



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

Dear Business Professional:

It is a pleasure to invite you to become a Women's Council of REALTORS® Florida Strategic Partner for 2018. We offer the following information so that you may become familiar with our organization and the value of our partnership opportunities.

We are one of the largest State Networks in the country. We have over 1700 members who are real estate professionals and strategic partners. Our members represent the top professionals in the industry. Many of our members serve in leadership positions in their local REALTOR® Associations, as well as the Florida REALTORS®. In addition, the Florida Network has provided three National Women's Council of REALTORS® Presidents and currently the National Treasurer.

The goal of our organization is to provide our members with education and leadership training to help them achieve and succeed both personally and professionally.

As a State Strategic Partner, you will have access to a myriad of marketing and networking opportunities. Your logo and a link will be represented on our website. You will have opportunities to be featured in our newsletter and have direct networking at our Local Network meetings, our District Forums, and two State Meetings. Being a partner with the Women's Council of REALTORS® will expand your business possibilities and create long lasting relationships.

We welcome the opportunity to include you as one of our Florida Strategic Partners for 2018. If you have any questions, please do not hesitate to contact me or one of the State Officers listed on www.wcrflorida.com.

Sincerely,

Natalie Arrowsmith
2018 Women's Council of REALTORS® Florida Vice President
407-408-7628
natalie@arrowsmithrealty.com



Women's Council of REALTORS® Florida

STRATEGIC PARTNER INFORMATION

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

OUR VISION: Through our influence as successful business professionals, women will effect positive change in the profession and in the broader community.

OUR LONG TERM GOALS:

- To be the source of education and business tools focused on the needs of women REALTOR® entrepreneurs at all stages of development.
- To be a dynamic, accessible and diverse network, linking resources and member expertise to drive business success.
- To identify, build, support and promote strong leaders in business, the industry and the broader community who are advocates for property rights and homeownership.
- To be the voice for the achievement and impact of women in real estate.
- To be sought after by other organizations as a source of leadership development and the business woman's perspective.
- To be a network of strong Networks that consistently deliver value and provide a collaborative, trusted, welcoming environment in which members can achieve their business goals.

OUR VALUES

The Power of Relationships - Success in business today is achieved through positive, productive relationships. The Women's Council of REALTORS® provides an environment of collaboration in which members can form, build and maximize relationships for business and personal success. When members share their time, talent and experience the entire industry is advanced.

Professional Credibility - Members of the Women's Council of REALTORS® are established career professionals. We operate based on a shared value system of integrity, respect, consistency and a commitment to excellence and continuous development.

Diversity - The membership experience is enriched through the celebration of and active outreach to the full diversity of our industry. At the same time, the strength of the organization lies in what unites us all - our shared values.

Involvement - Active participation increases membership value. Participation in Women's Council of REALTORS® is the opportunity to contribute to change and to be changed, personally and professionally.

Success - Success in business brings credibility, influence and greater opportunity. Wealth creation through business success also leads to long-term financial security, greater independence, and more quality of life choices.

Influence - Positive change will come from the greater inclusion of women's perspectives in positions of influence in the real estate industry and in the broader community.

WOMEN'S COUNCIL OF REALTORS® FLORIDA

STRATEGIC PARTNER BENEFIT AND RECOGNITION

PROGRAM DIAMOND PARTNERSHIP: \$7,500

EXCLUSIVITY IS ONE OF THE MOST IMPORTANT ASPECTS OF THIS LEVEL!

No other 'like' company will be awarded a Diamond Partnership.

WOMEN'S COUNCIL OF REALTORS INSTALLATION / AWARDS LUNCHEON:

- 2 minutes at the lectern
- 6 installation tickets
- 6 awards luncheon tickets
- Recognition at Installation
- Featured as an awards luncheon sponsor plus 2 minutes at the lectern
- Printed program will feature your Diamond partnership status. Your Diamond status will be featured on a display at installation
- Inclusion on the www.wcrflorida.com website and online newsletter

RECOGNITION RECEPTION*

- 6 admission tickets
- Certificate Recognition ceremony
- 2 minutes at the lectern

*Recognition Reception will be held in your honor and this will enable you to network with conference attendees.

VISIBILITY

- 2 partnership ribbons will be provided. Additional partner ribbons for other participants from your firm attending the State business meetings will be available.

EDUCATION SESSIONS

- As a Diamond Partner, you will be recognized as a Special Sponsor for a specific education class or program plus have an opportunity to speak for 2 minutes at that session.
- At the Florida REALTORS®/Women's Council of REALTORS® Mid-Winter Business Meeting and Florida REALTORS®/Women's Council of REALTORS® Annual Convention and Trade Show your Diamond status will be prominently featured on a display. Introducer will identify and thank you as a Diamond Partner.

GOVERNING BOARD & GENERAL MEMBERSHIP MEETINGS

- Your Diamond status will be prominently featured on a display at these meetings which are held at the Florida REALTORS®/Women's Council of REALTORS® Mid-Winter Business Meeting & Florida REALTORS®/Women's Council of REALTORS® Annual Convention & Trade Show.

WOMEN'S COUNCIL OF REALTORS FLORIDA WEBSITE

- Your Diamond status will be prominently featured on a page dedicated to promotion of our partners. Your business will be highlighted 365 days a year, 24 hours a day. Four times a year you'll have the opportunity to write an article promoting your business on the Women's Council of REALTORS® Florida website: www.wcrflorida.com.

WOMEN'S COUNCIL OF REALTORS FLORIDA BOOTH

- At the Florida REALTORS®/Women's Council of REALTORS® Annual Convention and Trade Show, our organization has a booth to promote Network membership. Your Diamond Partnership will be promoted at the booth. This provides your company visibility not only to Women's Council of REALTORS® members but also to approximately 2000-3000 Florida REALTORS® members who attend the Trade Show.

COMMITTEE SERVICE OPPORTUNITIES

- Your representatives are encouraged to attend, join and work on committees providing additional networking opportunities. The partnership representative must be a National Women's Council of REALTORS® member to do this.

DISTRICT MEETINGS

- A list of dates of all statewide District Meetings and contact information will be provided. You are encouraged to have representation at these meetings.

MEMBERSHIP LIST

- A membership mailing list and email addresses will be provided four times per year for your use. This list will enable you to electronically market directly to the entire Women's Council of REALTORS® membership. 4 sets of mailing labels & email addresses of Women's Council of REALTORS® Florida Members are provided quarterly.

WOMEN'S COUNCIL OF REALTORS FLORIDA LOCAL NETWORKS

- We will encourage business networking with our partners throughout our Local Networks (approximately 32 Networks). Local Networks will be encouraged to promote partners at their local General Membership and Governing Board meetings. You are encouraged to join Local Networks and become actively involved.

WOMEN'S COUNCIL OF REALTORS STATE PRESIDENT

- In all travels throughout the State of Florida, the State President and other State Officer representatives will promote your Diamond Partnership to the membership and will encourage doing business with your company.

AGENDAS, MINUTES

- In such printed material as agendas and minutes, your Diamond Partnership will be featured.

SOCIAL MEDIA

- Your Diamond Status will be displayed on our Facebook Page, and your business will be promoted on our State Facebook Page.

**Thank you for your 2018 WOMEN'S COUNCIL OF REALTORS®
Partnership commitment.
You have ordered:
Diamond Level Strategic Partnership at \$7500.00**

_____(Name of Company)

_____(Contact Representative)

_____(Contact phone number)

_____(Name of Women's Council of REALTORS® Member
responsible for securing Partner)

OR

_____(Name of Women's Council of REALTORS® Member
responsible for securing Partner)

(Authorized Signature of party responsible for Payment)

Please complete, save, attach and email (preferred) back to natalie@arrowsmithrealty.com. I would appreciate you sending this form back as soon as possible as we are finalizing our budget.

Please make check payable to "Women's Council of REALTORS Florida" and send it with a copy of this form to Christine Citrano at the following address:

Christine Citrano, Treasurer c/o Women's Council of Florida REALTORS® Florida, 180 Ninth St. S., Naples FL 34109

Commitments and Payments MUST be submitted by December 21st, 2017 in order to be featured on our Sponsorship banners.

On behalf of the Women's Council of REALTORS® Florida, I thank you for your support through your State Partnership commitment. Our goal is to provide you and our members opportunities for growth and success.

Should you have any questions or need additional information, do not hesitate to call me at 407-408-7628 or email me at natalie@arrowsmithrealty.com. I am pleased to assist you.

Celebrate your successes!

Natalie Arrowsmith, 2018 Vice President
407-408-7628
natalie@arrowsmithrealty.com

**WOMEN'S COUNCIL OF REALTORS® FLORIDA
STRATEGIC PARTNER BENEFIT AND RECOGNITION PROGRAM
PLATINUM PARTNERSHIP: \$5,000**

WOMEN'S COUNCIL OF REALTORS INSTALLATION / AWARDS LUNCHEON:

- 4 installation tickets
- Recognition at Installation
- Printed program will feature your Platinum partnership status. Your Platinum status will be featured on a display at installation

RECOGNITION RECEPTION*

- 4 admission tickets
- Certificate Recognition ceremony

*Recognition Reception will be held in your honor and this will enable you to network with conference attendees.

VISIBILITY

- 2 partnership ribbons will be provided. Additional partner ribbons for other participants from your firm attending the State business meetings will be available.
- Inclusion on the www.wcrflorida.com website and online newsletter

EDUCATION SESSIONS

- At the Florida REALTORS® / Women's Council of REALTORS® Mid-Winter Business Meeting and Florida REALTORS®/ Women's Council of REALTORS® Annual Convention and Trade Show your Platinum status will be prominently featured on a display. Introducer will identify and thank you as a Platinum Partner.
- As a Platinum Partner, you will be recognized as a Special Sponsor for a specific education class or program plus have an opportunity to speak for 2 minutes at that session.

GOVERNING BOARD & GENERAL MEMBERSHIP MEETINGS

- Your Platinum status will be prominently featured on a display at these meetings which are held at the Florida REALTORS®/ Women's Council of REALTORS® Mid-Winter Business Meeting & Florida REALTORS® / Women's Council of REALTORS® Annual Convention & Trade Show.

WOMEN'S COUNCIL OF REALTORS FLORIDA WEBSITE

- Your Platinum status will be prominently featured on a page dedicated to promotion of our partners. Your business will be highlighted 365 days a year, 24 hours a day. Four times a year you'll have the opportunity to write an article promoting your business on the Women's Council of REALTORS® website: www.wcrflorida.com.

WOMEN'S COUNCIL OF REALTORS FLORIDA BOOTH

- At the Florida REALTORS® / Women's Council of REALTORS® Annual Convention and Trade Show, our organization has a booth to promote Network membership. Your Platinum Partnership will be promoted at the booth. This provides your company visibility not only to Women's Council of REALTORS® members but also to approximately 2000-3000 Florida REALTORS® members who attend the Trade Show.

COMMITTEE SERVICE OPPORTUNITIES

- Your representatives are encouraged to attend, join and work on committees providing additional networking opportunities. The partnership representative must be a National Women's Council of REALTORS® member to do this.

DISTRICT MEETINGS

- A list of dates of all statewide District Meetings and contact information will be provided. You are encouraged to have representation at these meetings.

MEMBERSHIP LIST

- A membership mailing list and email addresses will be provided four times per year for your use. This list will enable you to electronically market directly to the entire Women's Council of REALTORS® membership. 4 sets of mailing labels & email addresses of Women's Council of REALTORS® Members, provided quarterly.

WOMEN'S COUNCIL OF REALTORS FLORIDA LOCAL NETWORKS

- We will encourage business networking with our partners throughout our Local Networks (approximately 32 Networks). Local Networks will be encouraged to promote partners at their local General Membership and Governing Board meetings. You are encouraged to join Local Networks and become actively involved.

WOMEN'S COUNCIL OF REALTORS STATE PRESIDENT

- In all travels throughout the state of Florida, the State President and other State Officer representatives will promote your Platinum Partnership to the membership and will encourage doing business with your company.

AGENDAS, MINUTES

- In such printed material as agendas and minutes, your Platinum Partnership will be featured.

SOCIAL MEDIA

-Your Platinum Status will be displayed on our Facebook Page, and your business will be promoted on our State Facebook Page

**Thank you for your 2018 WOMEN'S COUNCIL OF REALTORS Florida
State Partnership commitment.**

**You have ordered:
Platinum Level Strategic Partnership at \$5,000.00**

_____(Name of Company)

_____(Contact Representative)

_____(Contact phone number)

_____(Name of Women's Council of REALTORS® Network
responsible for securing Partner)

OR

_____(Name of Women's Council of REALTORS® Member
responsible for securing Partner)

(Authorized Signature of party responsible for Sponsorship Payment)

Please complete, save, attach and email (preferred) back to
natalie@arrowsmithrealty.com. I would appreciate you sending this form back as soon as
possible as we are finalizing our budget.

Please make check payable to "Women's Council of REALTORS®, Florida " and send it
with a copy of this form to Christine Citrano at the following address:

*Christine Citrano, Treasurer c/o Women's Council of REALTORS®, Florida, 180 Ninth St. S.,
Naples FL 34109*

**Commitments and Payments MUST be submitted by December 21st, 2017 in order to
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Celebrate your successes!

Natalie Arrowsmith, 2018 Vice President
407-408-7628
natalie@arrowsmithrealty.com

**WOMEN'S COUNCIL OF REALTORS® FLORIDA
STATE STRATEGIC PARTNER BENEFIT AND RECOGNITION
PROGRAM GOLD PARTNERSHIP: \$2,500
WOMEN'S COUNCIL OF REALTORS INSTALLATION / AWARDS LUNCHEON:**

- 2 installation tickets
- Recognition at Installation
- Printed program will feature your Gold partnership status. Your Gold status will be featured on a display at installation

RECOGNITION RECEPTION*

- 2 admission tickets
- Certificate Recognition ceremony

*Recognition Reception will be held in your honor and this will enable you to network with conference attendees.

VISIBILITY

- 2 partnership ribbons will be provided. Additional partner ribbons for other participants from your firm attending the State business meetings will be available.
- Inclusion on the www.wcrflorida.com website and online newsletter

EDUCATION SESSIONS

- At the Florida REALTORS®/ Women's Council of REALTORS® Mid-Winter Business Meeting and Florida REALTORS®/ Women's Council of REALTORS® Annual Convention and Trade Show your Gold status will be prominently featured on a display. Introducer will identify and thank you as a Gold Partner.

GOVERNING BOARD & GENERAL MEMBERSHIP MEETINGS

- Your Gold status will be prominently featured on a display at these meetings which are held at the Florida REALTORS®/ Women's Council of REALTORS® Mid-Winter Business Meeting & Florida REALTORS®/ Women's Council of REALTORS® Annual Convention & Trade Show.

WOMEN'S COUNCIL OF REALTORS FLORIDA - WEBSITE

- Your Gold status will be prominently featured on a page dedicated to promotion of our partners. Your business will be highlighted 365 days a year, 24 hours a day.

WOMEN'S COUNCIL OF REALTORS FLORIDA - BOOTH

- At the FLORIDA REALTORS/Women's Council of REALTORS® Annual Convention and Trade Show, our organization has a booth to promote Network membership. Your Gold Partnership will be promoted at the booth. This provides your company visibility not only to Women's Council of REALTORS® members but also to approximately 2000-3000 Florida REALTORS® members who attend the Trade Show.

COMMITTEE SERVICE OPPORTUNITIES

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DISTRICT MEETINGS

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WOMEN'S COUNCIL OF REALTORS STATE PRESIDENT

- In all travels throughout the state of Florida, the State President and other State Officer representatives will promote your Gold Partnership to the membership and will encourage doing business with your company.

AGENDAS, MINUTES

- In such printed material as agendas and minutes, your Gold Partnership will be featured.

SOCIAL MEDIA

- Your Gold Status will be displayed on our Facebook Page, and your business will be promoted on our State Facebook Page.

**Thank you for your
2018 WOMEN'S COUNCIL OF REALTORS Florida
State Partnership commitment.**

**You have ordered:
Gold Level Strategic Partnership at \$2,500.00**

_____ (Name of Company)

_____ (Contact Representative)

_____ (Contact phone number)

_____ (Name of Women's Council of REALTORS® Network
responsible for securing Partner)

OR

_____ (Name of Women's Council of REALTORS® Member
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Celebrate your successes!

Natalie Arrowsmith, 2018 Vice President
407-408-7628
natalie@arrowsmithrealty.com

**WOMEN'S COUNCIL OF REALTORS® FLORIDA
STRATEGIC PARTNER BENEFIT AND RECOGNITION PROGRAM**

SILVER PARTNERSHIP: \$1,500

WOMEN'S COUNCIL OF REALTORS INSTALLATION / AWARDS LUNCHEON:

- 1 installation tickets
- Recognition at Installation
- Printed program will feature your Silver partnership status. Your Silver status will be featured on a display at installation

RECOGNITION RECEPTION*

- 1 admission tickets
- Certificate Recognition ceremony

*Recognition Reception will be held in your honor and this will enable you to network with conference attendees.

VISIBILITY

- 2 partnership ribbons will be provided. Additional partner ribbons for other participants from your firm attending the State business meetings will be available.
- Inclusion on the www.wcrflorida.com website and online newsletter

EDUCATION SESSIONS

- At the Florida REALTORS® / Women's Council of REALTORS® Mid-Winter Business Meeting and Florida REALTORS®/Women's Council of REALTORS® Annual Convention and Trade Show your Silver status will be prominently featured on a display. Introducer will identify and thank you as a Silver Partner.

GOVERNING BOARD & GENERAL MEMBERSHIP MEETINGS

- Your Silver status will be prominently featured on a display at these meetings which are held at the Florida REALTORS® / Women's Council of REALTORS® Mid-Winter Business Meeting & Florida REALTORS®/Women's Council of REALTORS® Annual Convention & Trade Show.

WOMEN'S COUNCIL OF REALTORS FLORIDA WEBSITE

- Your Silver status will be prominently featured on a page dedicated to promotion of our partners. Your business will be highlighted 365 days a year, 24 hours a day.

WOMEN'S COUNCIL OF REALTORS FLORIDA BOOTH

- At the Florida REALTORS®/ Women's Council of REALTORS® Annual Convention and Trade Show, our organization has a booth to promote Network membership. Your Silver Partnership will be promoted at the booth. This provides your company visibility not only to Women's Council of REALTORS® members but also to approximately 2000-3000 Florida REALTORS® members who attend the Trade Show.

COMMITTEE SERVICE OPPORTUNITIES

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DISTRICT MEETINGS

- A list of dates of all statewide District Meetings and contact information will be provided. You are encouraged to have representation at these meetings.

MEMBERSHIP LIST

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WOMEN'S COUNCIL OF REALTORS STATE PRESIDENT

- In all travels throughout the state of Florida, the State President and other State Officer representatives will promote your Silver Partnership to the membership and will encourage doing business with your company.

AGENDAS, MINUTES

- In such printed material as agendas and minutes, your Silver Partnership will be featured.

SOCIAL MEDIA

- Your Silver Status will be displayed on our Facebook Page, and your business will be promoted on our State Facebook Page.

**Thank you for your 2018 WOMEN'S COUNCIL OF REALTORS Florida
State Partnership commitment.**

**You have ordered:
Silver Level Strategic Partnership at \$1,500.00**

_____(Name of Company)

_____(Contact Representative)

_____(Contact phone number)

_____(Name of Women's Council of REALTORS® Network
responsible for securing Partner)

OR

_____(Name of Women's Council of REALTORS® Member
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(Authorized Signature of party responsible for Sponsorship Payment)

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natalie@arrowsmithrealty.com

**WOMEN'S COUNCIL OF REALTORS® FLORIDA
STRATEGIC PARTNER BENEFIT AND RECOGNITION PROGRAM
BRONZE PARTNERSHIP: \$750**

WOMEN'S COUNCIL OF REALTORS INSTALLATION / AWARDS LUNCHEON:

- Recognition at Installation
- Printed program will feature your Bronze partnership status. Your Bronze status will be featured on a display at installation

RECOGNITION RECEPTION*

- 1 ticket to the event
- Certificate Recognition ceremony

*Recognition Reception will be held in your honor and this will enable you to network with conference attendees.

VISIBILITY

- 2 partnership ribbons will be provided. Additional partner ribbons for other participants from your firm attending the State business meetings will be available.
- Inclusion on the www.wcrflorida.com website and online newsletter

EDUCATION SESSIONS

- At the Florida REALTORS/ Women's Council of REALTORS® Mid-Winter Business Meeting and Florida REALTORS/ Women's Council of REALTORS® Annual Convention and Trade Show your Bronze status will be prominently featured on a display. Introducer will identify and thank you as a Bronze Partner.

GOVERNING BOARD & GENERAL MEMBERSHIP MEETINGS

- Your Bronze status will be prominently featured on a display at these meetings which are held at the Florida REALTORS/ Women's Council of REALTORS® Mid-Winter Business Meeting & Florida REALTORS/ Women's Council of REALTORS® Annual Convention & Trade Show.

WOMEN'S COUNCIL OF REALTORS FLORIDA WEBSITE

- Your Bronze status will be prominently featured on a page dedicated to promotion of our partners. Your business will be highlighted 365 days a year, 24 hours a day.

WOMEN'S COUNCIL OF REALTORS FLORIDA BOOTH

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WOMEN'S COUNCIL OF REALTORS STATE PRESIDENT

- In all travels throughout the state of Florida, the State President and other State Officer representatives will promote your Bronze Partnership to the membership and will encourage doing business with your company.

AGENDAS, MINUTES

- In such printed material as agendas and minutes, your Bronze Partnership will be featured.

SOCIAL MEDIA

- Your Bronze Status will be displayed on our Facebook Page, and your business will be promoted on our State Facebook Page.

**Thank you for your 2018 WOMEN'S COUNCIL OF REALTORS Florida
State Partnership commitment.**

**You have ordered:
Bronze Level Strategic Partnership at \$750.00**

_____ (Name of Company)

_____ (Contact Representative)

_____ (Contact phone number)

_____ (Name of Women's Council of REALTORS® Network
responsible for securing Partner)

OR

_____ (Name of Women's Council of REALTORS® Member
responsible for securing Partner)

(Authorized Signature of party responsible for Sponsorship Payment)

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*Christine Citrano, Treasurer c/o Women's Council of REALTORS®, Florida 180 Ninth St. S.,
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