

2024

Strategic Business Partnership Opportunities



Women's Council of
REALTORS[®]
Sarasota

Reach Your Target Audience

Build Relationships that Work for You and Your Business

**Maximize your Marketing Investments
through Strategic Business Partnerships
with Women's Council of Realtors Sarasota**

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

WCRSRQ.com



Dear Valued Partner,

We are a network of successful REALTORS[®], advancing women as business leaders in the industry and in the communities we serve. Our commitment in 2024 will be to identify talent, develop leadership skills, and offer opportunities for growth to our greatest assets: our Members and our Strategic Business Partners.

Women's Council of REALTORS[®] has a robust history spanning 85 years and boasts a national community of over 12,000 real estate professionals who include many of the best and brightest in the business.

Our primary goal at The Council is to provide our members with exceptional real estate-related programs, a strong referral network, a pathway to leadership, and a network of like-minded professionals. Women's Council is a dynamic, accessible, and diverse network, linking each member to the tools, training, and support to develop their individual leadership potential and business goals.

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.



Our Network's theme for 2024 is Gratitude and Commitment and these will be the cornerstones of our 2024 Team's ethos. We will carry gratitude & commitment into every project, every meeting and every interaction with our members and Business Partners throughout the year.

The Sarasota Network was recently awarded Certified Network status for 2023-2024. This honor is bestowed only on the most active local and state networks that achieve five key benchmarks of network excellence and exceed basic charter requirements per its national affiliation while providing outstanding member service.

On behalf of our membership and Board of Directors, I am honored to invite you to partner with Women's Council of REALTORS[®] Sarasota so we can continue to provide the tools and training needed to advance the next generation of female leaders in business and in the Real Estate industry.

Thank you for your support and consideration.

Debbie McHardy

REALTOR[®] | CIPS | SRS | PMN
Coldwell Banker Realty

2024 Network President

Sarasota Women's Council of REALTORS[®]

941 960 6099 deb@debthefloridarealtor.com

www.WCRSRQ.com

#IAmWomensCouncil
#LeadersMadeHere



2024 EVENTS

TUESDAY, JANUARY 23

AI in Social Media

How it can help your
Real Estate Business

TUESDAY, FEBRUARY 13

Head Over Heels

Speed Dating with
Strategic Business Partners

THURSDAY, MARCH 7

Women's Leadership Summit

A Collaborative Event with RASM
& WCR Manatee County

MORE GREAT EVENTS IN 2024!

APRIL Casino Night
Fundraiser for SELAH Freedom

MAY Past Presidents Luncheon

JUNE 2024 Beach Clean Up Community
Outreach for World Oceans Day

SRQ Top Producers Panel
and Election of 2025 Governing Board

JULY New Member Orientation
& Member Benefits Update

SEPTEMBER Going Global:
Working with Foreign Buyers & Sellers

OCTOBER 30th Annual Fashion Show

NOVEMBER 2025 Installation
& 2024 Network Awards

STATE & NATIONAL EVENTS

JANUARY 14 - 17 Orlando, FL
Florida REALTORS® Mid Winter Meetings

MAY 7 - 9
Women's Council of REALTORS®
Mid Year Meetings – Washington, DC

AUGUST 20 - 25 Orlando, FL
Florida REALTORS® Conference

NOVEMBER 6 - 10 Boston, MA
Nat'l Assoc. of REALTORS® Conference

Women's Council of
REALTORS®
Sarasota



Sarasota Network overview

Educational Events

The Sarasota Network hosts educational and social networking events that facilitate relationship building between our members and industry related professionals, thereby adding value to everyone's business.

Industry Events

We host a minimum of four yearly events focused on business development, and the development of leadership skills geared towards the Real Estate professional with an emphasis on elevating member professionalism. We kick off 2024 with the highly discussed topic – AI and what it can do for you in your Business.

The **Women's Leadership Summit**, co-hosted with RASM and Manatee Women's' Council in March is something really exciting and will celebrate Women's Day. Our Past Presidents gather for a May panel discussion on Leadership Paths & Training, in June we host a panel of Top Producers at our Elections Luncheon, while the September event is a Global affair!

Social Events

The Sarasota Network hosts events designed to bring relaxation and a sense of camaraderie. We're planning a Galentine's Day Speed Dating Event with Members and our Strategic Business Partners, where members can grab a cocktail and while mixing and mingling. Add in a springtime Casino Night fundraiser, a New Member Summertime Social plus The 30th Annual Fashion Show, and that's a full slate for 2024!

Community Outreach

We host fun and educational events for our members, but we also believe in supporting our communities and our neighborhoods. We have been involved with Mote Marine Laboratory and the Beach CleanUp on World Oceans Day for the past two years and will support them again in June 2024.

Each year, Women's Council chooses a primary charity to support. In the past, these have included Mothers Helping Mothers (2017); Humane Society of Sarasota (2018); Goodwill Manasota (2019); American Cancer Society (2020-2021); Mote Marine Laboratory (2022) and Safe Children's Coalition (2023). This year our charity is **Selah Freedom**, a nonprofit anti-human trafficking organization. Learn more about their efforts at www.selahfreedom.com

Diamond Partnership is the most prestigious level of partnership and provides the partner with the maximum benefits and exposure throughout the year.

CORE BENEFITS

- One table of General Admission tickets to the 30th Annual Fashion Show Gala.
 - 8 General Admission Tickets for the 2024 Casino Night fundraiser.
 - Two (2) Tickets to all other events.
 - Company listed as Diamond Partner in our professionally designed Sarasota Network Business Directory. This includes business logo on the cover, business description and contact information (Business Partner to supply their own artwork. If design assistance is needed, additional fees may apply). **Deadline for submission is 01/31/2024.**
 - National WCR Membership for two (2) members (non-transferrable).
 - Spotlighted with Logo on Trifold Table Tent Cards at seated events.
 - 30th Annual Fashion Show Program: Double Page Ad Space PLUS vendor table at event. (Business Partner to supply their own artwork. If design assistance is needed, additional fees may apply).
 - Top Billing on the Strategic Business Partner Page in the 30th Annual Fashion Show plus inclusion on Trifold Table Tent Cards.
 - Invited to individually "Walk The Stage" at 2024 Fashion Show.
 - Diamond Partner business logo displayed on Step & Repeat Banner at both fundraising events (includes design and printing).
 - Free-standing combination banner with company logo as a Diamond Partner displayed at ALL events (includes design and printing).
 - Recognition on all network electronic communications.
 - Recognition on National Website and local network page (wcrsrq.com) as a Diamond Partner with logo.
 - 2-3 minute speaking opportunity at a minimum of 2 events throughout the year of Active Membership.
 - Receipt of Active Membership Contact List 2x/year.
 - Vendor Tables available at all events.
 - Social Media Video and eBlast to Members 3x/year. (Business Partner to supply their own video file).
 - PowerPoint Presentation recognition at Network Events (*if available*).
 - Opportunity to host Member Mixers or New Member Training.
 - Strategic Business Partner Liaison to ensure you receive all Core Benefits associated with your membership level.
 - Opportunities to partner on individual networking & industry events for additional exposure and recognition.
- All Business Partner payments to Women's Council of Realtors® Sarasota are final and non-refundable.

Platinum Partnership offers marketing opportunities designed to create direct business growth.

CORE BENEFITS

- One table of General Admission tickets to the 30th Annual Fashion Show Gala.
- 2 General Admission Tickets for the 2024 Casino Night fundraiser.
- One (1) Ticket to all other events.'
- Company listed as Platinum Partner in our professionally designed Sarasota Network Business Directory. This includes company logo, business description, contact information. (Business Partner to supply your own artwork. If design assistance is needed, additional fees may apply). **Deadline for submission is 01/31/2024.**
- 30th Annual Fashion Show Program: Full Page Ad. (Business Partner to supply your own artwork. If design assistance is needed, additional fees may apply).
- Listed on the Strategic Business Partner Page in the 30th Annual Fashion Show plus inclusion on Trifold Table Tent Cards.
- Invited to individually "Walk The Stage" at 2024 Fashion Show Gala.
- Company prominently displayed on Trifold Table Tent Cards at seated events.
- Free-standing combination banner with company logo as a Platinum Partner displayed at all events (includes design and printing).
- Recognition on all network printed and electronic communications.
- Recognition on National Website and local network page (wcrsrq.com) as a Platinum Partner with logo.
- Receipt of Active Membership Contact List 2x/year.
- Vendor Tables available at two (2) events.
- Social Media Video and eBlast to Members 2x/year (Business Partner to supply their own video file).
- PowerPoint Presentation recognition at Network Events (if available).
- Strategic Business Partner Liaison to ensure you receive all Core Benefits associated with your membership level.
- Opportunities to partner on individual networking & industry events for additional exposure and recognition.



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Gold Partnership level offers great exposure via marketing opportunities to help grow your business.

CORE BENEFITS

- 4 General Admission Tickets to the 30th Annual Fashion Show Gala.
- 2 General Admission Tickets for the 2024 Casino Night fundraiser.
- Company listed as Gold Partner in our professionally designed Sarasota Network Business Directory. This includes company listing with company logo & contact information. (Business Partner to supply your own artwork. If design assistance is needed, additional fees may apply). **Deadline for submission is 01/31/2024.**
- Inclusion on Trifold Table Tent Cards at seated events.
- 30th Annual Fashion Show Program: Half Page Ad. (Business Partner to supply your own artwork. If design assistance is needed, additional fees may apply).
- Listed on the Strategic Business Partner Page in the 30th Annual Fashion Show plus inclusion on Trifold Table Tent Cards.
- Invited to individually "Walk The Stage" at 2024 Fashion Show.
- Free-standing combination banner listed as a Gold Partner displayed at all events (includes design and printing) and eBlasts 3x/year.
- Recognition on all network printed and electronic communications.
- Recognition on National Website and local network page (wcrsrq.com) as a Gold Partner with logo.
- Receipt of Active Membership Contact List 2x/year.
- Vendor Table available at one (1) event.
- Social Media Video and eBlast to Members 3x/year ((Business Partner to supply their own video file).
- PowerPoint Presentation recognition at Network Events (if available).
- Strategic Business Partner Liaison to ensure you receive all Core Benefits associated with your membership level.
- Opportunities to partner on individual networking & industry events for additional exposure and recognition.



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Silver Partnership offers marketing and advertising opportunities designed to help a small business grow.

CORE BENEFITS

- 2 General Admission Tickets to the 30th Annual Fashion Show Gala.
- Company listed as Silver Partner in our professionally designed Sarasota Network Business Directory including company logo & contact information (Business Partner to supply their own artwork. If design assistance is needed, additional fees may apply). **Deadline for submission is 01/31/2024.**
- 30th Annual Fashion Show Program: Quarter Page Ad (Business Partner to supply their own artwork. If design assistance is needed, additional fees may apply).
- Listed on the Strategic Business Partner Page in the 30th Annual Fashion Show, plus inclusion on Trifold Table Tent Cards.
- Inclusion on Trifold Table Tent Cards at seated events.
- Invited to individually "Walk The Stage" at 2024 Fashion Show.
- Free-standing combination banner for Silver Partnership displayed at all events, includes design and print.
- Recognition on all network printed and electronic communications.
- Social Media eBlast 1x/year (Business Partner to supply their own video or professional videography offered).
- Recognition on National Website and local network page (wcrsrq.com) as a Silver Partner with logo).
- PowerPoint Presentation recognition at Network Events (if available).
- Strategic Business Partner Liaison to ensure you receive all Core Benefits associated with your membership level.
- Opportunities to partner on individual networking & industry events for additional exposure and recognition.



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Bronze Partnership provides marketing and advertising opportunities for a small business to elevate their reach.

CORE BENEFITS

- Company listed as a Bronze Partner in our professionally designed Sarasota Network Business Directory including logo & contact information (Business Partner to supply their own artwork. If design assistance is needed, additional fees may apply). **Deadline for submission is 01/31/2024.**
- 30th Annual Fashion Show Program: Business Card Size Ad (Business Partner to supply their own artwork. If design assistance is needed additional fees may apply).
- Listed on the Strategic Business Partner Page in the 30th Annual Fashion Show.
- Invited to individually "Walk The Stage" at 2024 Fashion Show.
- Free-standing combination banner for Bronze Partnership displayed at all events, includes design and print.
- Recognition on all network printed and electronic communications.
- Recognition on National Website and local network page (wcrsrq.com) as a Bronze Partner with logo.
- Opportunities to partner on individual industry and networking events for additional marketing and social media exposure.
- PowerPoint Presentation recognition at Network Events (if available).
- Strategic Business Partner Liaison to ensure you receive all Core Benefits associated with your membership level.



*Looking to elevate your marketing efforts on a budget? **Copper Partnership** provides great marketing and advertising opportunities for a small business.*

CORE BENEFITS

- Company listed as Copper Partner in our professionally designed Sarasota Network Business Directory including logo and contact information. Deadline for submission is 01/31/2024.
- Listed on the Strategic Business Partner Page in the 30th Annual Fashion Show.
- Invited to "Walk The Stage" at the 2024 Fashion Show.
- Free-standing combination banner for Copper Partnership displayed at all events, (includes design and printing).
- Recognition on all network electronic communications.
- Recognition on National Website and local network page (wcrsrq.com) as a Copper Partner with logo.
- Opportunities to partner on individual industry and networking events for additional marketing and social media exposure.
- Opportunities to partner on individual industry and networking events for additional marketing and social media exposure.
- PowerPoint Presentation recognition at Network Events (if available).
- Strategic Business Partner Liaison to ensure you receive all Core Benefits associated with your membership level.
- Opportunities to partner on individual networking & industry events for additional exposure and recognition.



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Partnership Opportunity Form

★★★ Please complete, save, attach and email back to us at SarasotaWCR@gmail.com

The order in which we receive forms and payments will determine the order in which we list our business partners and their logos on network printed materials, banners, and other advertising throughout the year, so please return this form as soon as possible! ★★★

IT IS MUTUALLY UNDERSTOOD THAT SARASOTA WOMEN'S COUNCIL OF REALTORS AND THE FOLLOWING AGREE TO THE PREVIOUSLY OUTLINED 2024 PARTNERSHIP:

Company Name _____

Company Representative _____

Address _____

City/State/Zip Code _____

Direct Telephone _____ Email Address _____

Partnership Level _____ Amount _____

Authorized Signature _____

PAYMENT OPTIONS

We accept two forms of payments: Check or Credit Card. Although we prefer checks, we will gladly accept a credit card **plus an additional 3.5%** of the total cover the credit card fee. Please check below and indicate whether you are on a net pay. If your company is on a net pay, please tell us what this net is by leaving a check and number below.

Check Number _____ Net Pay? Yes No

Credit Card Information: Visa MasterCard American Express Discover

Credit Card Number _____

Expiration Date _____ CVV Code _____ Billing Zip _____

PARTNERSHIP INVOICING AND MARKETING REQUIREMENTS (Please read and check)

An invoice for your partnership will be sent following receipt by Ed Martinez, 2024 Sarasota Women's Council of REALTORS® Treasurer, of this partnership opportunity letter. Commitments must be received by **1/31/2024**. We require your company's logo file (vector or high-resolution .pdf file), along with your high-resolution headshot or photo files (300 dpi or higher, in JPG format). Please eMail to SarasotaWCR@gmail.com

Payments must be received by **1/31/2024** in order to be included on our Partnership Banners. All Strategic Business Partnerships are priced at the listed annual rate on a calendar year basis. Therefore, pro-rations cannot be accepted.

