

WCREALTORS PRESENTS

Vision 20/20: Affiliate Opportunities

Planning a clear path
to maximize
your investment!

Network.

Promote.

Develop.

Build.

WC·REALTORS
Unlock the World of Real Estate

YOU MATTER. YOUR SUCCESS MATTERS.

You have a choice and we RESPECT it! We know the importance and understand the value of providing opportunities for you to engage with REALTORS[®], as they are imperative to the success of your business. In turn, REALTORS[®] need your help and engagement to get their job done!

We all know REALTORS[®] sell more than real estate; REALTORS[®] are asked about a variety of products and services –

- Mortgage companies
- Cosmetic upgrades (paint, flooring)
- Handyman services
- Insurance
- Schools
- Favorite place to eat
- AND the list goes on!

We want to help you reach over 1,700 REALTOR[®] members in Williamson County. We want you to be a part of the WCREALTORS culture and community. We want you to walk through the doors of WCREALTORS and feel welcome. We want to help you plan a clear path for YOUR Vision 20/20!



NETWORK. PROMOTE. DEVELOP. BUILD.



In 2020 we are happy to implement a variety of ways for you to get your message across. We realize everyone's needs and budgets are different. We want to work with you on creating a personalized sponsorship plan that meets your 2020 goals!

Do you want to build one-on-one relationships?

We have you covered!

Are you wanting to increase your brand awareness?

We can assist!

Do you want to speak, teach or lead groups of people?

You can do that at WCREALTORS!

We are redefining what sponsorship looks like at WCREALTORS.

- No more "sponsorship levels"
- A-la-Carte selections
- Creative opportunities
- Pro-active planning and forward thinking

This catalog highlights our top events by category; Platinum, Signature and Membership. In addition we have outlined ways you can sponsor our All Access Continuing Education classes AND we have a section devoted to economical, yet efficient sponsorship opportunities for you to do within the walls of WCREALTORS. **Now it's time to start planning!**



PLATINUM EVENTS



Super Bowl of Builders

February 4, 2020
Dell Diamond

The Super Bowl of Builders is one of WCREALTORS most popular events. The Super Bowl of Builders takes a comprehensive look at new home construction throughout Williamson County; builders, remodelers, mortgage lenders, flooring companies and more! This event is modeled after a tradeshow (see sample floor plan).

In the past there have been approximately **40 vendors** and over **600 attendees** BUT we expect these numbers to increase in 2020 due to some exciting changes being made!

Participating in the Super Bowl of Builders is a great way for you to market your inventory, current specials/offers and network with REALTORS® and others in the real estate community.

Sponsorship Opportunities

Title - \$2,500	Program - \$500
Gold - \$1,750	Lunch - \$500
Grand Prize - \$1,500	Happy Hour - \$500
Early Bird - \$1,000	Coffee Bar - \$350

Super Bowl of Builders Sponsorship Opportunities

Title Sponsor - \$2,500 (1 available)

- Welcome guests into event & collect business cards for door prizes
- 10 x 10 booth
- Company name listed in program & flyer
- Company name/logo advertised on social media
- On-site signage
- Opportunity to offer a door prize
- 3-minute video commercial to be shared with the membership promoting sponsorship; filmed with WCREALTORS Leadership

Gold Sponsor - \$1,750 (1 available)

- 10 x 10 booth
- Company name listed in program
- Company name on event flyer
- Company name/logo advertised on social media
- On-site signage
- Opportunity to offer a door prize

Grand Prize Sponsor - \$1,500 (1 available)

- 10 x 10 booth to collect completed punch cards for grand prize drawing
- Company name listed on event program
- Company name on social media
- Opportunity to draw and announce grand prize winner at Happy Hour
- Prize to be bought by WCREALTORS (\$750 value)

Early Bird Prize Sponsor - \$1,000 (1 available)

- 10 x 10 booth to collect business cards for early bird drawing
- Company name listed on event flyer/program
- Company name on social media
- Prize to be bought by WCREALTORS (\$500 value)

Program Sponsor - \$500 (1 available)

- Company logo on the cover of event program
- Help distribute programs at the event
- Opportunity to offer a door prize

Lunch Sponsor - \$500 (2 available)

- Network with attendees as they get their lunch
- Signage in the lunch area
- Company name/logo advertised on social media
- Opportunity to offer a door prize

Happy Hour Sponsor - \$500 (4 available)

- Network with attendees during happy hour
- Company name/logo on social media
- Opportunity to provide a door prize
- Marketing materials at happy hour

Coffee Sponsor - \$350

- Supply branded coffee cups
- Provide coffee*
- Staff the coffee "booth"
- *coffee must be purchased from Dell Diamond

Vendor Booth

- 10 x 10 booth - \$525
- 8 x 8 booth - \$475
- 8 x 16 booth - \$800
- Lobby Booth - \$450
- All booths include a table & 2 chairs
- Electricity can be purchased

Breakout Session Sponsor - \$250 (2 available)

- Acceptable sessions would include an economic and/or commercial update
- New Home Construction updates

Program Ad Sponsor - \$100 (multiple available)

- Color ad in program (size TBD)

Sample floor plan



Please note: all pricing is member-pricing. Non-members are subject to a higher, non-member rate.

PLATINUM EVENTS

Golf Tournament

May 4, 2020



Enjoy a fun day of networking, team building and GOLF at one of Williamson County's premier golf courses.

As a sponsor you will have the opportunity to network with approximately 144 golfers, the majority of which are REALTORS® and real estate professionals. Your name and/or logo will be displayed on signage for event promotion and day-of event details.

Watch for details on the tournament theme!



Sponsorship Opportunities

Title - \$2,500

Dinner - \$1,000

Lunch - \$1,000

Beverage - \$1,000

Hole - \$400

Putting Contest - \$350

Goodie Bag - \$250

Driving Range - \$250

Chipping - \$250

Golf Tournament Sponsorship Opportunities

Title Sponsor - \$2,500 (1 available)

- Company logo in program, event flyer & marketing materials
- Company logo on golf cart placards, tournament scorecard & tournament rule sheet
- Speaking opportunity at tournament dinner
- Marketing materials in goodie bag
- Hole sponsor (Hole #1)
- Opportunity to offer a door prize

Dinner Sponsor - \$1,000 (2 available)

- Company logo in program, event flyer & other marketing materials
- Assist with awards presentation during dinner
- Provide marketing materials for goodie bag
- Opportunity to provide a door prize

Lunch Sponsor - \$1,000 (2 available)

- Company logo in program, event flyer & marketing materials
- Option to place company logo on boxed lunch (sticker provided by sponsor)
- Provide marketing materials for goodie bag
- Opportunity to offer a door prize

Beverage Sponsor- \$1,000 (2 available)

- Signage on one beverage cart
- Company name/logo on drink tickets given to players
- Option to provide drink koozies/cups for beer, soda, bottled water

Hole Sponsor - \$400 (16 available)

- Hole sponsors are encouraged to set up at their assigned hole to network with players; bring a table, tent, chairs & giveaways
- Company name in program
- Option to supply bottled water & small, pre-packaged snacks
- Alcohol can be purchased through the golf course

Hole-in-One Sponsor - \$400 + Insurance Policy (1 available)

- Hole sponsors are encouraged to set up at their assigned hole to network with players; bring a table, tent, chairs & giveaways
- Company name in program
- Option to supply bottled water & small, pre-packaged snacks
- Alcohol can be purchased through the golf course
- **Must provide hole-in-one witness**
- **Contact Megan at WCREALTORS for details!**

Putting Contest Sponsor - \$350 + prize (1 available)

- Putting contest sponsor is encouraged to set up on practice green to network with players; bring table, tent, chairs & giveaways
- Work with golf course management to set up & manage the putting contest
- Company name in event program

Goodie Bag Sponsor - \$250 (1 available)

- Provide 150 goodie bags
- Company name/logo on bags
- Provide marketing materials for goodie bags
- Company name in event program

Driving Range Sponsor - \$250 (1 available)

- Network with players at the driving range prior to the tournament; bring table, tent, chairs & giveaways
- Provide marketing materials for goodie bags
- Company name in event program

Chipping Sponsor - \$250 (1 available)

- Network with players at the chipping green prior to the tournament; bring table, tent, chairs & giveaways
- Provide marketing materials for goodie bags
- Company name in event program

Please note: all pricing is member-pricing. Non-members are subject to a higher, non-member rate.

PLATINUM EVENTS



Sponsorship Opportunities

Title - \$2,500

After Party - \$1,500

Cocktail - \$1,250

Table - \$750

Dessert - \$750

Swag Bag - \$250

Program - \$500

Commercial - \$350

Installation & Awards Celebration

**December 3, 2020
Dell Diamond**

WCREALTORS Annual Installation & Awards Celebration is one for the books! At this event the Association takes a look back on the current year by honoring accomplishments, recognizing award winners and showing appreciation for leaders. The incoming Board of Directors is installed and the incoming President shares his or her goals for the upcoming year.

Approximately 225-250 REALTORS® and real estate professionals attend this event.

Installation & Awards Celebration Sponsorship Opportunities

Title Sponsor - \$2,500 (1 available)

- 8 tickets to Gala
- Signage on reserved table
- Opportunity to present an award from the stage
- 1-minute video commercial produced by sponsor
- Recognition in event program & slideshow
- Recognition in event script
- Opportunity to put high quality marketing materials in swag bags
- Recognition in all event marketing materials (social media, invitation, emails, etc.)

After Party Sponsor - \$1,500 (2 available)

- 4 tickets to Gala
- Opportunity to have marketing materials at after party (napkins, etc.)
- Signage at after-party
- Recognition in event program & slideshow

Cocktail Sponsor - \$1,250 (4 available)

- 4 tickets to Gala
- Signage by the bar
- Company logo on drink ticket
- Recognition in event program & slideshow
- Opportunity to put high quality marketing materials in swag bags

Dessert Sponsor - \$750 (1 available)

- 2 tickets to Gala
- Branded dessert picks in each dessert (picks provided by WCREALTORS)
- Recognition in event program & slideshow
- Opportunity to put high quality marketing materials in swag bags

Table Sponsor - \$750

- 8 tickets to Gala
- Signage on reserved table
- Recognition in event program & slideshow
- Opportunity to decorate your own table - more details to follow!

Program Sponsor - \$500 (1 available)

- 2 tickets to Gala
- Company logo on event program
- Opportunity to put high quality marketing materials in swag bags

Commercial Sponsor - \$350 (5 available)

- 2 tickets to Gala
- 1-minute video commercial, produced by sponsor, shown during the event
- Recognition in event program
- Video due to WCREALTORS by November 15
- Contact Megan Moore (megan@wcrealtors.org) for details on video format, uploading video, etc.

Swag Bag Sponsor - \$250 (1 available)

- Provide high quality "swag bags" for approximately 250 guests
- Company name on bags
- Opportunity to put high quality marketing materials in swag bags

Please note: all pricing is member-pricing. Non-members are subject to a higher, non-member rate.



SIGNATURE EVENTS

Bus Tours

February 27, 2020

June 11, 2020

October 22, 2020

Sponsoring a bus tour is a great way to connect and have face-to-face time with over 100 REALTORS®. Tours are typically for 8 hours and include 5-8 stops at model homes, new developments, etc. There will be an East Side, West Side and Luxury Bus Tour in 2020.

Non-builders have the opportunity to sponsor drinks on the bus, meals (breakfast, lunch or happy hour), goodie bags and/or an ad in the bus tour program.



Sponsorship Opportunities

Happy Hour - \$1,500

Bus Stop - \$1,000

Breakfast - \$1,000

Lunch - \$1,000

Drive By - \$500

Bus & Beverage - \$600

Goodie Bag - \$250

Program Ad - \$100

Bus Tour Sponsorship Opportunities

Happy Hour Sponsor - \$1,500 (1 available)

- Provide drinks & light appetizers for 100 real estate professionals
- 10-15 minute presentation during happy hour
- Company name listed in program
- Color ad in program (size TBD)
- Opportunity to offer a door prize

Bus Stop Sponsor - \$1,000 (6 available)

- 15 minute presentation at your location to an estimated 100 real estate professionals
- Option to provide marketing materials for goodie bags
- Company name listed in program
- Color ad in program (size TBD)
- Opportunity to offer a door prize

Breakfast Sponsor - \$1,000 (1 available)

- Provide breakfast for 100 real estate professionals
- 10-15 minute presentation during breakfast
- Company name listed in program
- Color ad in program (size TBD)
- Opportunity to offer a door prize

Lunch Sponsor - \$1,000 (1 available)

- Provide lunch for 100 real estate professionals
- 10-15 minute presentation during lunch
- Company name listed in program
- Color ad in program (size TBD)
- Opportunity to offer a door prize

Bus & Beverage Sponsor - \$600 (4 available)

- Provide beverages on bus (soda/water/beer) for approximately 50 people
- Opportunity to speak on the bus
- Option to provide marketing materials for goodie bags or handout on the bus
- Opportunity to offer a door prize
- 2 bus tickets

Drive-By Sponsor - \$500 (2 available)

- Promote your business or property on bus while driving to and by your site
- Option to provide marketing materials for goodie bags
- Company name listed in program
- Color ad in program (size TBD)
- Opportunity to offer a door prize
- 2 bus tickets

Goodie Bag Sponsor - \$250 (1 available)

- Provide goodie bags for up to 100 real estate professionals
- Company name/logo on bags
- Option to provide marketing materials for goodie bags
- Opportunity to hand out bags at registration

Program Sponsor - \$100 (unlimited)

- Color ad in program
- Option to provide marketing materials for goodie bags



The Williamson County Association of REALTORS® has been a true partner of ours for many years. Lennar and Village Builders find tremendous value in our relationship with WCREALTORS because of the quality of events and sponsorships available to provide exposure to our new home communities in Williamson County. We participate in just about every event offered at the Association, from the Bus Tours to the Super Bowl of Builders because there are many benefits available within each offering. Events are organized, thoughtful and provide great secondary marketing platform for our brand. We have also been honored with the Affiliate of the Year and strive to be a friend to every member of the Association.

--Jill Driskill, Director of Marketing, Lennar & Village Builders Austin



Please note: all pricing is member-pricing. Non-members are subject to a higher, non-member rate.

MEMBERSHIP EVENTS

New in 2020! WCREALTORS will be offering a consistent schedule of Membership and Networking Events.

There will be approximately 16 events throughout the year; at least one event per month, some months there will be two. The events will be broken down into three categories -

1. Networking Happy Hours/Mixers

The Happy Hours/Mixers will be held across Williamson County at various locations such as new restaurants and developments.

- 3 mixers in Cedar Park/Leander
- 1 mixer each in Georgetown, Hutto, Round Rock and Taylor
- Total of 7 mixers in 2020!

2. Education - Williamson County Data Presentations

3. City Updates

Sponsorships will be limited to two non-competing companies for each event at \$250 each. This exclusive sponsorship will give you direct one-on-one access to REALTORS®.

There will also be sponsorships available for the WCREALTORS Annual Business Meeting, which takes place in October 2020.



"I have been an affiliate member of Williamson County Association of REALTORS® for several years. Being an affiliate has given me the unique opportunity to sponsor various events that fit my budget and schedule. The association is always friendly and easy to work with. The most valuable asset of being an affiliate is being able to be in front of the best REALTORS® in Texas through sponsorships. I have made unparalleled connections throughout the association that have had lifelong effects on my career. Thanks WCREALTORS for letting me be a part of your organization. I'm excited to see what the future holds you!"

--Angela Dean, Hometrust Mortgage



TREPAC EVENTS



TREPAC is the Texas Association of REALTORS® Political Action Committee. Monies raised are used to support elected officials and/or candidates that are pro-Realtor® issues and to educate members on the importance of investing in the PAC. WCREALTORS holds four TREPAC events every year -

- TREPAC Major Investor Dinner
- TREPAC Bowling Night
- Event #3 TBD
- Event #4 TBD

Sponsorship funds are used to offset event expenses so investments to TREPAC can be maximized. At these particular events you will have the opportunity to network with some of the most influential and top producing REALTORS® in Williamson County.

There are a limited number of sponsorship opportunities available for these exclusive events ranging in price from \$500 to \$1,500.



MAKE IT YOUR OWN

Snack Sponsor - \$100/month (12 available)

- Sponsor provides snacks for the building (Member Lounge, Boardroom, Auditorium)
- Signage in member lounge
- Snacks can be branded with your company name/logo
- Snacks should be non-perishable
- Sponsor responsible for maintaining supply/inventory
- **10% discount available for sponsoring all 12 months**

Bottled Water Sponsor - \$100/month (12 available) -

- Sponsor provides bottled water for the building (Member Lounge, Boardroom, Auditorium)
- Signage in member lounge
- Bottled water can be branded with your company name/logo
- Sponsor responsible for maintaining supply/inventory
- **10% discount available for sponsoring all 12 months**

Pen & Notepad Sponsor - \$750/year (1 available)

- Sponsor provides pens & notepads for WCREALTORS meetings, education classes etc.
- Pens & notepads will be made available in the auditorium, boardroom, small education room & on the supply room bar area
- 3-minute video commercial to be shared via email membership on a quarterly basis (video can be supplied by sponsor or jointly made with WCREALTORS staff)

Personalized Branding on a Budget

As the hub for real estate in Williamson County there are MANY REALTORS® that come through the WCREALTORS doors to purchase items from the REALTOR® store, attend education classes and committee meetings and participate in events.



Please note: all pricing is member-pricing. Non-members are subject to a higher, non-member rate.

MAKE IT YOUR OWN

Wi-Fi Password Sponsor - \$75/month (12 available)

- Choose public access Wi-Fi password for WCREALTORS
- Password will be displayed on signage in the auditorium, boardroom, small education room & in common areas
- Work with WCREALTORS staff to create password that meets character count, etc.

Soft Drink Sponsor - \$150/month (12 available)

- Help keep our REALTOR® workroom fridge stocked with sodas
- WCREALTORS will provide soft drinks, stock the fridge and monitor inventory
- Logo on fridge
- Option to provide koozies for canned sodas

Lobby Flyer Wall - \$100/year for full page OR \$50/year for half page

- Display your marketing materials on highly visible flyer wall in WCREALTORS lobby
- Sponsor responsible for providing and maintaining marketing materials



EDUCATION

All Access Continuing Education

In 2020 WCREALTORS will continue with our Educate 360 professional development line-up, including our all access continuing education classes.

What is all access? Primary members who also subscribe to CTXMLS are our "all access members." 40 hours of all access CE is included with their membership. There will be 360 different opportunities to earn CE in 2020. As of September 10, 2019 we have 450 all access members.

Contact Debby Moran (debby@wcrealtors.org) to be on a rotation list for sponsorship opportunities.

New Member Orientation

WCREALTORS will be offering approximately 11 new member orientations in 2020. There are a variety of ways to sponsor a new member orientation; provide a meal, provide goodie bags and/or promotional materials. On average we see about 25 new members per month! **Contact Debby Moran (debby@wcrealtors.org) to be on a rotation list for sponsorship opportunities.**

Sponsorship Opportunities

Sponsor an All Access Class

Sponsor a Meal for Class

Sponsor New Member
Orientation

Please contact Debby Moran,
Director of Education
for more details.
debby@wcrealtors.org



THREE SIXTY

AFFILIATE MEMBERSHIP 101

Affiliate Dues*

Annual Dues (primary members) = \$282.00

Annual Dues (secondary members) = \$165.00

*includes WCREALTORS & Texas REALTORS® fees

Main Contact (AFF) pays for OFFICE + 4 Free Secondary Contacts (AF2)

Primary Member - affiliate office address does not belong to another board

Secondary Member - affiliate office address has a board membership with the state already with another board

Affiliate board dues are calculated by Office Address & Main Contact (AFF) name. Firm locations that operate independently must join individually.



As an affiliate member of WCREALTORS, not only do I have the opportunity to network with real estate agents, but I get to meet and work with agents and other affiliates on committees that support the real estate representatives in the community. From event planning and professional development to community services, there are numerous ways to be involved. WCREALTORS makes being an affiliate member easy and welcoming.

-- Cat Totty, Mortgage Loan Originator, RBank



Get Involved

Join a Committee

Sponsor an Event

Network

Check out
WCREALTORS on
Social Media



Read & Watch
WCREALTORS
Weekly Updates

Questions about
Affiliate Membership?
Contact Heather Bonamo,
Director of Membership & MLS
heather@wcrealtors.org

YOUR VISION 20/20

Network. Promote. Develop. Build. This is our plan for you in 2020. We believe being involved and engaged in WCREALTORS is a key step to your business strength and success. We believe in building and maintaining quality and long lasting relationships with our affiliates. We believe we can help you **Unlock the World of Real Estate.**

We look forward to sitting down with you and planning a clear and personalized path to maximize your investment! If there is something you would like to do that is not listed in this catalog please let us know; we are always open to new ideas!

2019 Mega-Mansion and Mansion Members will have first right of refusal for 2020 sponsorship opportunities. After October 15, 2020 opportunities will be sold on a first-come, first-serve basis.

Please contact Megan Moore or Bryan Hutchinson at WCREALTORS to set up your appointment today.

**Please ask about our payment plan for affiliates spending more than \$5,000.00.*

**Please note: pricing and opportunities are subject to change.*

Megan Moore, Events Director
megan@wcrealtors.org

Bryan Hutchinson, AE
bryan@wcrealtors.org

(512) 255-6211

WC REALTORS
Unlock the World of Real Estate

CALENDAR

January						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February						
Su	Mo	Tu	We	Th	Fr	Sa
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23	24	25	26	27	28	29

March						
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29	30	31				

April						
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26	27	28	29	30		

May						
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					1	2
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31						

June						
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14	15	16	17	18	19	20
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28	29	30				

July						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
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August						
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30	31					

September						
Su	Mo	Tu	We	Th	Fr	Sa
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27	28	29	30			

October						
Su	Mo	Tu	We	Th	Fr	Sa
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25	26	27	28	29	30	31

November						
Su	Mo	Tu	We	Th	Fr	Sa
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

 PLATINUM EVENT

 SIGNATURE EVENT

 TREPAC EVENT

 MEMBERSHIP EVENT

 EDUCATION/ALL ACCESS

 OTHER

JANUARY
 BROKER BREAKFAST
 TBD - CITY UPDATE
 TBD - TREPAC EVENT
 TBD - WILCO DATA UPDATE

MAY
 4 - GOLF TOURNAMENT
 TBD - CITY UPDATE
 TBD - TREPAC EVENT
 19 - BUILDING EVENT

SEPTEMBER
 BROKER BREAKFAST
 8 - NETWORKING EVENT
 16 - TREPAC BOWLING
 TBD - WILCO DATA UPDATE

FEBRUARY
 4 - SUPER BOWL OF BUILDERS
 11 - NETWORKING EVENT
 27 - BUS TOUR

JUNE
 9 - NETWORKING EVENT
 11 - BUS TOUR
 TBD - WILCO DATA UPDATE

OCTOBER
 TBD - ANNUAL MEETING
 13 - NETWORKING EVENT
 22 - BUS TOUR
 TBD - WILCO DATA UPDATE

MARCH
 10 - NETWORKING EVENT
 TBD - MAJOR INVESTOR EVENT
 TBD - WILCO DATA UPDATE

JULY
 6 - 17 FOOD DRIVE

NOVEMBER
 BROKER BREAKFAST
 10 - MEMBERSHIP NETWORKING
 TOY DRIVE
 TBD - CITY UPDATE

APRIL
 BROKER BREAKFAST
 HABITAT FOR HUMANITY
 14 - MEMBERSHIP NETWORKING

AUGUST
 TBD - CITY UPDATE

DECEMBER
 3 - INSTALLATION

**Subject to Change*

