



**2024**  
**STRATEGIC PARTNER**  
*Opportunities*

**#LeadersMadeHere**

**The 2024 State  
Leadership Team**



**Dinorah Guerra - President**



**Natalie Derrick - President Elect**



**Katherine Sakkis - Treasurer**



**Denise Bibeau - 1st Vice President**



**Charmaine Hickey - State Liaison**

**2024 District Vice Presidents**



**Kesha Anderson**



**Chris Cortes**



**Stephanie Haave**



**Melissa Kehres**



**Shawnie Marjama**



**Candi Miles**



**Noris Roche**



**Mindy Rovillo**



**Rene Smith**



**Yvonne Torsok**



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

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**Dear Future Partner:**

**Welcome to the exciting prospect of becoming a Strategic Partner for the Women's Council of REALTORS® Florida in 2024. With a robust network of over 1700+ members across Florida, many of whom hold prominent roles in local associations, the Florida REALTORS®, and other elected positions, we thrive on mutual support.**

**We are actively seeking partners like you to join us as State Strategic Partners for the upcoming year. Our partners gain access to a wealth of marketing and networking opportunities. Within this package, you'll discover various ways to collaboratively promote your brand alongside the Women's Council brand.**

**On behalf of our membership and the State Leadership team, we extend a warm invitation for you to align with the Women's Council of REALTORS® Florida and contribute to nurturing the next generation of business leaders. Your support and consideration are greatly appreciated. Together, we anticipate achieving remarkable success in 2024.**

**Sincerely,**

**Dinorah Guerra  
2024 President  
Email: d@resf.com  
Phone: 305-305-0300**



## **STRATEGIC PARTNER BENEFIT AND RECOGNITION PROGRAM**

### **EDUCATION SESSIONS AND INDUSTRY EVENTS**

- Recognized at all education sessions and industry events at both state networks and local networks
- Top three tiers include logo show cased in the state step and repeat (and/or Zoom background for online meetings)
- Virtual member meetup (vary depending upon sponsorship level)

### **WOMEN'S COUNCIL OF REALTORS<sup>®</sup> FLORIDA MEETINGS**

- Sponsorship level prominently featured\* at State meetings.
- Tickets to Installation, Awards and Partner Receptions, vary per sponsorship level

### **WOMEN'S COUNCIL OF REALTORS<sup>®</sup> FLORIDA WEBSITE ([www.wcrflorida.com](http://www.wcrflorida.com))**

- Status prominently featured on Network website with a link to Strategic Partner's website (vary depending upon sponsorship level)

### **WOMEN'S COUNCIL OF REALTORS<sup>®</sup> FLORIDA LOCAL NETWORK**

- Recognition at all 28 local network events and meetings throughout the state
- Partners are encouraged to attend and become involved in local network events.

### **SOCIAL MEDIA**

- Member Spotlight Recognition (vary depending upon sponsorship level)
- All levels include opportunity to provide a post for our State Facebook Page
- Partnership levels displayed on State Network Facebook Page and group page

### **EMAIL RECOGNITION**

- Email recognition on State Leadership correspondence



	<b>Diamond \$7500</b>	<b>Platinum \$5000</b>	<b>Gold \$2500</b>	<b>Silver \$1500</b>	<b>Bronze \$1000</b>
<b>Recognition at all State Events</b>	Y	Y	Y	Y	Y
<b>Recognition at all Local Network Events (Currently 28 Networks)</b>	Y	Y	Y	Y	Y
<b>Partner Level Banners</b>	Logo	Logo	Logo	Name Only	Name Only
<b>Logo displayed on Step and Repeat &amp; Zoom Template</b>	Y	Y	Y	N	N
<b>Logo in Quarterly Newsletter</b>	Y	Y	Y	N	N
<b>State Website</b>	Logo/Link	Logo/Link	Logo	Name Only	Name Only
<b>Member Spotlight Recognition</b>	Y	Y (rotates monthly)	N	N	N
<b>Included in State Email Correspondence</b>	Y	Y	Y	Y	Y
<b>Virtual Member Meetup</b>	2	1			
<b>Convention Tables</b>	Jan/August	Jan/August			
	<b>January Convention</b>	<b>January Convention</b>			
<b>Speaking Time</b>	2 Min	1 Min			
<b>GOBOs During Installation</b>	Y	Y			
<b>Installation Tickets**</b>	4	2	1		
<b>Awards Ceremony Tickets**</b>	2	2	1		
<b>Installation Recognition**</b>	Y	Y	Y	Y	Y
<b>Awards Recognition**</b>	Y	Y	Y	Y	Y
	<b>August Convention</b>	<b>August Convention</b>			
<b>Speaking Time</b>	2 Min	1 Min			
<b>Partner Reception Tickets</b>	2	2	1		

\*\*If Awards Ceremony is held separately from Installation

## The Women's Council Brand

- > Conveys *professionalism*
- > One of the most recognized brands in the real estate industry
- > Historic - founded in 1938

## Mission Statement

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



## Core Values

### PROFESSIONAL CREDIBILITY

Members of the Women's Council of REALTORS® are career professionals who operate based on a shared value system of integrity and respect, and a commitment to excellence and continuous development.

### THE POWER OF COLLABORATION

Success in business today is achieved through positive, productive collaboration. The Women's Council of REALTORS® provides an environment in which members support each other and work together to achieve personal growth and business success.

### LEADERSHIP

Every business, industry and community needs business who can inspire others and effect positive change. Through the Women's Council of REALTORS®, members can discover and develop their authentic leadership style, apply new found leadership skills, and pursue leadership opportunities across all areas of their personal and professional lives.

### INFLUENCE

Positive change comes from greater inclusion of women's perspectives in positions of influence in the real estate industry and in the broader community.

### OPPORTUNITY

The Council member network is enriched by embracing the full diversity of our industry, and the opportunity to contribute different experiences, ideas and perspectives.

## Vision Statement

Vision Statement: The Women's Council of REALTORS® is recognized as the voice for women in real estate, and the premier source for the development of leaders in the industry, organized real estate and beyond.

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# ADDED VALUE

## Promotional Component



**"MEMBER OF THE MONTH"**  
(Diamond Tier Exclusivity,  
Once Monthly)



**"LEADER OF THE MONTH"**  
(Diamond Tier Exclusivity,  
Once Monthly)



**"REALTOR TIPS"**  
(Diamond Tier Exclusivity,  
Once Monthly)

Logo Added for Top 3 Tiers:  
**QUARTERLY NEWSLETTER**  
**STEP + REPEAT BANNER**  
**BOMB BOMB FOOTER**  
**ZOOM BACKGROUND**



**"HAPPY BIRTHDAY"**  
**Logo Added for Top 2 Tiers:**  
**(Rotates Monthly)**





# 2024 STRATEGIC PARTNER OPPORTUNITIES

PLEASE CHOOSE DESIRED LEVEL

Diamond \$7,500	Platinum \$5,000	Gold \$2,500	Silver \$1,500	Bronze \$1,000

Company Name:

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Contact Representative:

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Contact Phone Number:

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Authorized Signature of Party Responsible for Payment:

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Email to Send Invoice:

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Please fill out this form and email to: Lisa Pownall [lisap@lisapownall.com](mailto:lisap@lisapownall.com). An invoice for your sponsorship level will be sent once you confirm your commitment. Promotional component is on a first come, first serve basis. Commitment and payments must be received no later than **Dec 15, 2023** in order to be included on printed collateral such as our State banners.