



**2025 NATIONAL  
STRATEGIC PARTNER  
PROGRAM GUIDE**

[www.wcr.org](http://www.wcr.org)

# Why Women's Council?

Reach Your Target Audience through the Women's Council of REALTORS® National Strategic Partner Program.



With more than 10,000 members, our size and scale allows you to reach highly engaged and organizationally connected members who are business leaders in their communities.



Whether it's income, referrals, political participation, or leadership connectors and influencers, our members consistently outperform their REALTOR® counterparts.



Conference attendees are comprised of network leaders who represent our 250 networks from across the country who will bring back the information to members in their own communities and states.

#LeadersMadeHere



#IAmWomensCouncil

# Our Mission

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

# Women's Council Members:

Are Connectors

Participate as Business Leaders

Earn More

Value our National Strategic Partners



# Women's Council History

The Women's Council of REALTORS® was established in 1938 as the “Women's Division” of the National Association of Real Estate Boards (predecessor to NAR) after leaders witnessed a growth of women working in real estate and increased participation of women at national conventions.

Since its inception, countless dedicated members have served as role models and trailblazers, achieving numerous 'firsts' in the industry and their communities. Their accomplishments have cemented the Council's reputation as a premier organization that cultivates leaders in business and beyond. With a nationwide network of over 10,000 real estate professionals, the Council proudly represents some of the best and brightest in the industry.

The backbone of our organization is a network of 250 state and local Councils, led by dedicated volunteer leaders who are expertly trained to position their groups as vital business resources within their REALTOR® communities.



# Event Dates

## **WISE: Women Inspiring Success and Empowerment**

Part 1: February 20, 2025 | Virtual

Part 2: April 3, 2025 | Virtual

## **Midyear Meeting**

June 3-5, 2025

Washington, D.C.

## **Network 360° Leadership Conference**

August 6-8, 2025

Chicago, IL

## **National Conference**

November 12-16, 2025

Houston, TX

# Event Details

## **WISE: Women Inspiring Success and Empowerment** **Part 1: February 20, 2025 | Part 2: April 3, 2025**

WISE is an emerging leaders program tailored for ambitious real estate professionals ready to elevate their careers. This virtual program empowers participants to become influential leaders in their businesses, networks, teams, and communities.

## **Midyear Meeting** **June 3-5, 2025 | Washington, D.C.**

Connect with 700 business leaders from across the country, who are highly successful in their business, and politically active as well. Meeting includes a full conference education track, high-level networking events, and a marketplace display area for in-depth interaction with attendees.

## **Network 360° Leadership Conference** **August 6-8, 2025 | Chicago, IL**

250 incoming Council Presidents will attend this exclusive and intimate event focused on leadership training. The conference includes networking and interactive opportunities with key Council influencers.

## **National Conference** **November 12-16, 2025 | Houston, TX**

Gain access to 600+ members from across the country; held in conjunction with NAR NXT, The REALTOR® Experience. Meeting includes a full conference education track, installation dinner, high-level networking events, and a marketplace display area for in-depth interaction with attendees.



# Strategic Partnership Opportunities

**Year Long Premium Strategic Partner - \$25,000**

Includes all 4 major national meetings



- Tabletop during Women's Council Marketplace
- Premium signage onsite at events (to include: Banners, PowerPoint Slides)
- Up to 4 ad spaces strategically placed in Women's Council REConnect eNewsletter (Circulation 13,000)
- Up to 4 sponsored content articles in Women's Council REConnect eNewsletter (Circulation 13,000)
- Two social media postings per month on Women's Council pages
- Opportunity to drop printed materials on chairs for attendees
- Corporate logo on wcr.org, digital program and marketing emails
- Council to send one co-branded email on behalf of partner in either a pre OR post-conference communication to attendees
- Premium recognition in one of the daily emails sent to registrants of the Midyear Meeting & National Conference
- Branded napkins at one reception per in-person event
- 3 Complimentary Registrations to each conference - WISE, Midyear Meeting, Network 360, National Conference





## Add Ons Exclusive to Premium Partners:

### \$3,000

- Add a **snack/hors d'oeuvre** at your marketplace table during a Reception. (limited based on hotel menu items)

### \$2,500

- **Exclusive lanyard sponsor** - Cobrand your corporate logo, and the Women's Council logo on a lanyard given to all Women's Council registrants at one of our in-person conferences.

### \$2,500

- **Exclusive tote bag sponsor** - Cobrand your corporate logo, and the Women's Council logo on a tote bag given to all Women's Council registrants at one of our in-person conferences.

# Strategic Partnership Opportunities



**Spotlight Session: \$10,000 + Speaker Fees**

**Education + Networking all in 1 space sponsored by your company!**

- Tabletop during Women's Council Marketplace
- Signage onsite
- Up to 2 ad spaces strategically placed in Women's Council REConnect eNewsletter (Circulation 13,000)
- One sponsored content article in Women's Council REConnect eNewsletter (Circulation 13,000)
- 2 Social Media postings on Women's Council Pages
- Council to send one co-branded email on behalf of partner in either a pre OR post-conference communication to attendees.
- Corporate logo on wcr.org, digital program, and marketing emails
- Gobo onsite in networking & education space
- Branded napkins at snack and drink station
- Exclusive host to snack break just before or after education session.
- Limited to 1 Strategic Partner per event (only at Midyear Meeting/National Conference)
- 3 Complimentary WCR Only Registrations

# Strategic Partnership Opportunities

## Reception Partner: \$8,000

- Tabletop during Women's Council Marketplace
- Signage onsite
- Remarks at reception
- Up to 2 ad spaces strategically placed in Women's Council REConnect eNewsletter (Circulation 13,000)
- One sponsored content article in Women's Council REConnect eNewsletter (Circulation 13,000)
- 2 Social Media postings on Women's Council Pages
- Corporate logo on wcr.org, digital program, and marketing emails
- Corporate logo to be printed on reception tickets
- Limited opportunity (only at Midyear Meeting or National Conference)
- 2 Complimentary Registrations

## Event Partner: \$5,000

- Tabletop during Women's Council Marketplace
- Signage onsite
- Up to 2 ad spaces strategically placed in Women's Council REConnect eNewsletter (Circulation 13,000)
- 2 Social Media postings on Women's Council Pages
- Corporate logo on wcr.org, digital program, and marketing emails
- Limited opportunity (only at Midyear Meeting or National Conference)
- 2 Complimentary Registrations

## Conference WiFi Partner: Pricing is dynamic based on location

Take your brand to the next level by becoming the exclusive WiFi Sponsor at our conference! Your sponsorship ensures attendees stay connected throughout the event. This high-visibility opportunity places your brand at the center of the conference experience, offering ongoing exposure to a dynamic audience of industry leaders and decision-makers.

# Virtual Strategic Partnership Opportunities

Can't make it to our live events? We've got you covered!

## Virtual Strategic Partner: \$5,000

## Webinar Sponsor: \$5,000

Get your brand in front of Women's Council members for a 6-month timeframe!

- Up to 3 ad spaces strategically placed in Women's Council REConnect eNewsletter (Circulation 13,000)
- Logo on the bottom of Roadmap for Leaders Newsletter for 6 months (Circulation to all of our nationwide leaders 1,700)
- One sponsored Content Article in REConnect eNewsletter (Circulation 13,000)
- 4 social media postings

Host a series of educational Webinars for Women's Council members!

- Exclusive host to 2 education Webinars
- Up to 3 ad spaces strategically placed in Women's Council REConnect eNewsletter (Circulation 13,000)
- Logo on the bottom of Roadmap for Leaders Newsletter for 2 months (Circulation to all of our nationwide leaders 1,700)
- 2 social media postings

Webinar content must be educational in nature.

# Leadership Development Sponsors

Your company can engage in the Women's Council's robust leadership development opportunities by selecting from the following options. Alternatively, you can collaborate with us to create a custom package tailored to your needs—all while supporting leadership growth for Women's Council members.





## Performance Management Network (PMN)

### Designation Partner - \$10,000

Limited to 1 Strategic Partner annually

- Sponsor a series of PMN Courses for our members working towards the designation
- Your company will have a variety of branding opportunities, whether the course is held virtually or in person at one of our conferences. Partner will work closely with staff on marketing opportunities throughout the year
- Up to 4 ad spaces strategically placed in Women's Council REConnect eNewsletter (Circulation 13,000)
- Up to 4 sponsored content articles in Women's Council PMN eNewsletter (Circulation 1,000)
- 6 Social Media postings on Women's Council PMN Facebook Groups
- Corporate logo on wcr.org
- Corporate logo in marketing emails for courses



## National Candidate Training Partner - \$20,000

Limited to 1 Strategic Partner annually

**Become the exclusive partner of our National Leadership Candidate Bootcamp**, an intensive training designed for the Women's Council of REALTORS® 2026 National Candidates. This high-impact event, led by expert facilitators, focuses on the leadership priorities of the Women's Council and equips candidates to navigate the campaign experience with integrity, collaboration, and excellence.

As a Bootcamp Partner, you'll play a pivotal role in fostering a sense of teamwork and camaraderie among the candidates, encouraging them to view one another as allies rather than competitors. Together, they'll develop a Campaign Credibility Code, setting a standard for campaign conduct that embodies the Women's Council's positive and empowering culture.

Women's Council is a cornerstone of leadership training in organized real estate, and our cutting-edge and immersive training for National Candidates for office and elected position is your chance to support the development of women leaders.



## Exclusive Network 360 Leadership Reception Sponsor

Limited to 1 Strategic Partner annually

Become the exclusive sponsor of an off-site reception in Chicago during our Network 360 Leadership Conference.

This premier event provides a unique opportunity to connect with all 250 network leaders, offering unmatched visibility and impactful sponsorship engagement. As a sponsor, you'll gain direct access to key decision-makers and influencers across our Networks, maximizing your exposure and fostering meaningful connections within this vibrant community.

Dynamic pricing based on location chosen.



# Contact

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To discuss the **Marketing and Partnership** opportunities, please contact:

Jillian Thomas  
Director, Marketing & Communications  
jthomas@wcr.org  
(312) 300-3272

The logo for the Women's Council of REALTORS® is displayed in white text on a dark blue background. It features a vertical white bar to the left of the text. The words "Women's Council of" are in a smaller, serif font, and "REALTORS" is in a larger, bold, serif font. A registered trademark symbol (®) is located at the end of the word "REALTORS".

Women's Council of  
**REALTORS**®