

# 2025

# Strategic Partnership Package



# Welcome Letter

Dear Members & Strategic Partners,

Welcome to an extraordinary year ahead with the Women's Council of Realtors Manatee County. As your 2025 President, I am deeply honored to lead a community that embodies the very best in real estate—strength, collaboration, and a commitment to excellence.

Since its founding in 1938, the Women's Council has been a force of influence, with over 13,000 members spanning 250 networks across 40 states. Our members serve with distinction, holding leadership roles in the National Association of Realtors, local Realtor Boards, and government positions, leaving an indelible mark on our industry.

Our theme for 2025, Stronger Together, reflects our commitment to you—our members and partners. This year, our mission focuses on expanding your referral networks, building strategic alliances, and providing meaningful resources to elevate your journey. Joining our network means embracing opportunities for growth and collaboration within a powerful community of peers.

I am honored to be accompanied by an exceptional board and leadership team. Together, we invite you to step forward and shine among the 9,000+ realtors within the Realtors Association of Sarasota and Manatee (RASM). Let us make 2025 a year of shared purpose and achievement, where we uplift and support each other to reach new heights.

With anticipation for a remarkable year ahead,

Warm regards,



*Jozefina Wells*

2025 President

(941) 993 - 3051

jozefina.wells@gmail.com

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

# Meet the 2025 Board of Directors



**Jozefina Wells**

- ✦ President
- ✦ 941.993.3051
- ✦ [jozefina.wells@gmail.com](mailto:jozefina.wells@gmail.com)



**Lisa Tarjanyi**

- ✦ President Elect
- ✦ 941.447.7514
- ✦ [lisayourrealtor@yahoo.com](mailto:lisayourrealtor@yahoo.com)



**Frank Padur Jr**

- ✦ 1st Vice President
- ✦ 315.489.7862
- ✦ [Frank.Padur@PreferredShore.com](mailto:Frank.Padur@PreferredShore.com)



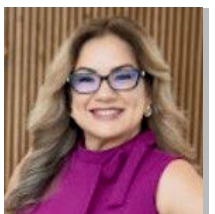
**Candace Copeland**

- ✦ Treasurer
- ✦ 941.302.8699
- ✦ [candacecopeland24@gmail.com](mailto:candacecopeland24@gmail.com)



**Katie Litrenta**

- ✦ Membership Director
- ✦ 262.456.8044
- ✦ [Katie.litrenta@gmail.com](mailto:Katie.litrenta@gmail.com)



**Valerie Padur**

- ✦ Events Director
- ✦ 315.489.7872
- ✦ [Valerie.Padur@PreferredShore.com](mailto:Valerie.Padur@PreferredShore.com)

# Blue Diamond Partnership Package \$5,000

The most prestigious Partnership Level with the maximum exposure.

\*Only one per Industry

## Core Benefits

### Event Benefits:

- ✦ VIP Table and (4) Tickets to the Annual Gala and (2) tickets to All Educational events
- ✦ 2 minutes to speak at (4) event, excluding Installation
- ✦ 1 member testimonial per Quarter, posted on social media
- ✦ Display area provided for a banner at all events; if space permits at venue, a table is also allowed (must provide own marketing materials)
- ✦ Verbal recognition as a Blue Diamond Partnership at all events
- ✦ Full page ad on all digital programs with clickable links to partner's website
- ✦ Logo on Strategic Partner Stand Alone Banner at all events
- ✦ Priority to be an event sponsor
- ✦ Opportunity to provide promotional items on Members Swag Bag
- ✦ Quarterly updates to active members

### Membership Benefits:

- ✦ (1) One-year, non-transferable Women's Council of Realtors Manatee County membership—perfect as a special gift for a Realtor of your choice.
- ✦ Full page ad on Digital Membership Handbook with links to partner's website
- ✦ Recognition on network website with link to partner's website
- ✦ First priority for any additional benefits that may come up during the year
- ✦ Option to add 'Member Only Benefits' on the Member Handbook
- ✦ When a member works with you, they are eligible to enter a quarterly drawing for \$100
- ✦ Utilization of the Women's Council logo as a Proud Partner on your business advertisement, email signatures, etc.

## Social Media Benefits

- ✦ Saved stories on @wcrmanatee highlight "Meet Our Strategic Partners" for the year
- ✦ Video commercial filmed, created, and posted on all social media- FB, Instagram and Network website
- ✦ (4) per year "Share Your Success" 60 second interview, describing the company and posted on all social media platforms



# Diamond Partnership Package \$3,500

Opportunity for significant exposure to the network and event attendees throughout the year.

## Core Benefits

### Event Benefits:

- ✦ VIP Table and (2) Tickets to the Annual Gala and (1) Ticket to all Educational events
- ✦ 2 minutes to speak at (3) events, excluding Installation
- ✦ 3 members testimonials, posted annually on social media
- ✦ Display area provided for a banner at (3) events; if space permits at venue, a table is also allowed (must provide own marketing materials)
- ✦ Verbal recognition as a Diamond Partnership at all events
- ✦ Half page ad on all digital programs with clickable links to partner's website
- ✦ Logo on Strategic Partner Banner at all events
- ✦ Opportunity to provide promotional items on Members Swag Bag
- ✦ Priority to be an event sponsor
- ✦ Quarterly updates to active members

### Membership Benefits:

- ✦ (1) One-year, non-transferable Women's Council of Realtors Manatee County membership—perfect as a special gift for a Realtor of your choice.
- ✦ Half page ad on Membership Handbook with links to partner's website
- ✦ Recognition on network website with link to partner's website
- ✦ Option to add 'Member Only Benefits' on the Member Handbook
- ✦ When a member works with you, they are eligible to enter a quarterly drawing for \$100
- ✦ Utilization of the Women's Council logo as a Proud Partner on your business advertisement, email signatures, etc.

## Social Media Benefits

- ✦ Saved stories on @wcrmanatee highlight "Meet Our Strategic Partners" for the year
- ✦ Video commercial filmed, created, and posted on All Social media- FB, Instagram and Network website
- ✦ (3) per year "Share Your Success " 45 second interview, describing the company and posted on all social media platforms

# Platinum Partnership Package \$2000

Provides exposure and opportunities to help grow your business

## Core Benefits

### Event Benefits:

- ✦ (2) Tickets to all educational events, excluding main events
- ✦ 2 minutes to speak at (2) events, excluding Installation
- ✦ 2 member testimonials, posted annually on social media
- ✦ Display area provided for a banner at (2) events; if space permits at venue, a table is also allowed (must provide own marketing materials)
- ✦ Verbal recognition as a Platinum Partnership at all events
- ✦ Quarter page ad on all digital programs with clickable links to partner's website
- ✦ Logo on Strategic Partner Banner at all events
- ✦ Opportunity to provide promotional items on Members Swag Bag
- ✦ Priority to be an event sponsor
- ✦ Quarterly updates to active members

### Membership Benefits:

- ✦ Quarter page ad on Membership Handbook with links to partner's website
- ✦ Recognition on network website
- ✦ Option to add 'Member Only Benefits' on the Member Handbook
- ✦ When a member works with you, they are eligible to enter a quarterly drawing for \$100
- ✦ Utilization of the Women's Council logo as a Proud Partner on your business advertisement, email signatures, etc.

## Social Media Benefits

- ✦ Saved stories on @wcrmanatee highlight "Meet Our Strategic Partners" for the year
- ✦ Introduction with hyperlink on All social Media Platforms

# Gold Partnership Package \$1,500

Marketing opportunities to help grow a small business

## Core Benefits

### Event Benefits:

- ✦ (1) Tickets to all educational events, excluding main events
- ✦ 2 minutes to speak at (1) event, excluding Installation
- ✦ 1 member testimonial, posted on social media
- ✦ Display area provided for a banner at (1) event; if space permits at venue, a table is also allowed (must provide own marketing materials)
- ✦ Verbal recognition as a Gold Partnership at all events
- ✦ One eighth page ad on all digital programs with clickable links to partner's website
- ✦ Logo on Strategic Partner Banner at all events
- ✦ Opportunity to provide promotional items on Members Swag Bag
- ✦ Priority to be an event sponsor

### Membership Benefits:

- ✦ One eighth page ad on Membership Handbook with links to partner's website
- ✦ Recognition on network website
- ✦ Option to add 'Member Only Benefits' on the Member Handbook
- ✦ When a member works with you, they are eligible to enter a quarterly drawing for \$100
- ✦ Utilization of the Women's Council logo as a Proud Partner on your business advertisement, email signatures, etc.

## Social Media Benefits

- ✦ Saved stories on @wcrmanatee highlight "Meet Our Strategic Partners" for the year
- ✦ Introduction with Hyperlink on All Social Media Platforms

# Silver Partnership Package \$1,000

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Marketing opportunities to help grow a small business that are not in the real estate industry

## Core Benefits

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### Event Benefits:

- ✦ Business Logo on Network Website and Handbook Combined
- ✦ Logo on Strategic Partner Banner at all events Opportunity to provide promotional items on Members Swag Bag Priority to be an event sponsor
- ✦ Annual event sponsorship upgrade \$250

### Membership Benefits:

- ✦ Option to add 'Member Only Benefits' on the Member Handbook
- ✦ When a member works with you, they are eligible to enter a quarterly drawing for \$100
- ✦ Utilization of the Women's Council logo as a Proud Partner on your business advertisement, email signatures, etc.

## Social Media Benefits

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- ✦ Saved stories on @wcrmanatee highlight "Meet Our Strategic Partners" for the year
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# Bronze Partnership Package \$600

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Marketing opportunities to help grow a small business that are not in the real estate industry

## Core Benefits

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### Event Benefits:

- ✦ Business Logo on Network Website and Handbook Combined
- ✦ Logo on Strategic Partner Banner at all events Opportunity to provide promotional items on Members Swag Bag Priority to be an event sponsor
- ✦ Annual event sponsorship upgrade \$250

### Membership Benefits:

- ✦ When a member works with you, they are eligible to enter a quarterly drawing for \$100
- ✦ Utilization of the Women's Council logo as a Proud Partner on your business advertisement, email signatures, etc.

## Social Media Benefits

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- ✦ Saved stories on @wcrmanatee highlight "Meet Our Strategic Partners" for the year
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# Strategic Opportunities Chart

<i>BENEFITS</i>	<i>BLUE DIAMOND</i>	<i>DIAMOND</i>	<i>PLATINUM</i>	<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>
<b>MEMBERSHIP</b>	1	1	1			
<b>TICKETS TO EVENTS</b>	4	2	1	1		
<b>TWO MINUTE PRESENTATION</b>	Per Quarter	3	2	1		
<b>SOCIAL MEDIA TESTIMONIAS</b>	4	3	2	1		
<b>TABLE DISPLAY AT EVENTS</b>	Unlimited	3	2	1		
<b>AD SIZE ON HANDBOOK</b>	Full	Half	Quarter	1/8	Logo	Logo
<b>LOGO ON NETWORK WEBSITE</b>	Hyperlinked	Hyperlinked	Hyperlinked	Logo Only	Logo Only	Logo Only
<b>BANNER AT EACH EVENT</b>	Stand Alone	Stand Alone	Stand Alone	Combined	Combined	Combined
<b>INTERVIEW POSTED ON SOCIAL MEDIA</b>	✓	✓	✓			
<b>PROFESSIONAL VIDEO</b>	✓	✓	✓			
<b>FEATURED ON FB AND IG STORY</b>	✓	✓	✓	✓	✓	✓
<b>VERBAL RECOGNITION AT EACH EVENT</b>	✓	✓	✓	✓	✓	✓
<b>RAFFLE ENTRY</b>	✓	✓	✓	✓	✓	✓
<b>AD ON PROGRAM WITH HYPERLINK</b>	✓	✓	✓	✓	✓	✓
<b>PRIORITY TO BE AN EVENT SPONSOR</b>	✓	✓	✓	✓	✓	✓
<b>ABILITY TO ADD ITEMS TO SWAG BAG</b>	✓	✓	✓	✓	✓	✓



## Women's Council of REALTORS® Manatee County 2025 Strategic Partner Application

Please complete this form and email to [WCRManatee@gmail.com](mailto:WCRManatee@gmail.com) by **December 1, 2024**

### PARTNERSHIP OPPORTUNITY FORM

Company Name:

Company Representative:

Address:

City/State/Zip Code:

Direct Phone:

Email:

PartnershipLevel:

Authorized Signature:

**PAYMENT OPTIONS:** We accept the following forms of payments: Venmo @WCRManatee, Check or Credit Card. Additional 4% processing fee will be added to the credit card payment.

Please indicate form of payment below:

Make check payable to: **Women's Council of Realtors Manatee County** and send forms to:  
**Women's Council of Realtors Manatee County, 4654 East State Rd 64, #144, Bradenton FL 34208**

Check Number:

Check amount:

Credit Card Information: Visa / MasterCard / American Express / Discover

Credit Card Number

Expiration Date

CVV Code

Billing Zip

**Application and payment is due by 12/1/2024.**

**Please provide your company logo in .ai, .eps, or high-res .pdf format, and a high-resolution headshot/photo in PNG format. Email to [WCRManatee@gmail.com](mailto:WCRManatee@gmail.com).**

Strategic Partner memberships can only be transferred with written permission from the original company. Send transfer requests to [wcrmanatee@gmail.com](mailto:wcrmanatee@gmail.com) and allow up to 30 days for processing.