



Urban Land **Philadelphia**
Institute

SPONSORSHIP
OPPORTUNITIES

JULY 2019 - JULY 2020

DRIVING THE REGION FORWARD



DOWNTOWN ALLENTOWN
REVITALIZATION DISTRICT | Allentown, PA



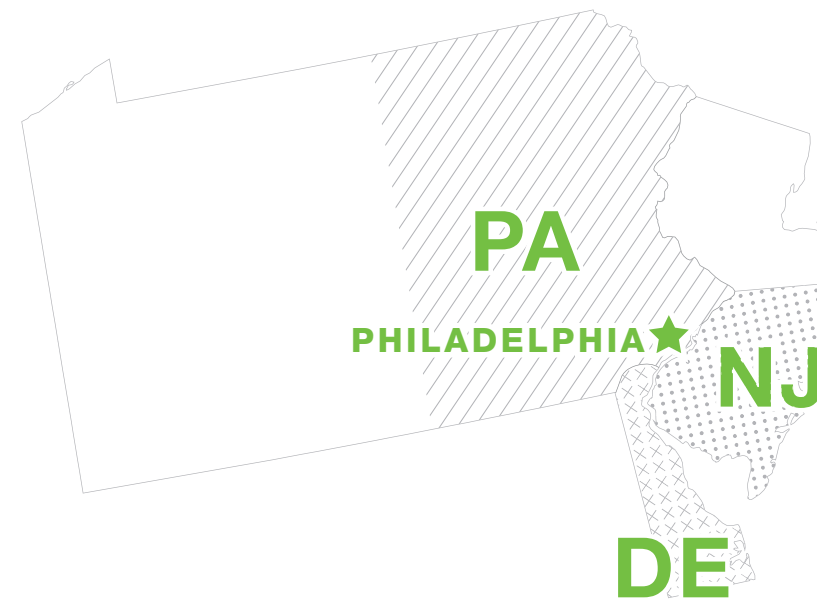
Winner

ABOUT ULI PHILADELPHIA

THE URBAN LAND INSTITUTE provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is a global non-profit, mission-driven organization fueled by over 40,000 members representing the entire spectrum of real estate development and land use disciplines in private enterprise and public service.

The Philadelphia District Council, comprised of over 900 members, further promotes this mission throughout **Greater Philadelphia, the Lehigh Valley, Central Pennsylvania, Southern New Jersey, and Delaware** by advancing the open exchange of ideas, research, and practical experiences among industry leaders dedicated to developing better places.



WE ARE COMMITTED TO



Providing valuable
information and relationships



Leaving an impact
on our communities



Building to create
enduring value



Advancing the use of best practices in
sustainable urban development



Providing access to current, cutting edge
research tools, data, and case studies to
inform better decision making



= Global Award for Excellence



= Willard G. "Bill" Rouse III Awards for Excellence



PHILADELPHIA | 3

OUR IMPACT

ULI PHILADELPHIA ADVANCES THIS MISSION
by working in our communities, delivering value to our members and leveraging our global and national assets to provide real-time support to our partners.

01

CONNECT

02

LEAD

03

BUILD COMMUNITIES

04

EDUCATE

05

GIVE BACK

01

CONNECT

CONNECT small, interdisciplinary groups of private and public sector leaders to focus on real estate development topics, develop trusted connections, curate ULI content and share best practices. In 2018 we launched four new local product councils, now over 100 members participate.

15

local committees
and councils

300+

members engaged in
a local council

“ ULI membership is a uniquely enriching experience in real estate. There is no other place with so many opportunities for involvement or such broad participation across the spectrum of disciplines in our industry. Dedicated exclusively to research and promulgating best practices through its many local and national initiatives, ULI adds indispensable value to every career in real estate and to every community impacted by real estate – which is all of us.”

Alan Razak, Principal,
AthenianRazak, ULI PHL
District Council Chair





02

LEAD

LEAD through professional development trainings and opportunities, local product councils and committees, participation in the Young Leader's Group, Women's Leadership Initiative, ULI NEXT for mid-career professionals, and by celebrating the region's best projects through the Willard G. "Bill" Rouse III awards for excellence in land use.

38

Local Awards
for Excellence

40

members hold leadership positions
across committees

“

ULI has been a key part of my professional development from the time I joined as a student at Penn. As a founder of the national University Development and Innovation Product Council, I am constantly inspired by the projects and practitioners from across the country focused on leveraging the assets and investments of institutions to better communities. Equally as impactful has been my involvement locally, which allows me to connect with area leaders and participate in thoughtful programming. ULI has provided support to allow the Women's Leadership Initiative to evolve and the dynamic interactions are instrumental for members.”

Jamie Flaherty, Managing
Director & CFO, U3 Advisors,
ULI PHL Chair, Women's
Leadership Initiative

03

BUILD COMMUNITIES

BUILD COMMUNITIES AND POLICY INITIATIVES

through Technical Assistance Panels. ULI members work to improve communities and offer their expertise to governments and nonprofits.

187

members served on
Technical Assistance Panels

\$200^K

committed to local projects
by the ULI Foundation

PARTNERSHIP

Launched and participated in several projects that leverage the ULI Foundation and national expertise in conjunction with local partners, including the Future of Work Initiative with the Philadelphia Industrial Development Corporation (PIDC), supporting the City of Philadelphia's Housing Action Plan and providing implementation funds to Jumpstart Southwest through the Grays Ferry Healthy Corridor Project.

“

Membership and direct engagement in ULI Philadelphia has been tremendously valuable for DVRPC. Our staff gets access to ULI's market research and expertise around emerging land use trends, which we use regularly. But it is the direct engagement with the broader membership of ULI that has provided us with the contacts and local market knowledge to effectively test and apply our work. Whether through educational programs, committee work, or the TAPs program, ULI is a unique forum that can bring the private and public sectors together.”

Barry Seymour,
Executive Director, Delaware
Valley Regional Planning
Commission, ULI PHL
Advisory Board Member



RAIL PARK
Philadelphia, PA



Finalist





EDUCATED

04

EDUCATE through programming that advances cutting edge issues, highlights innovative development projects in the region, and provides access to industry experts and best practices.

ACCESS

to global case studies and research

2,600

industry professionals attending 25 programs per year

“There is great personal and professional value from active involvement in ULI at both the local and national levels. It has been exciting for me to help launch our new Technology & Competitiveness Local Product Council and identify ways that we can bring together partners to tackle key issues facing our city and region. This impactful work broadens my thinking and keeps our firm connected with top industry research and leaders.”

Anne Cummins,
Managing Partner at Gattuso
Development Partners, ULI PHL
Chair for Mission Advancement

05

GIVE

GIVE BACK through our mentorship program, ULI scholarships, and volunteer programs and initiatives that provide real estate exposure to local students, hosted by the Young Leader's Group and Women's Leadership Initiative affinity groups.

31

scholarships awarded to graduate and undergraduate students since the program was founded in 2011

65

senior leaders and rising professionals participated in the 2019 mentorship program



BACK

PHS LANDCARE
Philadelphia, PA
Finalist



FMC TOWER AT CIRA CENTRE SOUTH
Philadelphia, PA



Winner

SHAPING OUR FUTURE

THESE FOCUS AREAS WILL DRIVE OUR WORK

Leadership & Policy

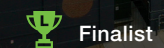


**NEW AND PROSPECTIVE
MEMBER HAPPY HOUR**

Small Scale & Impact Development

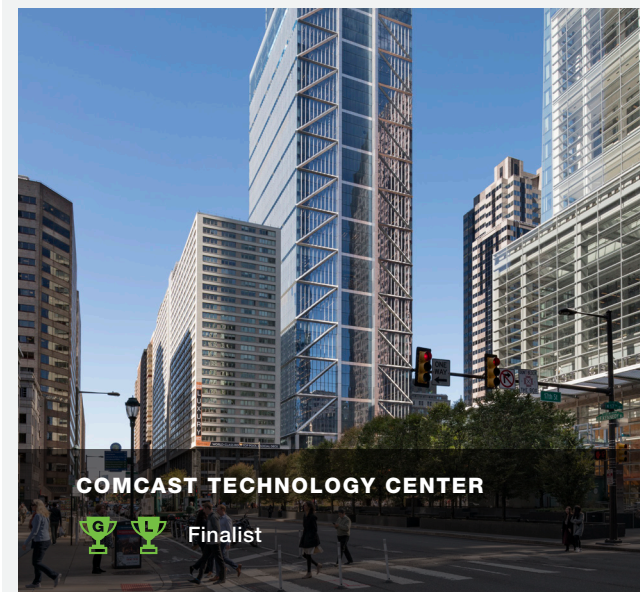


MAKEN STUDIOS



Finalist

Technology & Competitiveness



COMCAST TECHNOLOGY CENTER



Finalist

Housing



HOUSING TROLLEY TOUR



= Global Award for Excellence



= Willard G. "Bill" Rouse III Awards for Excellence

INVEST IN ULI PHILADELPHIA

ULI PHILADELPHIA WOULD NOT EXIST WITHOUT THE GENEROUS SUPPORT OF OUR SPONSORS.

Along with membership, it is the most meaningful way to support ULI Philadelphia's mission and to align your brand. All sponsorship goes directly to support local activities.

Sponsorship	Urban Visionary \$15,000+*	Diamond \$7,500	Platinum \$5,000	Gold \$3,500	Silver \$2,500	Friend** \$1,200
Presence on ULI website <i>modernized, Spring 2019</i>	Exclusive Feature	Feature & Hyperlink	Feature	Name	Name	Name
Presence in ULI newsletter & communications	Logo	Logo	Logo	Name	Name	Name
Profile or guest column in newsletter	Exclusive	Feature				
Complimentary tickets to apply to ULI events of choice throughout the year***	31	16	12	8	6	6
Complimentary tickets to exclusive sponsors-only program	5	4	3	2	1	1
Event sponsorship for ULI standard program of choice	x					
Promotion on ULI Program & Event marketing materials	Feature Logo	Logo	x	x	x	
Representation on Advisory Board	x	x	x			x
Recognition in Annual Publication	x	x	x	x	x	x

*The Urban Visionary sponsorship is tailored exclusively to the interests of your firm. ULI will work closely with you to customize it to best suit your organization.

**For Public Agencies (which include nonprofit institutions).

***Complimentary registrations to Real Estate Forecast limited due to high demand

PROGRAM AND EVENT SPONSORSHIPS -

Event sponsorship opportunities are available throughout the year. Incentives available for annual and program sponsorship packages. Please contact philadelphia@uli.org for more information.

MULTI-YEAR COMMITMENT INCENTIVES

can be developed upon request. Contact Laura Slutsky at philadelphia@uli.org for more information.

THANK YOU TO
OUR 2018-2019
SPONSORS

URBAN VISIONARY SPONSORS



DIAMOND SPONSORS

korman
communities

LANGAN



PLATINUM SPONSORS



Pennsylvania Real Estate Investment Trust



Gold Annual Sponsors: AMC, Delancey Group, Ballard Spahr, BartonPartners, BLT Architects, CBIZ, City Center Allentown, Cozen O'Connor Kitchen & Associates Architects, TD Bank, The Flynn Company, The Norwood Company, Turner Construction, Urban Engineers

Wexford Science and Technology
Silver Sponsors: Archer & Greiner, BB&T, Beneficial Bank, Blackney Hayes Architects, Campus Apartments, Coscia Moos Architecture, Drinker Biddle & Reath, Econsult Solutions, Equus Capital Partners, Fineman Krekstein & Harris, Harkins Builders

High Real Estate Group, INTECH Construction, JDAVIS, JKRP Architects Klehr Harrison Harvey Branzburg, Land Dimensions Engineering, LCOR, L.F. Driscoll, Macintosh Engineering, Pennoni Associates, PNC Real Estate, Resource Real Estate, Saul Ewing Arnstein & Lehr, SITIO architecture

+ urbanism, T&M Associates, The Harman Group, Wohlsen Construction, WSP USA
Friend Sponsor: Delaware Valley Regional Planning Commission

Program Sponsorship

	Signature Programs* (over ~175 attendees)		Standard Programs (up to ~175 attendees)		Regional Programs (outside of the Phila. Metro area)	
	Title	Supporting	Title	Supporting	Title	Supporting
	\$5,000	\$2,500	\$2,000	\$1,000	\$1,500	\$800
Logo on marketing materials	Large	Small	Large	Small	Large	Small
Feature on ULI website	Event Page	Event Page	Event Page	Event Page	Event Page	Event Page
Event Media (newsletters, social, blog)	•	•	•	•	•	•
Feature on event collateral	•	•	•	•	•	•
Corporate banner displayed	•	•	•	•	•	•
Introduce a speaker	•		•		•	
Complimentary registrations	8	4	8	4	4	3
Recognition in annual publication	•	•				
Tickets to exclusive sponsor only program	2	1	1		1	

* Real Estate Forecast and Awards Sponsorship opportunities marketed separately. Inquire with philadelphia@uli.org.

- Incentives are available for multiyear commitments, multiple program packages (see below), and combined packages of Annual and Program sponsorships
- Provision of venues and food in conjunction with sponsorship may be incorporated – please reach out to laura.slutsky@uli.org
- Commitments made during the Annual Campaign (June 2018) will be honored at the price listed – sponsorship pricing is subject to change

Packages can be built around hosting and/or sponsoring Programmatic themes, including:

- **Women's Leadership Initiative (WLI) Programs** – WLI hosts real estate events with a focus on leadership, diversity and advancing women. (2/year)
- **Young Leaders Programs** – The council of young leaders creates panels, roundtables and tours throughout the year with different focus areas. (6/year)
- **Membership Breakfasts** – Quarterly, casual gatherings for new, prospective and current members to learn more about ULI and network. (4/year)
- **Breakfast Series** – Regular roundtables with local and national industry leaders. (4/year)
- **Tours** – Visits to new developments and projects with background from leaders and development teams. (4-6/year)
- **Regional Programs** – Councils in the broader region (Central PA; Southern New Jersey; Lehigh Valley; Delaware) host regular programming, from tours to small panels to larger forums. (2/year)
- **Impact Projects** (Advisory Panels, Volunteer Projects, White Paper, Policy Initiatives etc) occur throughout the year.