



**#LeadersMadeHere**

Women's Council *of*  
**REALTORS**<sup>®</sup>

**#IAmWomensCouncil**

**WOMEN'S  
COUNCIL OF  
REALTORS  
NEW YORK STATE  
NETWORK**  

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**CHARTERED 1981**



Strategic Partnership  
Program 2023

# New York State Line Officers 2023



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Women's Council of  
**REALTORS®**

#IAmWomensCouncil

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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Women's Council of  
REALTORS®

Dear Current and Future Partners:

In 2023, the Women's Council of REALTORS® New York is looking to an exciting year, and we invite you to join our dynamic organization as a Strategic Partner.

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We would like to extend a warm welcome to our future partners. Our goal is to partner with companies that share our mission and vision. In 2023 and beyond, we hope to include you in our family of partners. Interested in partnering with the Women's Council of REALTORS® New York to grow your business? We value your consideration and welcome the opportunity to discuss how we can help.

Our top priority in 2023 is to continue our partnership with all our current partners. We look forward to collaborating with you as we develop an even stronger relationship. As a thank you for your support, we have revised our partner program to provide even more benefits to you. This will result in our BUSINESS partners getting the exposure they deserve!

State Network events will announce your company throughout the year. We currently have 6 local networks spanning New York from Buffalo to Long Island with 535 members and growing. We are working on adding two new networks in the next 2 years, Syracuse and NYC Metro.

Together with our members and the Women's Council of REALTORS® New York's State Leadership team, we invite you to partner with us to support the next generation of business leaders. In 2023, we look forward to having you on our team!

Thank you for your consideration

*Jeanette Krieger*

Jeanette Krieger  
President



## 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.

## 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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## NEW YORK STATE

- 535 Members & Growing
- 6 Networks across New York State
  - Buffalo Niagara
  - Greater Rochester
  - Capital Region
  - Dutchess County
  - Empire Westchester
  - Long Island
  - Syracuse (future proposed)
  - NYC Metro (future proposed)

## WOMEN'S COUNCIL OF REALTORS® BRAND

- 12th Largest Women's Organization in the United States with over 12,000 members
- Conveys professionalism
- One of the most recognized brands in the real estate industry
- Historic-founded in 1938

# STRATEGIC PARTNER BENEFIT AND RECOGNITION PROGRAM



## Education Sessions and Industry Events

- Recognized at all education sessions and industry events at state networks
- The top three tiers include the logo showcased in the state step and repeat (and/or Zoom background for online meetings)

## WOMEN'S COUNCIL OF REALTORS® New York State Meetings

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

## Women's Council of REALTORS® New York microsite

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

## Women's Council of REALTORS® New York State general membership meetings (February and October State Meetings)

- Sponsorship level prominently featured\*. Provides visibility to all New York REALTORS® attending the meetings.

## MEMBERSHIP LIST

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

## NEW YORK STATE LEADERSHIP

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

## SOCIAL MEDIA

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

## EMAIL RECOGNITION

- Email recognition on State Leadership correspondence

## STRATEGIC PARTNERSHIP OFFERINGS & LEVELS

	PLATINUM \$2,500	GOLD \$1,500	SILVER \$1,000	STATE AFFILIATE \$500
State Microsite (Website)	Y	Y	Y	Name & Company Only
State Network Recognition at Meetings (Live or Zoom)	Y	Y	Y	Name & Company Only
Logo on Step & Repeat Zoom Background	Y	Y	Y	Name & Company Only
Promotional Component in Quarterly E-Newsletter	Y	Y	Name & Link	Name & Company Only
Distribute informational & promotional materials you provide for State Meetings (Live)	Solo Table	Shared Table	Shared Table	Placed at Membership Tables 1 time/yr
Signage at State Meetings (Live)	Stand Alone	Combined	Combined	1 Time/yr Combined
Provide content & post articles to microsite (website) & Social Media (Facebook/Instagram)	4 Times/yr	3 Times/yr	2 Times/yr	N/A
Partner Level Banners	LOGO	LOGO	LOGO	N/A
Included in State Mail correspondence to members	LOGO/Link	LOGO/Link	LOGO/Link	N/A
Name Badge	Y	Y	Y	N/A
Membership Lists	4 Times/yr	3 Times/yr	2 Times/yr	N/A
Installation Dinner Tickets @ Desmond-Albany (February)	3	2	1	N/A
Member Spotlight Recognition (Social Media)	Y	Y/rotates monthly	1 time/qtr	N/A
Speaking time at General Membership meetings (Live/Zoom)	5 mins	3 mins	2 mins	N/A
Educational Session Live/Zoom	30 mins	20 mins	N/A	N/A

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# 2023

## Calendar of Meetings

2023 NYS Strategic Partners

Diamond



Real Estate Services

Gold



Silver



Bronze



State Affiliate



<b>6 Feb</b>	<b>NYSAR Mid-Winter Business Meetings</b> Governing Board & General Membership Meeting 0930a-12:00p Desmond Hotel Albany NY-Installation Gala Registration through NYSAR.COM	<b>State-Live</b>
<b>22 Mar</b>	<b>Monthly Zoom Call</b> <a href="https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09">https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09</a>	<b>State-Zoom</b>
<b>26 Apr</b>	<b>Monthly Zoom Call</b> <a href="https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09">https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09</a>	<b>State-Zoom</b>
<b>24 May</b>	<b>Monthly Zoom Call</b> Regular montly meeting, Special Election meeting for State Liaison <a href="https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09">https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09</a>	<b>State-(Special Election) Zoom</b>
<b>28 Jun</b>	<b>Monthly Zoom Call</b> <a href="https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09">https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09</a>	<b>State-Zoom</b>
<b>23 Aug</b>	<b>Monthly Zoom Call</b> <a href="https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09">https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09</a>	<b>State-Zoom</b>
<b>20 Sep</b>	<b>Monthly Zoom Call</b> Regular montly meeting, Election meeting for State Officers <a href="https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09">https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09</a>	<b>State-(Elections) Zoom</b>
<b>2 Oct</b>	<b>NYSAR Fall Business Meetings</b> Governing Board & General Membership Meeting 0930a-12:00p Turning Stone, Verona NY-Register at NYSAR.com	<b>State-Live</b>
<b>24-26 Oct</b>	<b>2024 Leadership Orientation Summit</b> All 2024 Elected Network Officers must attend this training. Location: TBD Somewhere near Albany/Saratgoa	<b>State-Orientation-Live</b>
<b>8 Nov</b>	<b>Monthly Zoom Call-2023 Closeout</b> <a href="https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09">https://us06web.zoom.us/j/84622933058?pwd=YVd3dmhES2NxdkNoVVJySmluanlVQT09</a>	<b>State-Zoom</b>

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# STRATEGIC PARTNER APPLICATION



## Pick a level

PLATINUM	GOLD	SILVER	STATE AFFILIATE PARTNER
\$2,500	\$1,500	\$1,000	\$500
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Contact Representative: \_\_\_\_\_

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

Authorized Person Responsible for Payment: \_\_\_\_\_

Email to send an invoice: \_\_\_\_\_

Require IRS Form W-9? Y N

If Applicable: Are you currently a Strategic Partner? Y N

If yes, how long? \_\_\_\_\_

Create relationships and network with New York's most successful and professional real estate industry experts.

Please fill out this form and email it to: Jeanette Krieger at [NYSwomenscouncil@gmail.com](mailto:NYSwomenscouncil@gmail.com). An invoice for your sponsorship level will be sent once you confirm your commitment. Please indicate if you require an IRS form W-9.

Commitment and payments must be received no later than December 19, 2022, in order to be included on printed collateral such as our State banners.