



Urban Land  
Institute

San Diego/Tijuana

# Make an Impact

and Become a  
Local Sponsor



Photo by Stephen Whalen courtesy of Bridge Housing

2016 ULI Global  
Award for Excellence:

**Celedon at  
9th & Broadway**



# The ULI Mission

The Urban Land Institute provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Founded in 1936, it is the oldest and largest network of cross-disciplinary real estate and land use experts in the world.

We are leading the future of global urban development, and your access to our global network is through local engagement.



Technical Assistance Panels provide strategic advice to sponsors on complex land use and real estate development issues.

## The ULI Content Pillars



Housing & Communities



Real Estate Finance & Investment



Sustainability & Economic Performance



Innovation in Development Practice



Shaping Successful Cities & Regions

## Commitment Areas

- Bringing Together Leaders
- Exploring Issues
- Advancing Land Use Policies
- Sharing Knowledge
- Fostering Collaboration
- Sustaining a Diverse Global Network



The ULI San Diego - Tijuana hosts top industry events and educational programs throughout the year.





Mayors Kevin Faulconer and Juan Manuel Gastelum celebrate together at the 2017 Healthy Places Awards Gala

# The San Diego - Tijuana District Council

Comprised of over 700 members, our district council further promotes this mission throughout San Diego County and Baja California Mexico.

We strive to advance the open exchange of ideas and are dedicated to developing better places.

## Annual Numbers

**4,000**

Total attendance for all local events

**3,500**

Digital marketing reach to members and non-members

**60**

Annual events in the Cali-Baja region



# Local Programs

Our programs are designed to aid and educate all of those within the real estate industry, including public and private sector employees, elected officials, community members and stakeholders.

Our events are not limited to members, which broadens the reach of your organizations and financial support.



The Women's Leadership Initiative promotes the advancement of women, throughout their careers, as leaders in the real estate industry.

## 2018 Schedule of Programs

### Monthly Breakfast Series

(the 2<sup>nd</sup> Tuesday of the month)

- Capital Markets
- 2018 Emerging Trends
- Hospitality
- Corridor Redevelopment
- DOD Impact on San Diego Real Estate
- Disruption + Innovation
- Infrastructure
- Housing Legislation

### Young Leaders Group

- YL Partnership Forum
- Bi-monthly Site Tours
- Cocktails + Content

### ULI Next

- Bi-monthly leadership programs
- Career Deep Dive(s)
- Project Tours

### Women's Leadership

- 2<sup>nd</sup> Annual Symposium
- Coffee + Conversation
- Project Tours

### Local Product Councils

- Small Scale Infill Monthly Meetings
- Revitalization + Reuse Bi-monthly Meetings

### Special Events

- Full Member Receptions
- Mobile Site Tours
- Cali-Baja Real Estate Symposium

### Technical Assistance Panels

- Coastal Roots Farm
- San Ysidro Border
- Chollas Triangle (pending)

For more information on our specific programs, please visit our website

**[www.sandiego-tijuana.uli.org](http://www.sandiego-tijuana.uli.org)**

# Why Sponsor?

Aligning your brand with the ULI means aligning it with the most established and reputable real estate organization in the world and the most active in the Cali-Baja region.

## 01

### **Exploration of the most important issues impacting land use today**

including infrastructure, access to capital, regional growth, public-private partnerships, and sustainability, among others.

## 02

**Thoughtful, detailed programming** that convenes leaders and decision makers in the real estate industry and beyond, and provides useful take home value.



2017 ULI San Diego - Tijuana Healthy Open Space Award: Civita Park  
Rendering courtesy of Sudberry Properties



The Small Scale Infill Development Council meets monthly to focus on the nuances and complexities specific to the urban infill typology.

## 03

**ULI San Diego - Tijuana depends on sponsorships** to fund over 75% of its operating budget for the year in support of the professional staff that helps you get the most out of your ULI membership and sponsorship.

## 04

**Association with a strong real estate organization** that crosses all disciplines, sectors and product types throughout the Cali-Baja mega region.



# Annual Sponsorship

The impact ULI San Diego - Tijuana has on the Cali-Baja mega region is made possible by generous contributions from our sponsors. All donations support our local activities, a portion of which may be tax-deductible.

## **FOUNDING SPONSORS | \$10,000**

- Company logo and link on ULI homepage
- Logo and link on all electronic material
- Logo at all District Council events
- 3 complimentary registration for Fall Meeting (\$5,400 value)
- \$1,200 credit for local programs
- \$1,200 credit for ULI membership
- Sponsor value: \$7,800
- Leadership opportunities

## **CHAMPION SPONSORS | \$5,000**

- Logo and link on all electronic material
- Logo at all District Council events
- 1 complimentary for Fall Meeting (\$1,800 value)
- \$800 credit for local programs
- \$400 credit for ULI membership
- Sponsor value: \$3,000
- Leadership opportunities

## **ADVISOR SPONSORS | \$2,500**

- Company name on all electronic material
- Company name at all District Council events
- \$400 credit for local programs
- \$250 credit for ULI membership
- Sponsor value: \$650
- Leadership opportunities

## **VISIONARY SPONSORS | \$8,000**

- Logo and link on all electronic material
- Logo at all District Council events
- 2 complimentary registrations for Fall Meeting (\$1800 value)
- \$1,000 credit for local programs
- \$800 credit for ULI membership
- Sponsor value: \$3600
- Leadership opportunities

## **PARTNER SPONSORS | \$3,500**

- Logo on all electronic material
- Logo at all District Council events
- \$600 credit for local programs
- \$300 credit for ULI membership
- Sponsor value: \$900
- Leadership opportunities

## **FRIEND SPONSORS | \$1,000**

- Company name on all electronic material
- Company name at all District Council events
- \$100 credit for local programs
- \$100 credit for ULI membership
- Sponsor value: \$200
- Leadership opportunities

# Event + Initiative Sponsorship

ULI San Diego - Tijuana hosts 30+ programs annually with more than 2,000 people in attendance. These opportunities allow you to tailor your sponsorship to land use issues or professional groups that best align with your firm and mission.

## **BREAKFAST SPONSORS**

**\$1,000 - \$1,500**

- Company logo and link on ULI event page
- Logo and link on all electronic material
- Logo at sponsored breakfast
- 4 complimentary registrations
- Speaking opportunity
- One sponsor per breakfast

Our monthly breakfast at the University Club, on the second Tuesday of every month, is our signature marquee event. More than 120 people join us each month to learn more about the most pressing land use challenges and greatest opportunities in our region.

## **WOMEN'S LEADERSHIP SPONSOR**

**1,000 - \$2,500**

- Company logo and link WLI web page
- Logo and link on all electronic material
- Women's Leadership Board Position
- Option to provide scholarship(s) or memberships
- Logo at all WLI events
- Option to provide scholarship(s) or memberships
- Recognition at the Partnership Forum Closeout
- Speaking opportunity

The Women's Leadership Initiative fosters a culture of diversity and inclusivity with the goal of elevating the visibility of female leaders across the industry. Locally, our sponsors support national meeting scholarships, guest speakers, and operating expenses associated with ULI Programming.

## **YOUNG LEADER SPONSOR**

**\$1,000 - \$2,500**

- Company logo and link Young Leader web page
- Logo and link on all electronic material
- Logo at all YL events
- Option to provide scholarship(s) or memberships
- Recognition at the Partnership Forum Closeout

The Young Leaders Group represent close to 25% of our total local membership. This is the next generation of industry leadership. Our sponsors support the 9-month mentorship program and scholarship opportunities.

## **SPECIAL EVENT SPONSORS**

**\$1,000+**

- Company logo and link on ULI event page
- Logo and link on all electronic material
- Logo at sponsored program
- Complimentary registrations
- Speaking opportunity

Special events, lunches, project tours, and symposiums give attendees on the ground opportunities to dig into the specific details on projects and innovation that are bringing our region to the next level.

## Local Leadership

### District Council co-Chairs

Beth Callender, Callenderworks  
& Peter Dennehy, Meyers Research

### Chair of Mission Advancement

Tony Pauker, Brookfield Residential

### Treasurer

Cecilia Kucharski, Balfour Beatty

### Membership

Ben Price, Regents Bank

### Sponsorship

Brian Fish, Dentons

### Programs

Giovanni Poscillo, Latitude 33  
& Laura Warner, CityWorks

### Small Scale Infill

#### Development Council

Lev Gershman, Tideline Partners &  
Andrew Malick, Malick Infill

### Revitalization and Reuse Council

Dan Johnson, SCS Engineers  
& Eric Crockett, City of Chula Vista

### NEXT

Amber Mauer, Miller Hull Partnership &  
Aruna Doddapenani, Bridge Housing

### Young Leaders Group

Justine Nielsen, Procopio &  
Nicholas Wilson, Douglas Wilson  
Companies

### Woman's Leadership Initiative

Ashley Gosal, Bosa Development  
& Julie Robson, KCM Group

### Healthy Places

Gregor Connors, GDC Communities

### Executive Director

Heather Foley, the Urban Land Institute

# ULI San Diego -Tijuana Annual Sponsors

## FOUNDING SPONSORS

**Allen Matkins**  
CHALLENGE. OPPORTUNITY. SUCCESS.

**FAIRFIELD**  
RESIDENTIAL

## VISIONARY SPONSORS



Douglas Wilson Companies

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RESEARCH  
*a Kennedy Wilson Company*

## CHAMPION SPONSORS



ALEXANDRIA

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## PARTNER SPONSORS

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latitude**33**  
PLANNING & ENGINEERING

**Gensler**



**Balfour Beatty**

Kimley»Horn

**SCS ENGINEERS**

## ADVISOR SPONSORS

CGS3 | Bank of America Merrill Lynch | Cavnac & Associates  
Dentons | HED | DPR Construction | Lowe Enterprises  
Miller Hull Partnership | Rick Engineering

## FRIEND SPONSORS

KCM Group | Project Design Consultants | C&S Companies

## JOIN US

To become a sponsor please contact ULI Executive Director  
Heather Foley at [heather.foley@uli.org](mailto:heather.foley@uli.org)