

Women's Council of
REALTORS[®]
Emerald Coast



2025
STRATEGIC PARTNER

→ Opportunities

MEET OUR BOARD & LEADERS



Joyce Serina
President



Wanda Jackson
President Elect



DeeDee Carr
First Vice President



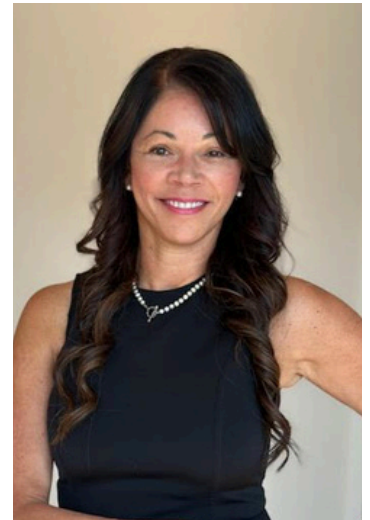
Diyana Rosas
Treasurer



Amber Carpenter
Membership
Director



Mary Ann Troiano
Events
Director



Amanda Dahl
Strategic Partner
Liason



WE INVITE YOU TO JOIN US

We extend an invitation to collaborate with the Women's Council of Realtors–Emerald Coast in 2025. 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.

Joyce Serina

2025 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.



2025 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.

Partnership opportunities are LIMITED to 3 at Diamond & 10 at all other levels

STRATEGIC PARTNER BENEFITS 2025	DIAMOND \$4000	PLATINUM \$2500	GOLD \$2000	SILVER \$1500	BRONZE \$1000
Diamond Showcase Table (all events)	✓				
2 Fast Passes	✓				
5 Min Spotlight Presentation(all events)	✓				
Business Buzz Video	✓				
Full Page Digital Ad & QR Code in Linktree	SOLD-OUT				
Member Social Exclusive Event partner	✓	✓			
1/2 Page Digital Ad & QR Code in Linktree	✓	✓			
Event Attendee List	✓	✓			
2 Minute Quick Tip Presentation (1 event)	✓	✓	✓		
Partner Highlight in Email (2 emails)	✓	✓	✓		
Promotional Item Handouts at Events	✓	✓	✓	✓	
Partner Highlight in Email (1 email)	✓	✓	✓	✓	
Partner Special Featured on Linktree	✓	✓	✓	✓	
Social Media Shoutout	✓	✓	✓	✓	
Logo on 2025 Pop Up Banner	✓	✓	✓	✓	
March Business Expo Table	✓	✓	✓	✓	✓
Digital Ad & QR Code in Linktree	✓	✓	✓	✓	✓
Name & Logo on Event Slideshow	✓	✓	✓	✓	✓
Contribute to Realtor Raffle at Events	✓	✓	✓	✓	✓
Name & Logo on WCR Emerald Coast Website	✓	✓	✓	✓	✓



#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, 2025. 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 partnership level for the upcoming year. The Diamond level has a limit of 2 years.

Opportunity for Advancement

Beginning on October 1 and continuing until October 15, 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 October 15, 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



Our Diamond Partnership is a prestigious and exclusive opportunity that is renewable for a duration of 2 years. This level of partnership 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 December 31st of that year, the previous year or past Diamond Partner may apply.

DIAMOND SHOWCASE TABLE

At our WCR events, we provide a unique opportunity for our Diamond partners to shine. Our Diamond showcase table 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 partners 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.



5 MINUTE SPOTLIGHT PRESENTATION

Exclusive opportunity for businesses to elevate their brand at WCR events. As a Diamond partner, you will receive premium recognition and visibility, including a prestigious five-minute spotlight presentation during every event. This dedicated time allows you to showcase your business, share your services, and connect with a targeted audience of industry professionals and decision-makers.

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 AD & QR CODE IN LINKTREE

Get ready to make a lasting impression with your "Full Page Digital Ad" and QR Code featured prominently in our Linktree! This is your opportunity to showcase your business, achievements, and expertise in a captivating digital format. Your ad 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 ad 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



MEMBER SOCIAL EXCLUSIVE EVENT PARTNER

Elevate your brand presence and create a memorable experience by partnering an "Exclusive Social Event." This is your chance to take center stage, providing our members and guests with a delightful and exclusive gathering. Your partnership 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 AD & QR CODE IN LINKTREE

Make a lasting impression with a half-page digital ad and QR code featured in our Linktree! This captivating digital format offers a unique opportunity to showcase your business to our members. With just a scan, members can instantly access your website, learn more about your business, and connect with you directly. It's a powerful tool to enhance your visibility, build valuable relationships, and strengthen your presence within our WCR community.



EVENT ATTENDEE LISTS

As a valued partner, you will receive exclusive access to our event attendee list, giving you a unique opportunity to connect directly with our engaged and influential audience. This list includes contact information for all attendees, allowing you to follow up with potential clients, partners, or collaborators after the event. It's a powerful way to extend your brand's reach beyond the event itself, helping you build meaningful relationships and maximize your partnership investment.



GOLD PARTNER

RECEIVE THESE BENEFITS PLUS ALL THAT FOLLOW



2 MIN QUICK TIP

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 you as a credible resource.

PARTNER HIGHLIGHT IN EMAIL - 2 EMAILS

Your business will be prominently featured in an email sent to all of our members and strategic partners. This spotlight email will highlight your brand, services, and any special offers you'd like to share, giving you direct exposure to a highly targeted audience of industry professionals and decision-makers. With your business front and center, this is an excellent way to boost visibility, generate interest, and strengthen your connections within our network.

PROMOTIONAL ITEM HANDOUTS AT EVENTS

Opportunity to distribute your branded promotional items directly to attendees, putting your business in their hands—literally. Whether it's a useful giveaway or a memorable keepsake, your promotional items help create a lasting impression long after the event ends. This is a powerful way to increase brand awareness, build goodwill, and ensure your business stays top-of-mind with event attendees, creating valuable connections in a personal and tangible way.



SILVER PARTNER

RECEIVE THESE EXCLUSIVE BENEFITS PLUS ALL THAT FOLLOW

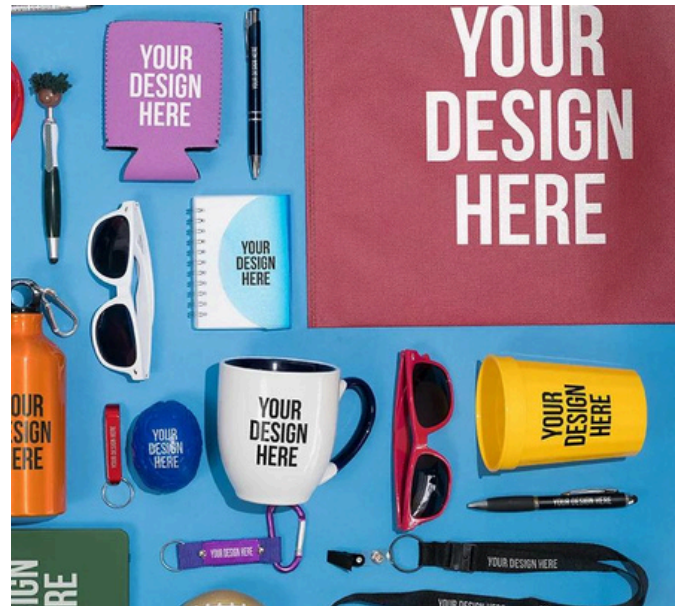


PARTNER HIGHLIGHT IN EMAIL - 1 EMAIL

Your business will be prominently featured in an email sent to all of our members and strategic partners. This spotlight email will highlight your brand, services, and any special offers you'd like to share, giving you direct exposure to a highly targeted audience of industry professionals and decision-makers. With your business front and center, this is an excellent way to boost visibility, generate interest, and strengthen your connections within our network.

PARTNER SPECIAL FEATURED ON LINKTREE

Your business will have the opportunity to feature a special promotion or offer on our Women's Council Linktree, providing direct visibility to our members and followers. This prime placement allows users to easily access your special offer with just a click, driving traffic to your website or services. It's an effective way to engage with our audience, attract new clients, and strengthen your brand's presence within our community. By leveraging this digital space, you can highlight your business in a way that's convenient and highly accessible to our network.



SOCIAL MEDIA SHOUTOUT

Your business will receive a dedicated social media shout-out across our Women's Council platforms, putting your brand in front of a wide and engaged audience. This recognition not only highlights your support but also amplifies your visibility to our network of real estate professionals, industry partners, and potential clients. Through these posts, your brand will be showcased with personalized messaging and direct links to your business, providing an excellent opportunity to increase online engagement, drive traffic, and strengthen your presence within the community.

LOGO ON 2025 POP UP BANNER AT ALL EVENTS

Your logo will be prominently displayed on a pop-up banner at all Women's Council events, ensuring continuous visibility throughout the year. This banner will be strategically placed in high-traffic areas, providing maximum exposure to our attendees, including industry leaders, members, and partners. By featuring your logo on event signage, you'll strengthen your brand presence, create a lasting visual impact, and align your business with a respected organization in the real estate community. It's a powerful way to enhance recognition and build credibility with a targeted audience.

BRONZE PARTNER

RECEIVE THESE EXCLUSIVE BENEFITS PLUS ALL THAT FOLLOW



MARCH BUSINESS EXPO BOOTH

Opportunity to secure a dedicated booth at the annual Women's Council Business Expo. This popular event allows your organization to showcase its products and services to a diverse audience of real estate professionals, entrepreneurs, and business leaders, facilitating valuable connections and networking. By participating in this event, you can enhance your brand's visibility while demonstrating your commitment to empowering women in real estate. Engaging with attendees at the expo not only helps share your mission but also opens the door to collaboration opportunities that can lead to lasting partnerships within the real estate community.

DIGITAL AD & QR CODE IN LINKTREE

Make a lasting impression with a digital ad and QR code featured in our Linktree! This captivating digital format offers a unique opportunity to showcase your business to our members. With just a scan, members can instantly access your website, learn more about your business, and connect with you directly. It's a powerful tool to enhance your visibility, build valuable relationships, and strengthen your presence within our WCR community.

NAME & LOGO ON EVENT SLIDESHOW

Your business name and logo will prominently appear on the slideshow at our Women's Council events and be announced according to your sponsorship level, ensuring consistent visibility throughout the year. Displayed on a large screen, the digital slideshow provides maximum exposure to our attendees, including industry leaders, members, and partners. Featuring your logo on event signage will strengthen your brand presence, create a lasting visual impact, and align your business with a respected organization in the real estate community. This approach powerfully enhances recognition and builds credibility with a targeted audience.

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.

NAME & LOGO ON WCR EMERALD COAST WEBSITE

Your company name and logo will be featured on our network's website! This prime placement will enhance your brand visibility. It's a fantastic opportunity to showcase your business, connect with our audience, and bolster your online presence within our network.



WE LOOK
FORWARD TO

OUR PARTNERSHIP

WCREMERALDCOAST@GMAIL.COM

[FILL OUT APPLICATION HERE](#)