



# 2020 Strategic Partner Program Information and Application

## Mission of Women's Council of REALTORS®

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

*Service providers wanting to reach business decision makers in the real estate industry look to the Women's Council of REALTORS®. Our size and scale allows you to reach highly engaged and organizationally connected members who are business leaders in their communities.*

[WCRBaltimoreMD.org](http://WCRBaltimoreMD.org)

## Meet our 2020 Leadership Team

Shelia Williams, President

Brenda Kasuva, President Elect

Tiffany Harris, Secretary

Ana Ferguson, Treasurer

Nakia Evans, Director of Programs

Hope Mims, Director of Membership



Our website address is

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

You may contact us by email at [WomensCouncilBaltimore@gmail.com](mailto:WomensCouncilBaltimore@gmail.com)

or

Text/Voicemail at 443-353-9264.

You may FIND us on social media websites using (hashtag) **#WCRBaltimoreMD**

We post on Women's Council Instagram, Facebook and Twitter weekly.

All our events are listed on our website and [www.WCRBaltimoreMD.eventbrite.com](http://www.WCRBaltimoreMD.eventbrite.com)



## New Strategic Partner Opportunity

Dear Friends of WCR,

Women's Council of REALTORS are highly successful, professional REALTORS who earn more than two times the average REALTOR, are generally in business 25% longer than the average REALTOR, generate an average of 50% of real estate business from referrals and have a 'referral mindset'. REALTORS join Women's Council to build productive professional relationships, build and access a network of professional expertise they can leverage for their clients and to continue to grow personally and professionally as top business leaders.

Our Greater Baltimore Network is proud to introduce our 2020 Strategic Partner Program. We believe that by building a strong base of REALTOR members and incorporating well respected Strategic Partners, all members of WCR will have access to a broader base of successful professionals in the industry at business resource meetings and events.

Our Strategic Partners are affiliated companies who will provide REALTORS with their expertise and services in pursuit of a mutual goal—to help clients buy and sell homes. As a Strategic Partner, you will help REALTORS be more successful, strengthen our network and be the experts that provide better service to our clients. In addition, you will be able to choose a level that suits your marketing budget and goals. These benefits will provide many ways for you to be visible to REALTORS and their clients as well as opportunities to build productive relationships. You will also be able to showcase your products and services in addition to your experience and expertise. Our Strategic Partners have the opportunity to become an indispensable part of the REALTOR's professional network of experts to better serve their clients.

One of the biggest advantages of this program is that when we host events, we won't be calling for your sponsorship because you will already be our Strategic Partner. Thank you so much for your support! Without you, we could not provide our membership with all the valuable programs and networking opportunities that we will present throughout the year.

Respectfully,

*2020 Women's Council of REALTORS Greater Baltimore Network*



## Annual Strategic Partnership Opportunities

Benefits	Platinum \$2,000	Gold \$1,200	Silver \$600	Bronze \$300	Single Event Sponsor \$250	Vendor Expo \$100 *	National Affiliate Member \$179
Featured Strategic Partner at All Meetings/Events.	X						
Complimentary tickets to ALL programs during the year.	2 Tickets	1 Ticket					
Networking opportunities prior to our meetings, programs & presentations.	X	X	X	X	X		X
Opportunity to promote and advertise your Company through our newsletter or social media sites.	X	X	X	X	X		
Social Media Recognition Posts	Biweekly	Monthly	Quarterly	Semi-Annually	Once	Once	
Promote and advertise your Company on our Website w/name and logo.	X	X	X	X	X	X	
Place your info in our Sponsor Pamphlet that we leave at the tables at each meeting.	X	X	X				
Display your Company information (including pamphlets, business cards, pens, etc.) at our Sponsor Table; set up at each meeting.	X	X					
PowerPoint recognition at Network meeting/event (if available)	X	X	X	X	X		
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<b>Benefits</b>	<b>Platinum \$2,000</b>	<b>Gold \$1,200</b>	<b>Silver \$600</b>	<b>Bronze \$300</b>	<b>Single Event Sponsor \$250</b>	<b>Vendor Expo \$100 *</b>	<b>National Affiliate Member \$179</b>
Opportunity to give a short introduction about you and your company/products. (2 minutes) Date To be Determined by WCR Board.	2 Meetings	2 Meetings	1 Meeting	1 Meeting	1 Meeting	At Expo	
Opportunity to Lead the Pledge of Allegiance or provide the Inspiration	Quarterly	Quarterly					
Opportunity to write an article on what is happening in your field of business that we may feature on our Facebook page	x	x					
Live Link to your company/business URL on our Network's website	x	x					
Display of company's banner at Network meeting/event**	x						
Opportunity to Add Novelty Gift in New Members Gift Bag	x	x	x				
Mailing list of Network members	x	x					
Attends events at member rate			x	x	x		x
(1) Complimentary REALTOR Guest at events/meetings	All Meetings	Three Meetings	Two Meetings	Two Meetings	One Meeting		
Opportunity to Attend WCR Board Meetings	x	x					x
Opportunity for Elected/Appointed WCR Leadership Position (Treasurer or Membership Director only)							x
May Serve on Project Teams	x	x	x	x			x
Vendor Expo Table & Event Registration *						x	

**\*\*Strategic Partner must supply and install their own banner on day of event. \*One-time, separate fee for Vendor's Expo Table event. Not included with any other sponsorship. This event is a Fundraiser.**



## Platinum Level \$2,000.00

YES, I would like to sponsor at a fee of \$2,00.00

Your Name: \_\_\_\_\_

Company: \_\_\_\_\_

### *Key Benefits:*

- "Featured Strategic Partner" at all meetings & events
- Two complimentary tickets to all programs during the year including our Annual Fundraiser and/or Installation Dinner, if scheduled.
- Networking opportunities prior to our meeting program presentations.
- You will be offered an opportunity to write an article on what is happening in your field of business (this is optional). The article will be featured in our newsletter and on social media. ?
- Promote and advertise your Company on our Website w/name and logo. ?
- Place your name, company, phone and e-mail in our Sponsor Pamphlet which is placed on the tables at each meeting.
- Display of company's banner at Network meetings/events. *\*\*Strategic Partner must supply and install their own banner on day of event.*
- Display your company information (including pamphlets, business cards, pens, etc.) at our Sponsor Table, set up at each meeting. ?
- You will have the opportunity to give a short introduction about you and your company (2 minutes) at all of our meetings & events. ?
- You will be offered an opportunity to Lead the Pledge of Allegiance or to provide the Inspiration at a monthly program. (Quarterly)
- You will have the ability to link your company/business URL link on our website.

**BE SURE TO FILL OUT THE STRATEGIC PARTNER WORKSHEET AND RETURN THIS PAGE WITH A BUSINESS CARD**



## Gold Level      \$1,200.00

YES, I would like to sponsor at a fee of \$1,200.00

Name: \_\_\_\_\_

Company: \_\_\_\_\_

### *Key Benefits:*

- One complimentary ticket to all programs during the year including our Annual Fundraiser and/or Installation Dinner, if scheduled.
- Networking opportunities prior to our meeting program presentations.
- You will be offered an opportunity to write an article on what is happening in your field of business (this is optional). The article will be featured in our newsletter and on social media. ☒
- Promote and advertise your Company on our Website w/name and logo. ☒
- Place your name, company, phone and e-mail in our Sponsor Pamphlet which is placed on the tables at each meeting.
- Display your company information (including pamphlets, business cards, pens, etc.) at our Sponsor Table, set up at each meeting. ☒
- You will have the opportunity to give a short introduction about you and your company (2 minutes) at two of our meetings & events. (to be determined by the WCR Board)
- You will be offered an opportunity to Lead the Pledge of Allegiance or to provide the Inspiration at a monthly program. (Quarterly)
- You will have the ability to link your company/business URL link on our website.

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**Silver Level      \$600.00**

YES, I would like to sponsor at a fee of \$600.00

Name: \_\_\_\_\_

Company: \_\_\_\_\_

*Key Benefits:*

- Attend all programs and events at the membership fee.
- Networking opportunities prior to our meeting program presentations. [?]
- Promote and advertise your Company on our Website w/name and logo. [?]
- Place your name, company, phone and e-mail in our Sponsor Pamphlet which is placed on the tables at each meeting.
- Display your company information (including pamphlets, business cards, pens, etc.) at our Sponsor Table, set up at each meeting. [?]
- You will have the opportunity to give a short introduction about you and your company (2 minutes) at one of our meetings & events. (to be determined by the WCR Board)

[?]

[?] [?]

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Bronze Level      \$300.00

YES, I would like to sponsor at a fee of \$300.00

Name: \_\_\_\_\_

Company: \_\_\_\_\_

*Key Benefits:*

- Attend all programs and events at the membership fee.
- Networking opportunities prior to our meeting program presentations.
- Promote and advertise your Company on our Website w/name and logo. [?]
- Display your company information (including pamphlets, business cards, pens, etc.) at our Sponsor Table, set up at each meeting. [?]
- You will have the opportunity to give a short introduction about you and your company (2 minutes) at one of our meetings & events. (to be determined by the WCR Board)
- *Note, there may be up to 3 sponsors per event.* [?]

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Single Event Sponsorship Opportunity \$250.00

- YES, I would like to sponsor a Single Event for a fee of \$250.00

Name: \_\_\_\_\_

Company: \_\_\_\_\_

*Key Benefits:*

- Attend the sponsored event for FREE. (Attend all other events at guest's fee.)
- Networking opportunities prior to our program
- Place your name, company, phone and e-mail in our Sponsor Pamphlet which is placed on the tables at the sponsored event.
- Sponsor's table/display area at the sponsored event.
- You will have the opportunity to give a short introduction about you, your company or products at the sponsored event. (2-minutes)☒
- *Note, there may be up to 3 sponsors per event.*

National Affiliate Membership \$179.00

- YES, I would like an Affiliate WCR Membership. The annual dues are \$179.00

Name: \_\_\_\_\_

Company: \_\_\_\_\_

*Key Benefits:*

- Renews each January.
- Attend all events at membership fee. No Sponsor Benefits.
- Local, State & National WCR Membership.
- Must be a current Member of a Local Maryland REALTOR Association.
- You may also choose the opportunity to Sponsor a Single Event (i.e. Holiday Party, Happy Hour, Cocktail Parties, Luncheon or a Fashion Show.) and/or Register for a Vendor Expo Table at the rates listed.

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## Vendor Expo Table & Event Partner \$100.00-\$150.00


**\*\* SPECIAL EVENT ONLY \*\***

**One-time, separate fee for Vendor's Expo Table event.**

YES, I would like to exhibit at the WCR Greater Baltimore Vendor Expo for a fee

Name: \_\_\_\_\_

Company: \_\_\_\_\_

- Vendor's Table/Booth, Free Food & Beverage during our Vendor's Expo event. (for one)
- Promote and advertise your Company on our Website w/name and logo.
- Social Media Post & Recognition.
- This is separate from the Strategic Partner sponsorship or affiliate level membership.
- You may choose to upgrade later or choose another opportunity to Sponsor an additional Special Event (i.e. Holiday Party, Happy Hour, Cocktail Parties, Luncheon or a Fashion Show. Contact [womenscouncilbaltimore@gmail.com](mailto:womenscouncilbaltimore@gmail.com) for more info.) 

*\*\*Note: One-time, separate fee for Vendor's Expo Table/event is not included with any other sponsorship. This event is a fundraiser.*

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## Strategic Partner Worksheet

Company Name: \_\_\_\_\_

Website: \_\_\_\_\_ (as it should appear in print & online/social media)

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone/Text: \_\_\_\_\_

Name of Additional company representative who may attend events: \_\_\_\_\_

Referred by: \_\_\_\_\_ ( ) WCR Member ( ) REALTOR ( ) Other

Strategic Partner Level: \_\_\_\_\_

**\*Please send your company logo & headshot and your website link to:**  
womenscouncilbaltimore@gmail.com immediately so we can update our systems.  
*(JPG files, please)*

Please make checks payable to: WCR Greater Baltimore. Mail to: Nakia Evans, WCR Greater Baltimore, 1954 Greenspring Drive, Suite 100, Timonium, MD 21093.

We also accept credit card payments via PayPal (Please contact us for an online invoice.)

Method of Payment: \_\_\_ Check \_\_\_ Credit Card via Paypal \_\_\_ Paypal account

Questions? Text us at 443-353-9264 or email [womenscouncilbaltimore@gmail.com](mailto:womenscouncilbaltimore@gmail.com)

**WCR USE ONLY:**

Logo Rcv'd \_\_\_\_\_ Website Rcv'd \_\_\_\_\_ Strategic Partner Pin issued \_\_\_\_\_ WCR Website updated \_\_\_\_\_

Welcome New Members Gifts Rcv'd \_\_\_\_\_ WCR Mailing Labels sent \_\_\_\_\_ Social Media Recognition \_\_\_\_\_

Project Team/s \_\_\_\_\_ Event Sponsorship Dates \_\_\_\_\_