



Florida State Chapter

Thank you for your interest in becoming a State Sponsor of the Florida State Chapter of Women's Council of REALTORS®

It is a pleasure to invite you to become a State Sponsor of the Florida State Chapter of Women's Council of REALTORS® (WCR). We offer the following information so that you may become familiar with and appreciate the value of our sponsorship opportunities.

Our WCR Florida State Chapter is the largest in the country. We have over 2000 members who are in the real estate industry. Many of our members are in leadership positions in their local boards and in the Florida Association of REALTORS®. In addition, the Florida State Chapter has provided three National Presidents of WCR in the last 8 years.

Our goal is to help our members to be the very best they can be, both professionally and in their personal lives. Through the many educational and leadership opportunities we provide, our members can develop the skills needed to achieve success.

As a State Sponsor, you too can be a part of this wonderful organization. You will have many opportunities to network, share the benefits your company offers, and receive reciprocal benefits from our members.

If you have any questions please do not hesitate to call on any of the State Officers, listed on www.wcrfl.org. We hope that you will be as excited as we are about the Florida State Chapter of Women's Council of REALTORS®.

Warm regards,

Penny Ericksen, REALTOR®

2012 Vice President

Florida State Chapter of Women's Council of REALTORS®

850-420-5554

penny@pennyericksen.com

Florida State Chapter of Women's Council of REALTORS®

SPONSORSHIP INFORMATION

OUR MISSION STATEMENT

We are a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders.

OUR VISION

Through our influence as successful business professionals, women will effect positive change in the profession and in the broader community.

OUR LONG TERM GOALS

- To be the source of education and business tools focused on the needs of women REALTOR® entrepreneurs at all stages of development.
- To be a dynamic, accessible and diverse network, linking resources and member expertise to drive business success.
- To identify, build, support and promote strong leaders in business, the industry and the broader community who are advocates for property rights and homeownership.
- To be the voice for the achievement and impact of women in real estate.
- To be sought after by other organizations as a source of leadership development and the business woman's perspective.
- To be a network of strong Chapters that consistently deliver value and provide a collaborative, trusted, welcoming environment in which members can achieve their business goals.

OUR VALUES

- **The Power of Relationships**
Success in business today is achieved through positive, productive relationships. Women's Council of REALTORS® provides an environment of collaboration in which members can form, build and maximize relationships for business and personal success. When members share their time, talent and experience, the entire industry is advanced.
- **Professional Credibility**
Members of Women's Council of REALTORS® are established career professionals. We operate based on a shared value system of integrity, respect, consistency and a commitment to excellence and continuous development.
- **Diversity**
The membership experience is enriched through the celebration of and active outreach to the full diversity of our industry. At the same time, the strength of the organization lies in what unites us all - our shared values.
- **Involvement**
Active participation increases membership value. Participation in Women's Council of REALTORS® is the opportunity to contribute to change, and to be changed, personally and professionally.
- **Success**
Success in business brings credibility, influence and greater opportunity. Wealth creation through business success also leads to long-term financial security, greater independence, and more quality of life choices.
- **Influence**
Positive change will come from the greater inclusion of women's perspectives in positions of influence in the real estate industry and in the broader community.

SPONSOR BENEFIT AND RECOGNITION PROGRAM

PLATINUM SPONSORSHIP: \$5,000

- **WCR INSTALLATION BANQUET & WCR AWARDS BANQUET**

- ♥ 2 minutes at the lectern
- ♥ 4 banquet tickets *
- ♥ 4 sets of mailing labels & email addresses of Florida State Chapter of Women's Council of REALTORS® Members, provided quarterly
- ♥ 1 article on WCR Florida Website www.wcrfl.org
- ♥ Recognition at banquet
- ♥ Printed program will feature your sponsor status
- ♥ Your **Platinum** status will be featured on a display at banquet

*Prior to the Installation and Awards Banquet there will be a Sponsor Appreciation Cocktail Reception held in your honor and this will enable you to network with WCR State Leadership.

EXCLUSIVITY IS ONE OF THE MOST IMPORTANT ASPECTS OF THIS LEVEL!

No other "like" company will be awarded a **PLATINUM** sponsorship.

- **VISIBILITY**

- ♥ 2 name badges and sponsor ribbons will be provided. Also, additional sponsor ribbons for other participants from your firm attending the State business meetings will be available.

- **EDUCATION SESSIONS**

- ♥ At the FR/WCR Mid-Winter Business Meeting and FR/WCR Annual Convention and Trade Show your **Platinum** status will be prominently featured on a display
- ♥ Introducer will thank and identify you as a **Platinum State Sponsor**.

- **GOVERNING BOARD & GENERAL MEMBERSHIP MEETINGS**

- ♥ Your **Platinum** status will be prominently featured on a display at these meetings which are held at the FR/WCR Mid-Winter Business Meeting & FR/WCR Annual Convention & Trade Show.

- **WCR FLORIDA STATE CHAPTER WEBSITE**

- ♥ Your **Platinum** status will be prominently featured on a page dedicated to promotion of our sponsors
- ♥ Your business will be highlighted 365 days a year, 24 hours a day
- ♥ Opportunity to write an article promoting your business 4 times per year

- **WCR FLORIDA STATE CHAPTER NEWSLETTER**

- ♥ Recognition in our online newsletter to our statewide membership of approximately 2000 industry leaders, including National WCR officers throughout the United States.

- **WCR FLORIDA STATE CHAPTER BOOTH**

- ♥ At the FR/WCR Annual Convention and Trade Show, our organization has a booth to promote Chapter membership. Your **Platinum State Sponsorship** will be promoted at the booth. This provides your company with visibility not only to WCR members, but also to approximately 2000-3000 Florida REALTORS® members who attend the Trade Show.

- **COMMITTEE SERVICE OPPORTUNITIES**

- ♥ Your representatives are encouraged to attend, join and work on committees providing additional networking opportunities. The sponsor representative must be a National WCR member to do this.

- **DISTRICT MEETINGS**
 - ♥ A list of dates of all statewide District Meetings and contact information will be provided. You are encouraged to have representation at these meetings.
- **MEMBERSHIP LIST**
 - ♥ A membership mailing list and email addresses will be provided four times per year for your use. This enables you to market directly to the entire WCR membership.
- **WCR FLORIDA LOCAL CHAPTERS**
 - ♥ We will encourage business networking with our sponsors throughout our Local Chapters (approximately 37 Chapters).
 - ♥ Local Chapters will be encouraged to promote the sponsors at their local General Membership and Governing Board meetings. You are encouraged to join Local Chapters and become actively involved.
- **WCR STATE PRESIDENT**
 - ♥ In all travels throughout the state of Florida, the State President and other State Officer representatives will promote your **Platinum Sponsorship** to the membership and will encourage doing business with your company.
- **AGENDAS, MINUTES**
 - ♥ In such printed material your **Platinum Sponsorship** will be featured.

SPONSOR BENEFIT AND RECOGNITION PROGRAM

GOLD SPONSORSHIP: \$2,500

- **WCR INSTALLATION BANQUET & WCR AWARDS BANQUET**

- ♥ 2 banquet tickets *
- ♥ 2 sets of mailing labels of Florida State Chapter of Women's Council of REALTORS® Members
- ♥ 1 article to be featured on the Florida State Chapter website www.wcrfl.org
- ♥ Recognition at banquet
- ♥ Printed program will feature your sponsor status
- ♥ Your **Gold** status will be featured on a display at banquet

*Prior to the Installation and Awards Banquet there will be a Sponsor Appreciation Cocktail Reception held in your honor and this will enable you to network with the WCR State Leadership.

- **VISIBILITY**

- ♥ 2 name badges and sponsor ribbons will be provided. Also, additional sponsor ribbons for other participants from your firm attending the State business meetings will be available.

- **EDUCATION SESSIONS**

- ♥ At the FR/WCR Mid-Winter Business Meeting & FR/WCR Annual Convention and Trade Show your **Gold** status will be prominently featured on a display.
- ♥ Introducer will thank and identify you as a **Gold State Sponsor**.

- **GOVERNING BOARD & GENERAL MEMBERSHIP MEETINGS**

- ♥ Your **Gold** status will be prominently featured on a display at these meetings which are held at the FR/WCR Mid-Winter Business Meeting & FR/WCR Annual Convention and Trade Show.

- **WCR FLORIDA STATE CHAPTER WEBSITE**

- ♥ Your **Gold Sponsorship** will be prominently featured on a page dedicated to promotion of our sponsors
- ♥ Your business will be highlighted 365 days a year, 24 hours a day

- **WCR FLORIDA STATE CHAPTER NEWSLETTER**

- ♥ Recognition in our online newsletter to our statewide membership of approximately 2000 industry leaders, including National WCR officers throughout the United States.

- **WCR FLORIDA STATE CHAPTER BOOTH**

- ♥ At the FR/WCR Annual Convention and Trade Show, our organization has a booth to promote Chapter membership. Your **Gold Sponsorship** will be promoted at the booth. This provides your company with visibility not only to WCR members, but also to the approximately 2000-3000 Florida REALTORS® members who attend the Trade Show.

- **COMMITTEE SERVICE OPPORTUNITIES**

- ♥ Your representatives are encouraged to attend, join and work on committees providing additional networking opportunities. The sponsor representative must be a National WCR member to do this.

- **DISTRICT MEETINGS**

- ♥ A list of dates of all statewide District Meetings and contact information will be provided. You are encouraged to have representation at these meetings.

- **MEMBERSHIP LIST**
 - ♥ A membership mailing list will be provided twice per year for your use. This enables you to market directly to the entire WCR membership.

- **WCR FLORIDA LOCAL CHAPTERS**
 - ♥ We will encourage business networking with our sponsors throughout our Local Chapters (approximately 37 Chapters). Local Chapters will be encouraged to promote the sponsors at their local General Membership and Governing Board meetings. You are encouraged to join Local Chapters and become actively involved.

- **WCR STATE PRESIDENT**
 - ♥ In all travels throughout the state of Florida, the State President and other State Officer representatives will promote your **Gold Sponsorship** to the membership and will encourage doing business with your company.

- **AGENDAS, MINUTES**
 - ♥ In such printed material your **Gold Sponsorship** will be featured.

SPONSOR BENEFIT AND RECOGNITION PROGRAM

SILVER SPONSORSHIP: \$1,500

- **WCR INSTALLATION BANQUET & WCR AWARDS BANQUET**

- ♥ 1 banquet ticket *
- ♥ Recognition at banquet
- ♥ Printed program will feature your sponsor status
- ♥ Inclusion on the www.wcrfl.org website and online newsletter
- ♥ Your **Silver** status will be featured on a display at banquet

*Prior to the Installation and Awards Banquet there will be a Sponsor Appreciation Cocktail Reception held in your honor and this will enable you to network with the WCR State Leadership.

- **VISIBILITY**

- ♥ 1 name badge and sponsor ribbon will be provided

- **EDUCATION SESSIONS**

- ♥ At the FR/WCR Mid Winter Business Meeting & FR/WCR Annual Convention and Trade Show your **Silver** status will be prominently featured on a display.
- ♥ Introducer will thank and identify you as a **Silver State Sponsor**.

- **GOVERNING BOARD & GENERAL MEMBERSHIP MEETINGS**

- ♥ Your **Silver** status will be prominently featured on a display at these meetings which are held at the FR/WCR Mid-Winter Business Meeting & FR/WCR Annual Convention and Trade Show.

- **WCR FLORIDA STATE CHAPTER WEBSITE**

- ♥ Your **Silver Sponsorship** will be prominently featured on a page dedicated to promotion of our sponsors.
- ♥ This highlights your business 365 days a year, 24 hours a day

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- **WCR FLORIDA STATE CHAPTER BOOTH**

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- **WCR STATE PRESIDENT**
 - ♥ In all travels throughout the state of Florida, the State President and other State Officer representatives will promote your **Silver Sponsorship** to the membership and will encourage doing business with your company.

- **AGENDAS & MINUTES**
 - ♥ In such printed material your **Silver Sponsorship** will be featured.

SPONSOR BENEFIT AND RECOGNITION PROGRAM

BRONZE SPONSORSHIP: \$750

- **WCR INSTALLATION BANQUET & WCR AWARDS BANQUET**

- ♥ Recognition at banquet
- ♥ Printed program will feature your sponsor status
- ♥ Inclusion on the www.wcrfl.org website and online newsletter
- ♥ Your **Bronze** status will be featured on a display at banquet

*Prior to the Installation and Awards Banquet there will be a Sponsor Appreciation Cocktail Reception held in your honor and this will enable you to network with the WCR State Leadership.

- **VISIBILITY**

- ♥ 1 name badge and sponsor ribbon will be provided

- **EDUCATION SESSIONS**

- ♥ At the FR/WCR Mid Winter Business Meeting & FR/WCR Annual Convention and Trade Show your **Bronze** status will be prominently featured on a display.
- ♥ Introducer will thank and identify you as a **Bronze State Sponsor**.

- **GOVERNING BOARD & GENERAL MEMBERSHIP MEETINGS**

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- **AGENDAS & MINUTES**
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Our 2012 Florida State Chapter Sponsors

The Florida State Chapter of Women's Council of REALTORS® is proud to be sponsored by the companies listed below.

We are grateful for their interest and patronage.

Each sponsor's logo on our website

www.wcrfl.org

is linked to their website

so our members can contact them directly.

Please visit, thank, and support our Year 2012 State Sponsors!

We Reciprocate with Our State Sponsors:

Platinum Sponsors

HomeTeam Inspection Service, North American Title Company,
Two Men and a Truck, Wells Fargo Home Mortgage

Silver Sponsors

Audrey Lackie – Watson Realty, Hughes Exterminators, Arrow Exterminators, Nader's Pest Raiders, Jacksonville Chapter Women's Council of Realtors®, HouseMaster, Scott and Gia Arvin- Matchmaker Realty, Anita Coletti, Realtor®, Naples-On-The-Gulf Women's Council of Realtors®

Contact: Penny Ericksen

2012 Vice President

Florida Chapter Women's Council of Realtors®

850-420-5554

Penny@pennyericksen.com