



We are a network of successful REALTORS[®], advancing women as business leaders in 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 State Strategic Partner for 2019. Our network has over 1600 members making us the largest network in the country. Our members represent the top professionals in the real estate industry. Many of us serve in leadership positions in local REALTORS[®] Associations, Florida REALTORS[®], and local elected positions.

We are looking for professionals and businesses to create long lasting relationships by joining us as State Strategic Partners in the upcoming year. Our partners have access to a myriad of marketing and networking opportunities. Our Diamond level also offers the opportunity to speak to our entire network and includes industry exclusivity!

We hope you choose to join us as a Strategic Partner for 2019. We look forward to learning more about your business and building a long-term relationship. If you have any questions, please do not hesitate to contact me, or any of the State Officers listed on www.wcrflorida.com

Sincerely,

Amy Snook
2019 Vice President
Phone: 954-445-4545
Email: Amy@AllAboutFloridaHomes.com

Women's Council of REALTORS®

OUR VISION:

- We facilitate the professional growth and credibility of Council members as real estate experts in their marketplace.
- We are a dynamic, accessible and diverse network, linking resources and member expertise to drive business success.
- We identify, support and promote strong leaders in business, the Council, the industry, and in the broader community.
- We promote the achievement and influence of women in real estate.
- We are a magnet for career-focused REALTORS® with diverse backgrounds and a high level of professionalism.
- We are sought after by other organizations as a source of leadership development and the businesswoman's perspective.
- We are strong local and state networks that consistently deliver value and provide a collaborative, trusted, welcoming environment in which members can achieve their business goals.
- We are a strong organization with the resources and infrastructure necessary to fulfill our mission and realize our vision.

OUR VALUES:

- **PROFESSIONAL CREDIBILITY**
Members of the Women's Council of REALTORS® are career professionals. We operate based on a shared value system of integrity, respect, consistency and a commitment to excellence and continuous development.
- **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 industry is advanced.
- **LEADERSHIP**
Every business, industry and community must have leaders who can see change that is needed, organize resources, and engage the hearts and minds of those around them. Through the Women's Council of REALTORS®, members develop and apply new found leadership skills and qualities across all areas of their personal and professional lives.
- **DIVERSITY**
The Council member network 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. Every member can learn something from every other member. When members participate and share their experience and ideas, an exchange of value occurs that is one of the principal benefits of Council membership. Participation in the 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 leads to long-term financial security, greater independence and more quality of life choices.
- **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.

WOMEN'S COUNCIL OF REALTORS® FLORIDA

STRATEGIC PARTNER *BENEFIT AND RECOGNITION* PROGRAM

Education Sessions and Industry Events

-Recognized at all education sessions and industry events at both state networks AND local networks

WOMEN'S COUNCIL OF REALTORS® FLORIDA State Meetings

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

Women's Council of REALTORS® FLORIDA website (www.wcrflorida.com)

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

Women's Council of REALTORS® FLORIDA State Trade Show Booth (August State Meetings)

- Sponsorship level prominently featured* at the booth. Provides visibility to all Florida REALTORS® attending the Trade Show.

DISTRICT MEETINGS

- Dates and contact information to the approx. 9-10 state wide District Conferences (attendance by partners is encouraged.)
- Recognition at all District Conferences

MEMBERSHIP LIST

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

WCR FLORIDA LOCAL NETWORKS (currently 29 Networks)

-Recognition at all local network events and meetings
- Partners are encouraged to attend and become involved in local network events.

WCR STATE PRESIDENT

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

SOCIAL MEDIA

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

*State banners and when available overhead screens including logos at select levels

2019 Women's Council of Realtors Florida - Strategic Partnership Opportunities

	Diamond*	Platinum	Gold	Silver	Bronze
	\$7,500	\$5,000	\$2,500	\$1,500	\$750
Local Network Recognition	Y	Y	Y	Y	Y
State Recognition	Y	Y	Y	Y	Y
Partner Level Banners	Logo	Logo	Logo	Logo	Name Only
State Website	Logo/Link	Logo/Link	Logo/Link	Logo	Name Only
Membership Lists	4 times	4 times	4 times	2 times	1 time
Social Media Posts	6 times	4 times	3 times	2 times	1 time
Videos Posted & Sent to Membership	6 times	4 times	2 times		
State District Conferences	Recognition	Recognition	Recognition	Recognition	Recognition

*Diamond Level Partners enjoy industry exclusivity (ex: only 1 lender allowed, 1 inspection company, 1 title co, etc)

January Convention

Speaking time	2 min				
GOBOs During Installation	Y				
Installation Dinner Tickets	6	4	2	1	
Awards Luncheon Tickets	6	4	2	1	1

August Convention

Speaking time	2 min				
Partner Reception Tickets	6	4	2	1	1
Trade Show Booth Recognition	Logo	Logo	Logo	Logo	Name



Women's Council of
REALTORS[®]
 Florida

Thank you for your 2019 Women's Council of REALTORS® Florida Partnership commitment.

PLEASE CHOOSE DESIRED LEVEL

Diamond \$7,500	Platinum \$5,000	Gold \$2,500	Silver \$1,500	Bronze \$750

Company Name: _____

Contact Representative: _____

Contact phone number: _____

Authorized Signature of party responsible for Payment: _____

IF APPLICABLE:

Are you Currently a local strategic partner? _____ If so, how many networks are you a part of? _____

Name of Women's Council Network or individual member responsible for referral:

Please complete, save, attach and email back to Amy@AllAboutFloridaHomes.com. THE ORDER IN WHICH WE RECEIVE FORMS AND PAYMENT WILL BE USED IN POSITION OF LOGOS AND NAMES ON BANNERS AND PRINTED MATERIALS FOR THE YEAR, so please send this form back as soon as possible.

An invoice for your sponsorship level will be sent following receipt by Amy Snook of this sponsorship commitment letter. Commitments and Payments MUST be received by January 10th, 2019 in order to be featured on our Partnership level banners.