

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



**2024 STRATEGIC PARTNER**

→ Opportunities

# MEET OUR 2024 BOARD & LEADER'S



**Bonnie Sierra**  
President



**Lisa Mack**  
President Elect



**Jennifer Vigoa**  
Vice President



**Alaina Donato**  
Treasurer



**Rossy Matos**  
Membership  
Director



**Alexandra Corzo**  
Events  
Director



# WE INVITE YOU TO JOIN US

We extend an invitation to collaborate with the Women's Council of Realtors- Palm Beach County in 2024. Our expansive network of members across Florida shares a mission: to advance women as business leaders in the industry and in the communities we serve.

Partnering with Women's Council of Realtors Palm Beach County offers numerous advantages. You'll benefit from heightened visibility, connecting with a vast network of industry professionals, and accessing exclusive professional development resources. Your involvement will showcase your commitment to community engagement and grant you an influential role in shaping the future of the real estate industry.

Your support is invaluable to us. Join hands with us in empowering women as business leaders in the real estate sector. We appreciate your consideration and eagerly await your response.

We look forward to working together.  
Bonnie Sierra, 2024 President  
Lisa Mack, 2024 President Elect  
Women's Council of Realtors Palm Beach County



# OUR MISSION & VISION

## MISSION

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

## VISION

To be the premier source and standard for the personal and professional development and inclusion of leaders in the industry, organized real estate and beyond.

1. 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.
2. Women's Council identifies, supports and promotes the development of strong business leaders in the industry, organized real estate and the broader community.
3. Women's Council provides an influential voice and perspective for women in real estate.
4. Women's Council networks consistently deliver high membership value and a welcoming, inclusive and collaborative environment in which members can achieve their personal and professional goals.
5. Women's Council is an efficient, nimble organization with the structure and capacity to fulfill the Council mission and vision with excellence.

# STRATEGIC PARTNER LEVELS

The Women's Council of REALTORS® Palm Beach County network is focused on building a strong base of REALTOR® members to benefit REALTORS® and to provide strategic partners access to a broader base of successful real estate professionals in the industry.

**Sponsorship opportunities are LIMITED to 3 at**

**Diamond & 10 at all other levels**

**-WOMEN'S COUNCIL OF REALTORS PALM BEACH COUNTY RESERVE THE RIGHT TO MAKE CHANGES AS NEEDED.**

STRATEGIC PARTNER BENEFITS 2024	DIAMOND \$4200	PLATINUM \$3200	GOLD \$1900	SILVER \$1000	
Diamond Showcase Table (all WCRPBC events)	✓				
Fast Passes	2	1	1	1	
Panelist Spotlight or Hosting opportunities	2				
Business Buz Video	4 A YEAR	2 A YEAR	1 A YEAR		
Full Page Digital Bio in Program	✓				
Sponsor a Member Only Social Event *ADDT'L COST	✓	✓	✓	✓	
1/2 Page Digital Bio in Program					
Social Sensation Monthly Post	12 A YEAR	6 A YEAR	6 A YEAR	3 A YEAR	
Brand Brilliance SM Video	4 A YEAR	2 A YEAR	1 A YEAR		
Company Logo & Link on Network Website	✓	✓	LOGO ONLY	LOGO ONLY	
2 min Quick Tip @ WCR Events	✓	3	2	1	
Swag Bag Mania	✓	✓	✓	✓	
Event Attendee List	✓	✓	✓		
Signage with Company Logo	✓	✓	✓	✓	
Featured on Preferred Vendor List	✓	✓	✓	✓	
Contribute to Realtor Raffle *addtl cost	✓	✓	✓	✓	
Use WCR Logo on Marketing	✓	✓	✓	✓	
Member Attendees List	✓	✓	✓		
Logo in Digital Program	✓	✓	✓	✓	
Logo on Network Shirts (back)	✓	✓	✓	✓	

**\*ALL BENEFITS MUST BE REDEEMED BY NOVEMBER 15, 2024 \*\*STRATEGIC PARTNER BENEFITS APPLY TO WCRPBC EVENTS ONLY, EXCLUDES COLLABORATION EVENTS, RWORD EVENTS OR ANY EVENTS WITH OTHER ORGANIZATIONS**



# #LeadersMadeHere

## PARTNERSHIP INFORMATION

### Partner Representatives

With your partnership, you'll have the privilege of sending a representative to our enriching events each year. Please register your representatives at the time of registration.

### Introducing Fast Passes

For added convenience and savings, we offer Fast Passes, which can be purchased until January 31st, 2024. Fast Pass holders enjoy the advantage of attending one event for free and effortless registration for all events throughout the year. Plus, to make planning a breeze, all Fast Pass registrants will be included on our Google Calendar.

### Special Gala Events

WCR hosts two spectacular galas each year: the Installation Gala and the Casino Night Event. These gatherings are prime opportunities for networking and celebration within our real estate community. As a WCR partner, you'll have the chance to attend these galas as part of your membership package, ensuring you don't miss out on these memorable occasions.

### Annual Renewal Process

As part of our commitment to transparency and fairness, each partner can pledge to remain in their partnership level by the 15th of September each year for the following year. This allows our current partners to secure their desired sponsorship level for the upcoming year.

### Opportunity for Advancement

Beginning on September 16th and continuing until September 30th, all partnership levels become open for current members to move up, should they wish to do so. This process ensures that existing partners have the opportunity to explore higher partnership levels and the corresponding benefits. Waiting lists are available.

### Open Enrollment for New Partners

After September 30th, all partnership levels become open to new strategic partners who wish to join our community. This ensures that our organization remains open to new partnerships and welcomes fresh perspectives and support from the real estate industry. We value the commitment and support of our Diamond Partners, and we look forward to building a lasting partnership with you that spans two years, allowing us to work together closely in advancing our mission and empowering women as business leaders in the real estate industry.

# DIAMOND PARTNER

RECEIVE THESE BENEFITS PLUS ALL THAT FOLLOW



Our Diamond Partnership is a prestigious and exclusive opportunity that is renewable for a duration of 1 year. This level of sponsorship provides unparalleled benefits and a lasting commitment to our mission and community. After the 1 year, if a new Diamond Partner is not pledged by Sept 1st of that year any previous Diamond Member may immediately apply.

## DIAMOND SHOWCASE TABLE

At our WCR events, we provide a unique opportunity for our Diamond Sponsors to shine. Our Diamond showcase booth is the perfect platform for you to spotlight your business and share valuable insights with our membership. With many events per year, you have ample chances to make a lasting impression. We kindly request that you arrive 15 minutes before each event to set up, ensuring that you're ready to engage with our members and guests five minutes before the event commences. Join us in creating meaningful connections and contributing to the collective knowledge of our dynamic community. (Excludes RWORLD collaborations, WCR network Collaborations, Casino Night, Installation Gala & Continue Education CE)

## FAST PASSES

Our diamond sponsors receive an exclusive benefit that truly shines – Fast Passes to all WCR events, what a value! These Fast Passes grant you complimentary admission to every WCR event throughout the year, from January 1st to December 31st. To make the most of this fantastic opportunity, please provide the names of the Fast Pass registrants at the beginning of your membership. It's important to note that Fast Passes are valid only for events taking place within the same year as your membership, and they cannot be carried over to subsequent years. (excludes RWORLD collaborations, WCR network Collaborations & Continue Education CE)



## BUSINESS BUZZ VIDEO

Introducing the "Business Buzz Video" opportunity! Here's your chance to be interviewed by one of our WCR members, allowing you to shine a spotlight on your business. This interview will not only highlight your business but also give you a platform to showcase your expertise and insights. We'll then share this engaging interview on our social media channels, ensuring that your story and contributions reach a wider audience. It's an exciting way to boost your visibility and connect with our dynamic community. Don't miss out on this chance to tell your story and make your mark in the industry!

## FULL PAGE DIGITAL BIO IN PROGRAM

Get ready to make a lasting impression with your "Full Page Digital Bio" featured prominently in our digital program! This is your opportunity to showcase your business, achievements, and expertise in a captivating digital format. Your bio will be easily accessible to our audience, allowing them to learn more about your background and contributions. It's an excellent way to connect with fellow members and make valuable connections within our community. Your digital bio will serve as a powerful tool to highlight your professional journey and the value you bring to our organization.

# PLATINUM PARTNER

RECEIVE THESE BENEFITS PLUS ALL THAT FOLLOW



## SPONSOR AN EXCLUSIVE SOCIAL EVENT

Elevate your brand presence and create a memorable experience by sponsoring an "Exclusive Social Event." This is your chance to take center stage, providing our members and guests with a delightful and exclusive gathering. Your sponsorship will be highlighted throughout the event, showcasing your commitment to our community. It's an excellent opportunity to connect with industry professionals, build relationships, and leave a lasting impression. Let's raise a glass together and celebrate your support while fostering meaningful connections within our network. Some examples can include: Bowling Event, Happy Hour, Art Night, Skate Night, Escape Room and more.



## 1/2 PAGE DIGITAL BIO IN PROGRAM

Celebrate your presence and contributions with a "1/2 Page Digital Bio" featured in our program! This space is your canvas to showcase your remarkable journey, achievements, and expertise in a visually captivating digital format. Your bio will be easily accessible to our audience, allowing them to gain deeper insights into your background and valuable contributions. It's an excellent opportunity to connect with fellow members, share your story, and leave a lasting impression. Your digital bio is a powerful tool to highlight your professional journey and the value you bring to our organization.



## SOCIAL SENSATION MONTHLY POST

Introducing our "Social Sensation Monthly Post"! Each month, we'll be creating a buzz on our social media channels with a spotlight on one of our outstanding members or sponsors. This monthly post is designed to showcase your achievements, expertise, and contributions to our community. It's a fantastic opportunity to connect with our audience, gain recognition, and share valuable insights. We look forward to featuring you as a Social Sensation and celebrating your presence within our network each month! Please send your photos and information by the 15th of the Month prior to posting to [strategicpartners@womenscouncilpalmbeaches.com](mailto:strategicpartners@womenscouncilpalmbeaches.com). (We will also share Strategic Partners Posts/Tags for their upcoming events (ONLY), so make sure to be following us so we may follow you back so we can share.)





# GOLD PARTNER

RECEIVE THESE BENEFITS PLUS ALL THAT FOLLOW



## BRAND BRILLIANCE SOCIAL MEDIA VIDEO

Get ready for the "Brand Brilliance Social Media Video"! This video is your opportunity to shine and demonstrate your brand's uniqueness and excellence. In today's digital age, video content on social media is paramount for exposure and engagement. Here's why it's so crucial:

Video content on social media platforms is incredibly effective for several reasons. It provides a dynamic and engaging way to convey your message, making it more memorable and shareable. Social media algorithms often prioritize video content, increasing its visibility and reach. This means that your video is more likely to appear on users' feeds, resulting in higher engagement and brand exposure. Video also allows you to convey not just what your business does but also who you are and what you stand for. It's an excellent platform to showcase your brand's personality, values, and commitment to the community.

Ideas we suggest:

1. Behind-the-Scenes Tour: Take your audience on a virtual tour of your workspace, introducing them to your team and showcasing your company culture.
2. Educational Insights: Share valuable industry insights, tips, or how-to videos related to your field. Position yourself as an authority and resource.
3. Customer Testimonials: Feature satisfied customers sharing their positive experiences with your business.
4. Community Involvement: Highlight your company's involvement in community initiatives, charity work, or volunteer efforts.
5. Meet the Founder/CEO: Allow your audience to get to know the person behind the brand. Share your story, values, and vision.
6. FAQ Session: Address common questions or concerns from your audience in a video series.

## COMPANY LOGO & LIVE LINK ON NETWORK WEBSITE

We're thrilled to announce that your company logo and a live link to your website will be featured on our network's website! This prominent placement will help increase your brand visibility and drive traffic directly to your online presence. It's an excellent opportunity to showcase your business, connect with our audience, and strengthen your online presence within our network.



# SILVER PARTNER

RECEIVE THESE BENEFITS PLUS ALL THAT FOLLOW



## 2 MIN QUICK TIP @ EVENTS

Our '2-Min Quick Tips' is a 2 minute time slot from the stage where you will provide our Realtor members with bite-sized, actionable insights and advice from industry experts. In just two minutes, members gain valuable knowledge to enhance their real estate endeavors, stay up-to-date, and connect with sponsors as a credible resource—all while making the most of their precious time.

(Excludes RWORLD collaborations, WCR network Collaborations, Casino Night, Installation Gala & Continue Education CE)

## SWAG BAG MANIA

Introducing "Swag Bag Mania" – an exciting opportunity for our members to indulge in their love for promotional items! Members will have the chance to receive exclusive swag from your company to include goodies and gifts. It's a fun and engaging way for members to discover new products, enjoy valuable perks, and connect with businesses that support our community. Partners may bring their items in a bag or provide them on the tables at a planned event correlating to the event you are assigned to give your 2 min Quick Tip. If any items are left over after the event we ask that you please take the items with you for the next event.



## EVENT ATTENDEE LIST

Sponsors will receive our "Event Attendee List" offering sponsors the advantage of knowing who will be present, enabling them to connect, market, and network more effectively with attendees, leading to better engagement and ROI for their sponsorship.

## SIGNAGE WITH COMPANY LOGO

Women's Council of Realtors Palm Beach County will prominently display sponsor logos on retractable banners at all of our Women's Council of Realtors Palm Beach County events. These banners serve as a visual showcase, ensuring that sponsors gain maximum exposure in front of our guests and members. It's an impactful way for sponsors to enhance brand visibility and recognition among our event attendees, strengthening their association with our organization and our vibrant community. Sponsorship level needs to be solidified by Jan 15th to be printed on the Retractable Banner.

## FEATURED ON PREFERRED VENDOR LIST

Being "Featured on the Preferred Vendor List" is a prestigious opportunity for businesses. It means that your company is recognized and recommended by the organization as a trusted and preferred vendor. This can lead to increased credibility, more referrals, and greater exposure within the organization's community. It signifies a strong endorsement of your products or services, often resulting in improved business opportunities and growth.



**TO SECURE YOUR 2024 STRATEGIC PARTNER PACKAGE A  
NON REFUNDABLE DEPOSIT OF 50% IS REQUIRED AT  
SIGNING. DEPOSIT WILL BE CREDITED TOWARD YOUR TOTAL  
PARTNERSHIP PACKAGE COST. REMAINDER BALANCE CAN  
BE CUSTOMIZED IN PAYMENTS BUT MUST BE PAID IN FULL BY  
FEBRUARY 28, 2024.**



WE LOOK  
FORWARD TO  
OUR PARTNERSHIP

CONTACT US FOR QUESTIONS:

2024 PRESIDENT- BONNIE SIERRA 561-424-1821

2024 PRESIDENT ELECT- LISA MACK 561-714-1792

[STRATEGICPARTNERS@WOMENSCOUNCILPALMBEACHES.COM](mailto:STRATEGICPARTNERS@WOMENSCOUNCILPALMBEACHES.COM)

## 2024 EVENTS CALENDAR

### JANUARY:

- JANUARY 5TH :VISION BOARDS  
"MAXIMIZING YOUR  
RESOURCES: LEVERAGE  
WOMEN'S COUNCIL OF  
REALTORS & RWORLD TO BUILD  
YOUR BUSINESS"  
(COLLABORATION WITH  
RWORLD)\*
- JANUARY 14TH-17TH: WOMEN'S  
COUNCIL MID-WINTER  
CONFERENCE, ORLANDO (ALL  
MEMBERS ABLE TO ATTEND,  
PART OF YOUR MEMBERSHIP)

### FEBRUARY:

- FEBRUARY 2ND:"MASTERING  
YOUR ONLINE PRESENCE:  
CREATING A CUSTOM, FREE  
"LINK IN BIO" WITH CANVA "
- FEBRUARY 22NS :PMN  
CERTIFICATION
- 5K BARRIER REEF VOLUNTEER

### MARCH:

- MARCH 1ST : WOMEN'S HISTORY  
MONTH- WOMEN'S LEADERSHIP  
IS STRONGER TOGETHER  
(PANEL/FUNDRAISER) \*
- MARCH 5TH AT TIN ROOF: NEW  
MEMBER ORIENTATION & SPEED  
NETWORKING:  
MEMBERSHIP/STRATEGIC  
PARTNERS\*

### APRIL:

- WHAT'S HAPPENING IN YOUR  
OWN BACKYARD "MAYORAL &  
COMMUNITY LEADERS"\*
- WOMEN'S COUNCIL  
NETWORKING ACROSS LINES  
(VIRTUAL)

### MAY:

- NUTS & BOLTS OF REALTORS:  
OG'S AND NEWBIES \*
- MAY 31ST-JUNE 5TH: GLOBAL  
WCR MISSION TO PERU  
(ADDITIONAL COST APPLY)

### JUNE:

- 2025 BOARD OF ELECTIONS
- JUNE 11TH: GOVERNING  
BOARD MEETING (VIRTUAL)

### JULY:

- WOMEN'S COUNCIL  
NETWORKING ACROSS THE  
LINES (VIRTUAL)
- NEW MEMBER ORIENTATION  
& SOCIAL MIXER

### AUGUST:

- MEMBER EVENT: TOP  
PRODUCER PANEL-FINISH  
THE YEAR STRONG &  
BUSINESS PLAN FOR 2025\*
- WOMEN'S COUNCIL  
REALTORS-FLORIDA  
REALTORS CONVENTION &  
EXPO (ALL MEMBERS ABLE TO  
ATTEND, PART OF YOUR  
MEMBERSHIP)

### SEPTEMBER:

- SAFETY IS NON-  
NEGOTIABLE: FASHION  
SHOW COLLABORATION  
WITH RWORLD SAFETY  
COMMITTEE, GUEST  
SPEAKER CARL CARTER JR  
WITH BEVERLY CARTER  
FOUNDATION
- 2025 GALA & STRATEGIC  
PARTNER PACKAGES OPEN  
UP!

### OCTOBER:

- CRA PANEL \*
- WOMEN'S COUNCIL OF  
REALTORS NETWORKING  
ACROSS THE LINES (VIRTUAL)

### NOVEMBER:

- MEMBER & STRATEGIC PARTNER  
LUNCHEON: GRATEFUL &  
THANKFUL
- NOVEMBER 10TH IN ORLANDO:  
WOMEN'S COUNCIL OF  
REALTORS NAR CONVENTION  
MAINE (RECOMMENDED TO  
ATTEND, NOT INCLUDED AS PART  
OF WCR MEMBERSHIP)

### DECEMBER:

- 2025 INSTALLATION GALA
- DEC 6TH: GOVERNING BOARD  
MEETING (VIRTUAL)

WOMEN'S COUNCIL OF REALTORS PALM  
BEACH COUNTY RESERVE THE RIGHT TO  
MAKE CHANGES AS NEEDED.

-TOPICS SUBJECT TO CHANGE

\*\* NOT YET CONFIRMED WITH  
RWORLD/COMMITTEE

\*\*\*GLOBAL WOMEN'S COUNCIL EVENT,  
MUST BE A MEMBER AND EXTRA COST  
APPLY

\*\*\*\*COLLABORATION EVENTS ARE NOT  
WCR PBC EVENTS AND SP BENEFITS DO NOT  
APPLY



## 2024 STRATEGIC PARTNER APPLICATION

**COMPANY NAME:** \_\_\_\_\_

**COMPANY REPRESENTATIVE:** \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

FB PROFILE URL: \_\_\_\_\_

IG PROFILE URL: \_\_\_\_\_

COMPANY REPRESENTATIVE BIRTHDAY (MM/DD) \_\_\_\_\_

**PLEASE SEND HEADSHOT & LOGO WITH APPLICATION TO EMAIL:  
STRATEGICPARTNERS@WOMENSCOUNCILPALMBEACHES.COM**

PARTNERSHIP LEVEL: \_\_\_\_\_ AMOUNT \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

### **PAYMENT OPTIONS:**

**1:** CHECK PAYABLE TO "WOMEN'S COUNCIL OF REALTORS PALM BEACH COUNTY" MAIL TO BONNIE SIERRA, 10205 SOUTHERN BLVD, ROYAL PALM BEACH, FL 33411

**2:** CREDIT CARD PAID THRU QUICKBOOKS INVOICE EMAILED WITH 4% CREDIT CARD FEE APPLIED

**3:** ZELLE: WCRPALMBEACHES@GMAIL.COM, PLEASE STATE "2024 SP COMPANY NAME" EMAIL CONFIRM WITH APPLICATION (NO FEE)

- \*30% NON-REFUNDABLE DEPOSIT DUE BY DECEMBER 31, 2024
- 35% NON-REFUNDABLE DUE BY JANUARY 31, 2024
- 35% FINAL BALANCE DUE BY FEBRUARY 29, 2024