

# WOMEN'S COUNCIL OF ARPB 2020 PARTNERSHIP /SPONSOR PACKAGE



The Women's Council of ARPB is the local chapter of the Women's Council of the National Association of Real Estate Brokers and an affiliate of the Associated Real Property Brokers (ARPB). ARPB is the local chapter of the National Association of Real Estate Brokers (NAREB).

The genesis of the Women's Council of the National Association of Real Estate Brokers, Inc was born over sixty years ago with the inception of the parent organization NAREB. NAREB's formation in 1947 involved eleven men and one woman. In 1948, at the first NAREB convention, a major highlight was the role of women in the National Association of Real Estate Brokers. It was officially determined that women brokers would be recognized in two capacities: (1) The participation of women in the election process as officers; and (2) The appointment of women to offices in NAREB. By the time the fifties roared in, women were joining NAREB at an incredible rate. The vision and determination of a few women made the Women's Council of NAREB a reality; and at the NAREB Convention in 1971, in Atlanta, Georgia, the Council was formed and organized. The Women's Council represents the largest of NAREB's eight affiliate organizations.

The Mission of the Women's Council is to elevate the standards of women in the real estate industry by encouraging leadership, education and the exchange of information through group learning techniques; and to provide an opportunity for women to increase their knowledge and expertise in all facets of real estate.

Membership in the Women's Council. allows its members to enjoy being on the cutting edge, advocating fair housing, economic equality, educational training, and social dignity. Members are encouraged to become premier leaders in their communities, with the reassurance that collective voices can achieve greater accomplishments, splendor, recognition and unmatched results.

The Women's Council: (1) offers educational programs and seminars that focus on relative issues to help women grow in the field of real estate; (2) involves itself in key legislation that affects the real estate industry through our parent organizations (WCNAREB, ARPB, NAREB); (3) provides key advice on how to enter real estate fields that earn specialized designation.; (4) affiliates with other women organizations that share our philosophy in housing; (5) promotes real estate as a profession through its mentorship and apprenticeship programs to high school seniors and college students; and (6) promotes homeownership through various homebuyer programs that the membership is abreast of.

Members of the Women's Council of ARPB, are dedicated to the promotion of ethical conduct in the interface of its members with the public. We are further committed to utilizing our collective efforts to secure a higher quality of professional service to the communities we serve.



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Our reason for approaching you is that our non-profit organization is seeking partnerships with similarly focused businesses in the area. We are particularly interested in partnering with businesses that share a goal of seeing more African-Americans own homes as well as educating our communities about financial literacy. In trying to identify those businesses that share our goal it was hard to overlook your company, because we believe together, we will be successful in carrying out our missions and addressing issues in this year's SHIBA Report.

**THE SHIBA REPORT** - The Term SHIBA, is the acronym used to represent our focus on the **State of Housing in Black America** (SHIBA). The SHIBA Report is very comprehensive. It provides a detailed view into the real numbers and facts that impact and impede Black families from realizing the dream of homeownership. NAREB is committed to changing the statistics through our members and industry relationships. Reference <http://www.nareb.com/publications/2019-shiba-report/>

## Points of Interest:

**Homeownership Rates** • The homeownership rate for Black households stood at 40.6 percent in the second quarter of 2019—a full percentage point lower than 2018's second-quarter rate of 41.6 percentage points. The current homeownership rate for Blacks is currently below the 1968 level of 40.9 percent at the time of the passage of the Fair Housing Act.

**Loan Applications** • Steady gains have been made in loan applications from Blacks since 2010, although in 2017 there were only four-fifths as many applications as there were in 2004 (458,354 applications in 2004 versus 361,457 applications in 2017).

**Loan Originations** • Originations to Blacks are about 10 percent below their 2004 level (261,743 loan originations in 2004 versus 236,419 originations in 2017).

**Loan Failure Rates by Race and Ethnicity** • Black applicants experienced an overall Loan Origination Failure Rate of 35 percent, compared to a non-Hispanic White applicant rate of 24 percent, with each rate up 1 percentage point from 2016.

While I will call you to discuss directly, we are seeking to establish a sponsorship with a strong local partner. A few of the benefits your business will receive by partnering with the Women's Council of ARPB are:

- Active promotion of your business through co-branding at workshops, booth events, and fundraisers.
- Collaboration with the WC at our non-profit community events throughout the year.
- A strong presence in our monthly newsletter that goes out to our members, their families and our supporters with an endorsement for people do business with your company.
- A certificate of appreciation to hang at your local office.

We have developed what we believe to be a great opportunity for our local business partners which will provide your business with a significant profile boost through our "boots on the ground" efforts. Enclosed, please find some additional information about our scheduled events for 2020.

I would like to have a chance to speak to you in greater detail as your time permits. I can be contacted during business hours at 510.385.0409. I look forward to discussing this opportunity with you. Thank you for your time.

Yours sincerely,  
Ria Cotton, 2020-2021 President

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## 2020 TENTATIVE CALENDAR

WOMEN'S COUNCIL ANNUAL FUNDRAISERS & COMMUNITY OUTREACH EVENTS	
EXECUTIVE OFFICERS' INSTALLATION	JANUARY
GENERAL MEMBERSHIP MEETING	FEBRUARY/MARCH
SMALL BUSINESS TAX WORKSHOP	MARCH/APRIL
WOMEN'S COUNCIL NAREB - MID WINTER CONFERENCE	FEBRUARY/MARCH
ANNUAL FUNDRAISER - SPRING (PRAYER BREAKFAST)	APRIL
BOOTH - ARPB COMMUNITY WEALTH BUILDING DAY	APRIL
BOOTH - CITY OF OAKLAND – HOUSING WORKSHOP DURING SMALL BUSINESS WEEK	MAY
WOMEN'S COUNCIL SCHOLARSHIP AWARDED @ ARPB – SCHOLARSHIP GALA	JUNE
WOMEN'S COUNCIL NAREB – NATIONAL OPEN HOUSE WEEKEND	JUNE
GENERAL MEMBERSHIP MEETING	JUNE/JULY
WOMEN'S COUNCIL NAREB – Annual Conference	AUGUST
CAREB - LEGISLATIVE DAY	AUGUST
BOOTH - HEALTHY LIVING/SENIOR RESOURCE DAY	SEPTEMBER
GENERAL MEMBERSHIP MEETING	OCTOBER/NOV.
YEAR END WOMEN'S COUNCIL RETREAT	OCTOBER
ANNUAL FUNDRAISER – FALL	NOVEMBER
WOMEN'S – HOLIDAY EVENT/COMMUNITY OUTREACH	DECEMBER
WOMEN'S COUNCIL EDUCATION:	
FINANCIAL LITERACY WORKSHOPS – SF BAY AREA / LOCATIONS VARY	Monthly
HOMEBUYER WORKSHOP – SF BAY AREA / LOCATIONS VARY	Monthly
PANEL DISCUSSIONS FOR MEMBERS, HOMEOWNERS AND BUSINESS PROFESSIONALS	Quarterly



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## □ **Women In R.E.D. Society Sponsor \$8,000**

- ❖ 12 Sponsored Financial Literacy /Homeownership Classes - How Sponsoring a class will help you grow your business;
  - 12 in-depth opportunities to present at a homebuyer class and build relationships with first-time homebuyers.
  - Integrate information about your business products and initiatives into the class.
  - Proceeds support our annual high school student scholarship

## □ **Platinum Sponsor \$5,000**

- ❖ 6 Sponsored Financial Literacy /Homeownership Classes
  - 6 in-depth opportunities to present at a homebuyer class and build relationships with first-time homebuyers.
  - Integrate information about your business products and initiatives into the class.
  - Proceeds support our annual high school student scholarship

## □ **GOLD Sponsor \$3,500**

- ❖ 3 Sponsored Financial Literacy /Homeownership Classes
  - 3 in-depth opportunities to present at a homebuyer class and build relationships with first-time homebuyers.
  - Integrate information about your business products and initiatives into the class.
  - Proceeds support our annual high school student scholarship

## □ **SILVER Sponsor \$2,500**

- ❖ 1 Sponsored Financial Literacy /Homeownership Class
  - 1 in-depth opportunity to present at a homebuyer class and build relationships with first-time homebuyers.
  - Integrate information about your business products and initiatives into the class.
  - Proceeds support our annual high school student scholarship

### **As a SOCIETY, PLATINUM, GOLD, or SILVER Sponsor, you will also receive:**

- (1) Premier Table for 8, 1 Page Ad and speaking opportunity for (1) Annual Fundraiser.
- (1) Premier ticket and speaking opportunity for (4) Professional Panel Events.
  - President's Circle Status

## □ **Educational Workshop Event Sponsor \$500**

- ❖ 1 Sponsored Home Ownership Class
  - 1 in-depth opportunity to present at a homebuyer class and build relationships with first-time homebuyers.
  - Integrate information about your business products and initiatives into the class.

## □ **President's Circle \$250**

- ❖ Logo placement on website that links to your website
- ❖ Link Listed in our monthly Women In R.E.D. Newsletter

Sponsorship assists Women's Council in strengthening economic and educational opportunities for underserved populations. With the sponsorships we expect to continue to increase attendance at our workshops through visibility by securing booth events to promote workshops, co-branded literature at workshops, social media, venue costs, and food. Workshop and Event sponsors will be able to display literature and receive speaking time during the event to share their business and services.

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## Individual Contact Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ EMAIL \_\_\_\_\_

## Company Information (for use in online sponsor listing)

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ EMAIL \_\_\_\_\_

Web Site \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Payment Information - Total Amount: \_\_\_\_\_

- Payment enclosed (make check payable to): Women's Council of ARPB  
 Bill my:  Visa  Mastercard  American Express

Card# \_\_\_\_\_ 3 Digit Code \_\_\_\_\_ Exp.Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Address: If Different from Above \_\_\_\_\_

Signature \_\_\_\_\_ DATE \_\_\_\_\_

NOTE: Sponsorship agreements are final and non-refundable All sponsorship requests will be released on a first-come, first-served basis. For more information please contact Ria Cotton at (510) 385-0409

QUESTIONS: If you have questions or require further information, please contact Ria Cotton at [info@riacotton.com](mailto:info@riacotton.com)