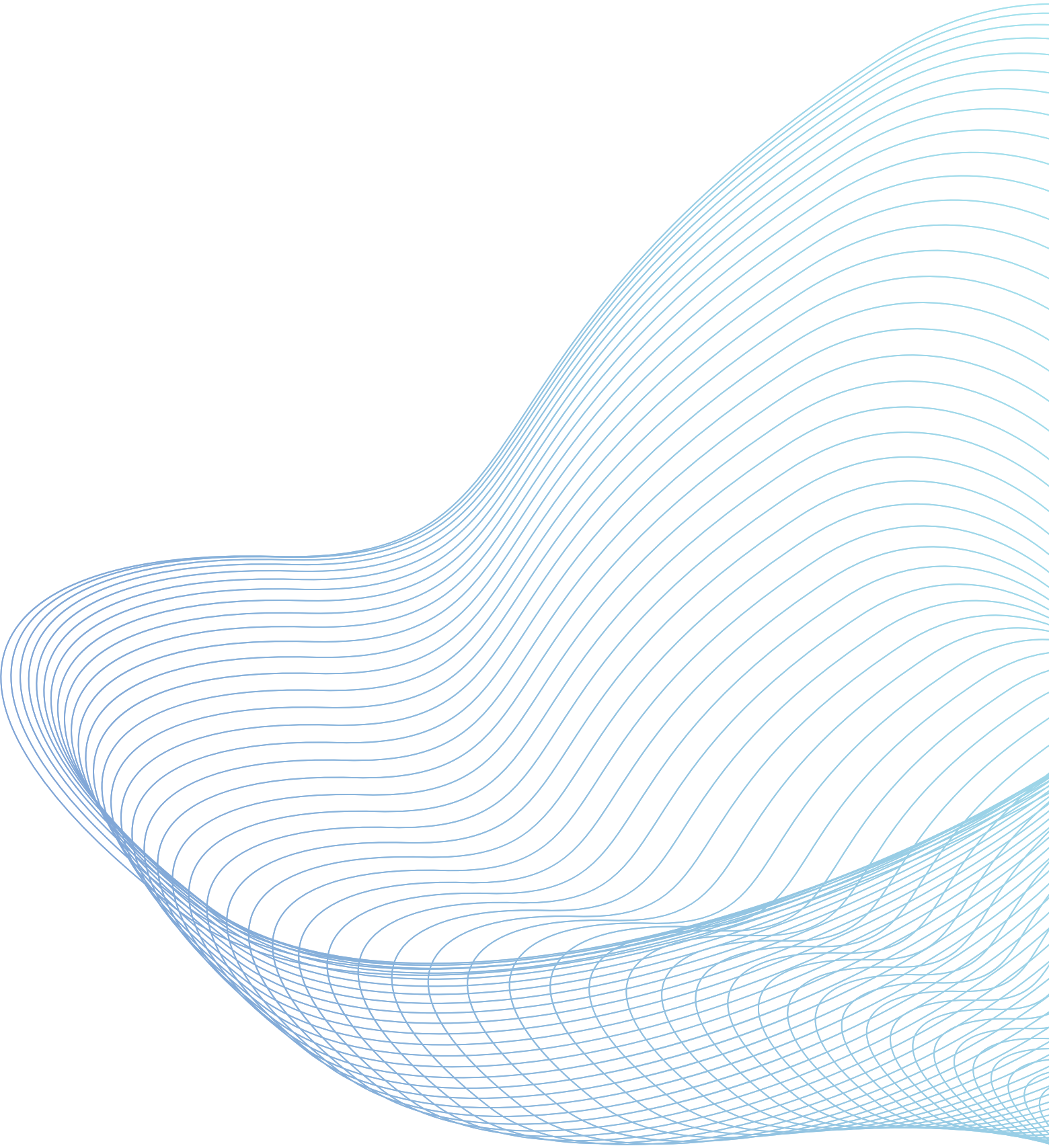




2024 Strategic Partner Handbook



# WHY WOMEN'S COUNCIL?



With a current female membership of 62% in the National Association of REALTORS® (NAR) many who are unfamiliar with the organization may ask “why do we need a Women’s Council?” The answer lies in the history of organized real estate, with NAR going back over 110 years and Women’s Council over 80 years. Women’s Council exists because for the first 20 years of its existence, women were barred admission from many local REALTOR® associations, so a separate group was created, and in turn, a “women’s division” was formed at the Annual Convention in Milwaukee in November 1938 by thirty-seven women from 9 states.

The Council exists today because its 80+ year history and legacy are much more significant than “an organization of women”. It is the business leadership skills the Council provides that has positioned the Council as a leader for the industry, for organized real estate, and for political action committees.

# OUR MISSION

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

# OUR VISION

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.

# WOMEN'S COUNCIL CORE VALUES

## 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.

## 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.

## 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.

## 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.

# 2024 BOARD



**PRESIDENT: MEREDITH KELLY**

**PRESIDENT-ELECT: TBD**

**FIRST VICE PRESIDENT: BECKY SMALLWOOD**

**TREASURER: CHRIS KOBRIN**

**MEMBERSHIP DIRECTOR: ALBA HENESY-GUITEREZ**

**EVENTS DIRECTOR: LAURA GUNTER**

**LOCAL PR/MARKETING: MISTY BARNETT**



# FOR YOUR CONSIDERATION

**The mission and vision of the Women's Council of Realtors remain the same across the board - to advance business leaders in this industry and remain the premier source for the 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. With your help and support, we will be able to accomplish this mission. Our strategic partnership program offers companies the opportunity to position products and services to a key audience that is vital to our industry.**

**On behalf of our membership and Board of Directors, I am honored to invite you to partner with the Women's Council of REALTORS® Gainesville - Alachua and help us provide the tools needed to educate and advance our members, strategic partners and future business leaders.**

**Sincerely,**

**Meredith Kelly, President Women's Council of REALTORS® Gainesville -Alachua**

# PLATINUM SPONSORSHIP \$1500

- Exclusive Partner for your Industry
- 2 tickets to each of our “Every other month Brunch” & our annual events [ie: fashion show & auction]
- Opportunity to host brunch at your business location
- Recognition at all Brunches as a Strategic Partner
- Opportunity to host a Booth at our February Networking Event
- 1 foursome at our annual golf tournament
- Top position on Sponsorship Banner displayed at all events
- Recognition on Network Website as a Strategic Partner
- Membership pricing on all additional tickets
- Social Media “Takeover” Day on our social media accounts- You create it, we post it!
- Spotlight Video 1x per a quarter, you create it and we post it
- Opportunity to speak up to 5 minutes to the Network at one of our Brunches about your business
- Listed as a strategic partner in the membership booklet and on all event brochures

# GOLD SPONSORSHIP

\$10000

- Limited to 2 partners of the same industry
- 1 ticket to each of our “Every-other-month Brunch” & our annual events [ie: fashion show & auction]
- Opportunity to host brunch at your business location
- Recognition at all Brunches as a Strategic Partner
- Opportunity to host a Booth at our February Networking Event
- Entrance for one golfer at our annual golf tournament
- 2nd position on Sponsorship Banner displayed at all events
- Recognition on Network Website as a Strategic Partner
- Membership pricing on all additional tickets
- Social Media “Takeover” Day on our social media accounts- You create it, we post it!
- Spotlight Video on social media- semi-annual, you create it and we post it
- Opportunity to speak up to 5 minutes to the Network at one of our Brunches about your business
- Listed as a strategic partner in the membership booklet and on all event brochures



# SILVER SPONSORSHIP

**\$500**

- Limited Availability per industry
- One event ticket to the annual purse auction and installation
- Opportunity to host a Booth at our February Networking Event
- Recognition at all Brunches as a Strategic Partner
- 3rd Position on Sponsorship Banner displayed at all events
- Recognition on Network Website as a Strategic Partner
- Membership pricing on all tickets
- Spotlight video on social media once a year - You create it, we post it!
- Listed as a strategic partner in the membership booklet and on all event brochures

# BRONZE SPONSORSHIP

\$3000

- Limited Availability per industry
- Recognition at all Branches as a Strategic Partner
- 4th Position on Sponsorship Banner displayed at all events
- Membership pricing on all additional tickets
- Listed as a strategic partner in the membership booklet and on all event brochures
- Recognition on the Network website as a strategic partner

# À LA CARTE SPONSORSHIPS

- Have your Logo featured on Step and Repeat (Photo Backdrop) at all of our larger events. (limited to 6 businesses)

**\$500**

- Sponsor a food at one “Every-Other-Month Brunch” (6 total available)

**\$250**

Benefits	Platinum	Gold	Silver	Bronze
Recognition at all brunches as a Strategic Partner	✓	✓	✓	✓
Recognition on Network Website as a Strategic Partner	✓	✓	✓	✓
Membership Pricing on all additional tickets	✓	✓	✓	✓
Listed as a strategic partner in the membership booklet and on event brochures	✓	✓	✓	✓
Position on Sponsorship Banner displayed at all events	✓ (1 <sup>st</sup> position)	✓ (2 <sup>nd</sup> position)	✓ (3 <sup>rd</sup> position)	✓ (4 <sup>th</sup> position)
Limited availability per industry	✓ (Exclusive)	✓ (limit of 2)	✓	✓
One ticket to Annual Purse Auction/Installation	✓	✓	✓	
Opportunity to Host a booth at February Networking event	✓	✓	✓	
Social Media Spotlight Video- You create it, we post it!	✓ (Quarterly)	✓ (Semi-Annually)	✓ (One post)	
Tickets to all brunches and our annual events (fashion show, Purse Auction/Installment)	✓ (2 tickets)	✓ (1 ticket)		
Opportunity to Host Brunch at your business location	✓	✓		
Social Media "Take Over" Day- you create it, we post it!	✓	✓		
Speak about your business up to 5 mins to membership at one brunch	✓	✓		
Entrance for 1 golfer at annual golf tournament		✓		
Entrance for Foursome at annual golf tournament	✓			

# INTERESTED?

We have a limited number of spots available at each level. For more information or to confirm your sponsorship level, please send our Membership Director an email. Thank you for your consideration.

Alba

Membership Director

Email: [alba@theanchorgroupfl.com](mailto:alba@theanchorgroupfl.com)

# SAVE THE DATES

- Jan- “Every Other Month Brunch”
- Feb- February Expo Networking Event
- March- Family Fest (March 2nd), “Every Other Month Brunch”, Annual Golf Tournament (March 22nd)
- April
- May- “Every Other Month Brunch”, Casino Night
- June- Women In Real Estate (WIRE) Sponsored Happy Hour and Colab with Ocala Network
- July- “Every Other Month Brunch,” “Wine Down Wednesday”
- August
- September- “Every Other Month Brunch”
- October
- November- “Every Other Month Brunch”, Annual Fashion Show
- December- Annual Purse Auction and Installment of 2025 Board

\*Every Other Month Brunch is always hosted 10:30am- 12pm on the 4th Thursday of that month