

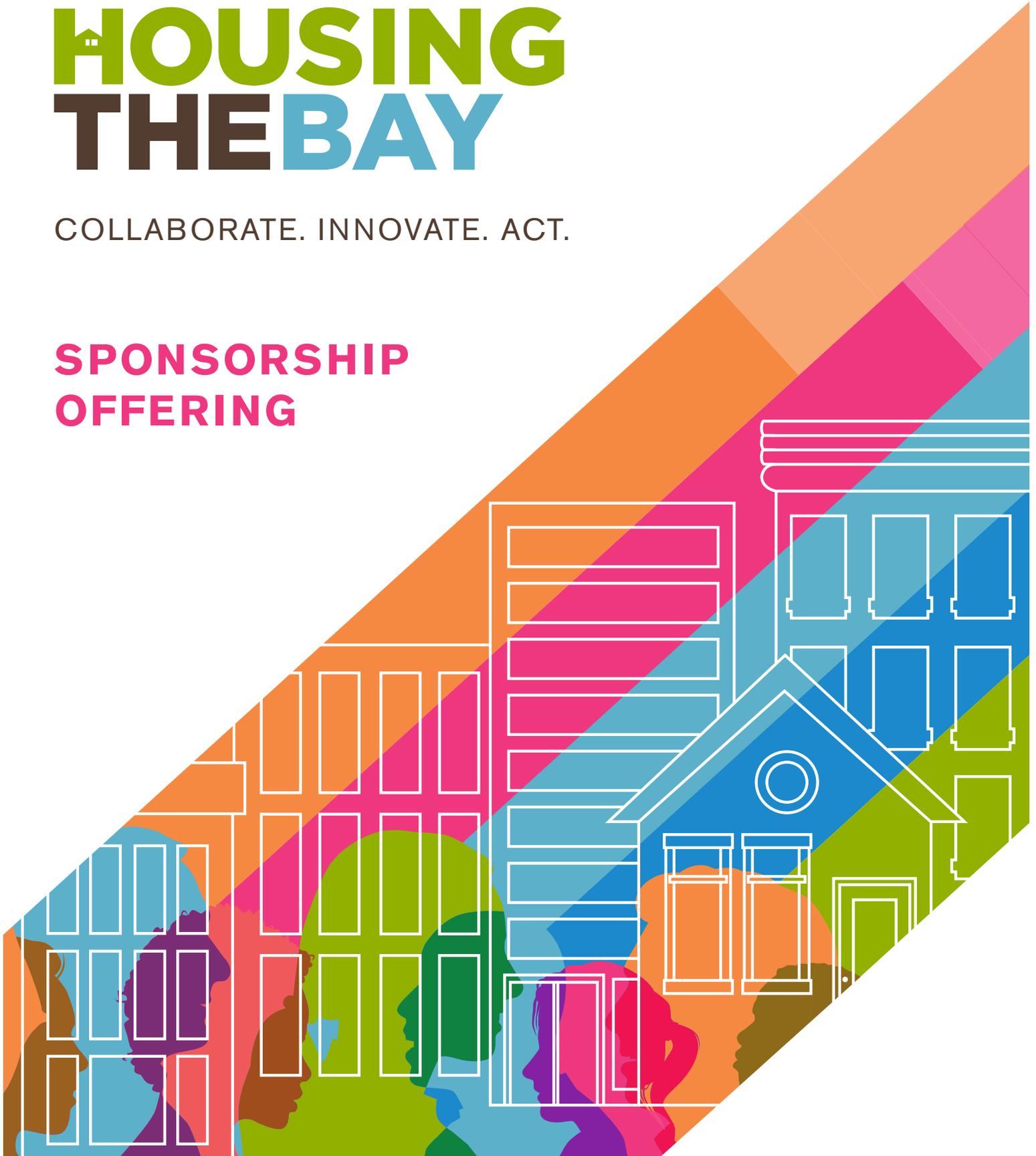


ULI San Francisco
Serving the Greater Bay Area

HOUSING THE BAY

COLLABORATE. INNOVATE. ACT.

**SPONSORSHIP
OFFERING**



Building upon the successful first year of the Housing the Bay initiative and full-day Summit in March 2018, ULI San Francisco is continuing its work to drive solutions to address the chronic housing supply shortage in the Bay Area and resulting affordability crisis.

The Housing the Bay Steering Committee and working groups are continuing to focus on solutions to support the finance of middle-income housing and leverage points to reduce the cost of building. In addition, we are collaborating with other organizations on regional policy solutions and exploring how our industry can play a role in increasing equity in the communities in which we work and live.

Sponsorship of ULI San Francisco's Housing the Bay supports this vital initiative and sponsors receive benefits throughout the year. From complimentary tickets and brand exposure to ULI memberships and participation on working groups, there are a range of great benefits at every sponsorship level.

HOUSING THE BAY SUMMIT May 10, 2019 | Hyatt Regency San Francisco

For more information please contact
Michelle Frey – Executive Director
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SPONSORSHIP OFFERING & BENEFITS

PREMIER SPONSOR | \$15,000 (limited to one)

Exclusive Benefits

- Opportunity to introduce session or speaker from the podium
- Opportunity for key Summit presenter seated at your table
- Company name in all Housing the Bay Summit press releases
- Exclusive co-branding with ULI SF of Summit lanyard worn by all attendees

Knowledge and Access

- One branded, front row table at the Summit (10 tickets)
- Six tickets to all Housing the Bay lead-up events through May 2019
- Four ULI memberships at the Associate or Young Leader level
- Participation on Housing the Bay Steering Committee and working groups

Marketing and Exposure

- Verbal recognition from the Summit podium and lead-up events
- Display space available in the main networking area at the Summit
- Logo on screens at Summit and lead-up events
- Logo and link on all Housing the Bay email communications (distribution 4,400+)
- Logo and link on Housing the Bay webpage
- Recognition in ULI SF social media
- Logo in Summit program
- One full-page ad in Summit program
- Sponsor recognition on name badge at Summit and lead-up events
- Co-branding of Summit networking breaks

MAJOR SPONSOR | \$10,000

Knowledge and Access

- One branded table in a prominent location at the Summit (10 tickets)
- Four tickets to all Housing the Bay lead-up events through May 2019
- Three ULI memberships at the Associate or Young Leader level
- Participation on a Housing the Bay working group

Marketing and Exposure

- Verbal recognition from the Summit podium and lead-up events
- One dedicated table in the Summit Expo Room

- Logo on screens at Summit and lead-up events
- Logo and link on all Housing the Bay email communications (distribution 4,400+)
- Logo and link on Housing the Bay webpage
- Recognition in ULI SF social media
- Logo in Summit program
- One half-page ad in Summit program
- Sponsor recognition on name badge at Summit and lead-up events
- Co-branding of Summit networking breaks

ULI San Francisco Annual Sponsors
receive a 10% discount on their
sponsorship of Housing the Bay

CONTRIBUTING SPONSOR | \$5,500

Knowledge and Access

- One branded table at the Summit (10 tickets)
- Two tickets to all Housing the Bay lead-up events in through May 2019

Marketing and Exposure

- Logo on screens at Summit and lead-up events
- Name and link on all Housing the Bay email communications (distribution 4,400+)

- Logo and link on Housing the Bay webpage
- Logo in Summit program
- One quarter-page ad included in Summit program
- Sponsor recognition on name badge at Summit and lead-up events
- Co-branding of Summit networking breaks

SUMMIT SUPPORTER | \$2,200

Knowledge and Access

- Two tickets to the Summit
- One ticket to all Housing the Bay lead-up events through May 2019

Marketing and Exposure

- Company name on screens at Summit and lead-up events

- Company name and link on Housing the Bay webpage
- Company name in Summit program
- Supporter recognition on name badge at Summit and lead-up events

RECEPTION SPONSOR | \$7,000 (limited to one) **SOLD!**

Exclusive Benefit

- Branding of the post-summit reception held in the Hyatt Regency foyer, serving beer, wine and appetizers

Knowledge and Access

- One branded table in a prominent location at the Summit (10 tickets)
- Two tickets to all Housing the Bay lead-up events through May 2019

Marketing and Exposure

- Verbal recognition from the Summit podium

- Logo on the Summit main screen
- Logo and link on all Housing the Bay email communications (distribution 4,400+)
- Logo and link on Housing the Bay webpage
- Recognition in ULI SF social media
- Logo and name in Summit program
- One half-page ad in the Summit program
- Sponsor recognition on name badge at Summit and lead-up events
- Co-branding of Summit networking breaks

EXHIBITOR | \$2,500 (available on a first come, first served basis)

- One dedicated table in the Summit Expo Room
- One ticket to the Summit
- Company name on screens in the Summit main conference room
- Company name and link on Housing the Bay webpage

- Exhibitor recognition on Summit name badge
- Company name in Summit program
- One quarter-page ad in Summit Program



BENEFITS

Premier Sponsor \$15,000 (limited to 1)	Major Sponsor \$10,000	Contributing Sponsor \$5,500	Summit Supporter \$2,200	Reception Sponsor \$7,000 (limited to 1)	Exhibitor \$2,500
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HOUSING THE BAY INITIATIVE - ENGAGEMENT AND INFLUENCE

Participation on Housing the Bay Steering Committee and working groups	•				
Participation on a Housing the Bay working group		•			

HOUSING THE BAY SUMMIT - TABLES AND TICKETS

One branded, front row table (10 tickets)	•				
One branded table in a prominent location (10 tickets)		•		•	
One branded table (10 tickets)			•		
Two tickets			•		
One ticket					•

2017 HOUSING THE BAY LEAD-UP EVENTS

Six tickets to all Housing the Bay lead-up events	•				
Four tickets to all Housing the Bay lead-up events		•			
Two tickets to all Housing the Bay lead-up events			•	•	
One ticket to all Housing the Bay lead-up events			•		

ULI MEMBERSHIPS

Four Associate or Young Leader memberships	•				
Three Associate or Young Leader memberships		•			

DISPLAY SPACE

Display space in the main reception area	•				
One table in the Expo Room		•			•

BRANDING AND RECOGNITION

Verbal recognition from the podium at Summit	•	•			•
Verbal recognition at all Housing the Bay lead-up events	•	•			
Exclusive branding of post-summit reception in Hyatt Regency foyer					•
Logo on screens in main conference room and lead-up events	•	•	•		•
Name on screens in main conference room				•	•
Logo and link on all Housing the Bay emails (distribution 4,400+)	•	•	•		•
Logo and link on Housing the Bay webpage	•	•	•		•
Name and link on Housing the Bay webpage				•	•
Recognition in ULI SF social media	•	•			•
Recognition on name badge and Summit and lead-up events	•	•	•		•
Exhibitor recognition on name badge at Summit					•
Co-branding of networking breaks	•	•	•		•
Logo in Summit program	•	•	•		•
Name in Summit program				•	•
One full-page ad in Summit program	•				
One half-page ad in Summit program		•			•
One quarter-page ad in Summit program			•		•

PREMIER SPONSOR - EXCLUSIVE BENEFITS

Opportunity to introduce session or speaker from the podium	•				
Opportunity for key Summit presenter seated at your table	•				
Company name in all Housing the Bay Summit press releases	•				
Event lanyard co-branding with ULI San Francisco	•				