

Women's Council of
REALTORS[®]
Emerald Coast



STRATEGIC PARTNER

→ Opportunities

MEET OUR BOARD & LEADER'S



Heather Blatz
President



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Vice President



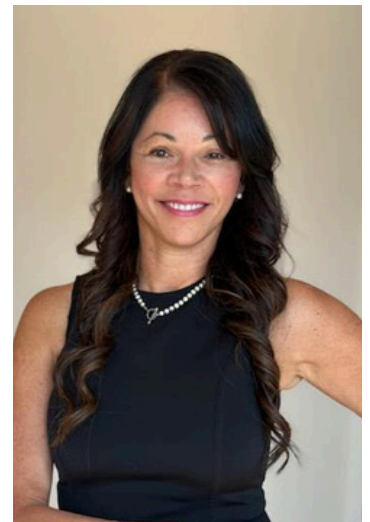
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Membership
Director



Dee Dee Carr
Events
Director



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WE INVITE YOU TO JOIN US

We extend an invitation to collaborate with the Women's Council of Realtors–Emerald Coast 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 Emerald Coast 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.

Heather Blatz

2024 President

Women's Council of Realtors Emerald Coast

OUR MISSION & VISION

MISSION

We are a network of successful REALTORS®, 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® Emerald Coast 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**

STRATEGIC PARTNER BENEFITS 2023	DIAMOND \$4000	PLATINUM \$2500	GOLD \$2000	SILVER \$1500	BRONZE \$1000
Diamond Showcase Table (all events)	✓	✓	✓	✓	
2 Fast Passes	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	
5 Min Spotlight (all events)	✓				
Business Buz Video	✓				
Full Page Digital Bio in Program	✓				
Sponsor a Member Only Social Event	✓	✓			
1/2 Page Digital Bio in Program	✓	✓			
Social Sensation Monthly Post	✓	✓			
Brand Brilliance SM Video	✓	✓	✓		
Company Logo & Link on Network Website	✓	✓	✓		
2 min Quick Tip @ Event	✓	✓	✓	✓	
Swag Bag Mania	✓	✓	✓	✓	
Event Attendee List	✓	✓	✓	✓	
Signage with Company Logo	✓	✓	✓	✓	
Featured on Preferred Vendor List	✓	✓	✓	✓	
Contribute to Realtor Raffle	✓	✓	✓	✓	✓
Use WCR Logo on Marketing	✓	✓	✓	✓	✓
Member Attendees List	✓	✓	✓	✓	✓
Logo in Digital Program	✓	✓	✓	✓	✓
Logo in Slide Show	✓	✓	✓	✓	✓



#LeadersMadeHere

PARTNERSHIP INFORMATION

Partner Representatives

With your partnership, you'll have the privilege of sending two registered representatives to our enriching events each year. Please register both 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 Top Producer's 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 for a nominal fee of \$75 per member, 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 EXCLUSIVE BENEFITS PLUS ALL THAT FOLLOW

SOLD OUT



Our Diamond Partnership is a prestigious and exclusive opportunity that is renewable for a duration of 2 years. This level of sponsorship provides unparalleled benefits and a lasting commitment to our mission and community. After the 2 years, if a new Diamond Partner is not pledged by Sept 30th 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.

2 FAST PASSES

Our diamond sponsors receive an exclusive benefit that truly shines – two Fast Passes to all WCR events, a value of \$400! 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 (excluding galas) taking place within the same year as your membership, and they cannot be carried over to subsequent years.



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 EXCLUSIVE BENEFITS PLUS ALL THE 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: Sunset Cruise, Bowling Event, Fishing Charter, Wine Tour, Happy Hour, Art Night, Dolphin Tour, 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 wcremeraldcoast@gmail.com.



GOLD PARTNER

RECEIVE THESE EXCLUSIVE BENEFITS PLUS ALL THAT FOLLOW

SOLD OUT



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 EXCLUSIVE BENEFITS PLUS ALL THE FOLLOW

SOLD OUT



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.

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

WCR will prominently display sponsor logos on retractable banners at all of our WCR 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.

BRONZE PARTNER

RECEIVE THESE EXCLUSIVE BENEFITS PLUS ALL THAT FOLLOW



CONTRIBUTE TO REALTOR RAFFLE

Sponsors have an opportunity to provide a giveaway at our events that will be raffled to the Realtor Members that are in attendance. By participating in giveaways, businesses can increase their brand visibility, engage with a broader audience, and potentially attract new customers. It's a way to give back to the community while also promoting your products or services to a wider audience.

USE WCR LOGO ON MARKETING

"Use WCR Logo on Marketing" signifies the authorization for businesses or individuals to incorporate the Women's Council of Realtors (WCR) logo in their marketing materials. This logo usage typically implies an affiliation or partnership with WCR and can be a powerful way to convey credibility, trustworthiness, and alignment with the organization's values and goals in marketing efforts. However, it's essential to adhere to WCR's branding guidelines and obtain proper permissions for logo usage to maintain brand integrity and ensure compliance with WCR's policies. Email wcremeraldcoast@gmail.com for a copy of the logo and if you have any questions.



MEMBER ATTENDEES LIST

Providing the "Member Attendees List" to sponsors allows sponsors to gain valuable insights and enhance their engagement at events. By having access to this list, sponsors can identify and connect with specific members, tailor their outreach, and maximize their networking and marketing efforts. It's a valuable resource that fosters meaningful connections between sponsors and members while helping sponsors achieve their business objectives.

LOGO IN DIGITAL PROGRAM AND SLIDESHOW

Featuring your logo in the digital program and slideshow boosts visibility, trust, and brand recognition among event attendees and online audiences.



WE LOOK
FORWARD TO

OUR PARTNERSHIP

WCREMERALDCOAST@GMAIL.COM

[FILL OUT APPLICATION HERE](#)