

Make a Local Impact

Sponsorship Opportunities



**Urban Land
Institute**

Louisiana

Annual ULI Louisiana Support



Why you should support ULI Louisiana

1. Thoughtful, detailed programming that convenes leaders and decision makers in the real estate industry and beyond, and provides useful take home value
2. Exploration of the most important issues impacting land use today including infrastructure, access to capital, regional growth, public-private partnerships, and sustainability, among others
3. Association with a strong real estate organization that crosses all disciplines, sectors and product types throughout the Louisiana region
4. A professional staff that makes sure you get the most out of your investment in the district council
5. ULI Louisiana depends on sponsorship to fund over 50% of its operating budget for the year.

The Mission

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Locally, ULI Louisiana brings together smart people to build better communities around our state.

A portion of your sponsorship may be tax deductible. Please check with your tax advisor for more information.

Why ULI Louisiana?

- » **Unbeatable Programming:** first looks and behind-the-scenes site tours to monthly breakfast meetings & happy hours for members.
- » **Multidisciplinary Networking:** Our members are developers, brokers, bankers, financiers, attorneys, architects, engineers, designers, academics, nonprofit partners, and government leaders. We are nearly 40,000 members strong. We are one ULI. Once a member, you have access to events and resources from your local district council here in Louisiana to all others around the country and globe. ULI travels with you.
- » **Urban Plan:** In partnership with Tulane University, LSU, and Isidore Newman School, ULI Louisiana has launched this program to help students understand the relationship among community growth, development, and economic vitality. Our members act as facilitators for the course and we are continuing to grow the program statewide.
- » **Women's Leadership Initiative:** Launched in the spring of 2017, WLI Louisiana brings together female members in intimate roundtables to discuss best practices in land use and to promote and grow women as leaders in the real estate industry.
- » **Technical Assistance Panels:** Members can serve as panelists for these one- to two-day work sessions that address land use challenges requiring local knowledge to resolve. An objective team of seasoned professionals forms the panel, and its recommendations often build upon the community's existing accomplishments. As always, the outcome is of the high quality for which ULI is known.
- » **Local Product Councils:** Launched in the fall of 2017, ULI Louisiana's Local Product Council Program aims to provide opportunities for local members in specific development disciplines to study issues in-depth, share information, and network with other professionals in similar industry sectors. The program is based on selective and committed membership and intensive, high quality programming created to emulate ULI's National Product Council Program.

Join the Ranks of Our 2019 ANNUAL CORPORATE SPONSORS

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DUNLOP

Emerald Sponsors

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STIRLING
PROPERTIES

ME REAL ESTATE



MASTER OF SUSTAINABLE
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Annual ULI Louisiana Sponsorships

These commitments provide general operating revenue to ULI Louisiana and offer broad identity with the district council.

Our sponsors companies comprise the leading real estate industry companies in the region. Corporate sponsors receive the following benefits for their contributions, in addition to the satisfaction of knowing that 100% of their funds are going

to support ULI's local programs, educational activities, and research.

ULI Louisiana is able to tailor sponsorship packages to the needs of your company or organization. Please call or email Nicole DePietro (845-380-9404 or nicole.depietro@uli.org) to discuss sponsorship package options.

Benefits	Diamond \$10,000	Emerald \$5,000	Ruby \$2,000
Complimentary Associate Memberships / 1 Full Membership	3/1	1/0	
Tickets to ULI Louisiana Programs	No limit on tickets	5	2
Invitation to serve on ULI Louisiana Advisory Board	✓	✓	
Sponsor Recognition on all event signage and materials	✓	✓	✓
Company recognition and link on ULI Louisiana website	Logo	Logo	Name
Company recognition on email communication	✓	✓	✓
Opportunity to make opening remarks and introduce speakers at forums and events	✓		
Opportunity to highlight company or employee in ULI Louisiana Newsletter	✓	✓	✓
Invitation(s) to exclusive non-advertised events	✓	✓	✓
Invitation to attend networking lunch or dinner with National ULI Leaders	✓	✓	
(1) 4 Person Team for Annual Covey Rise Sporting Clay Tournament November 2018 Emerald sponsors get 1/2 team and Ruby sponsors get 1/4 team	✓	✓	✓

*Complimentary tickets may be used by any person of your choosing, including, but not limited to: clients, company employees, family members, etc.

*5% of all sponsorship dollars will be contributed to ULI Louisiana's Urban Plan

“ I joined ULI in 2000 to engage both locally and nationally with a multi-discipline membership and access to extensive research and real estate programs. ULI has provided me with expanded career enrichment, outside of transactional real estate, through its diverse membership, initiatives, and programming content.”

*Stephen Farnsworth, Walker & Dunlop
Chair, ULI Louisiana 2016-2019*

Initiatives Sponsor

\$7,500 Initiatives Sponsor (Women's Leadership Initiative or Young Leaders Group)

- Year Long Recognition as an Emerald Sponsor (see benefits above)
- Special Recognition on all WLI or YLG Event Emails
- Opportunity to introduce program
- Invitation to attend networking dinners with National ULI Leaders
- Opportunity to highlight company or employee in ULI Louisiana Newsletter



Emerging Trends WRGO Presenting Sponsor

\$7,500 Emerging Trends in Real Estate & What's Really Going On? Presenting Sponsor

- 15 tickets to Emerging Trends- What's Really Going On?
- Exclusive title sponsor listing
- Recognition on all Event Promotional Materials
- Opportunity to introduce program & Keynote Speaker
- Company logo prominently displayed on event sponsor banner
- Table space in registration area to display marketing material and exposure to event traffic
- Year Long Recognition as an Emerald Sponsor (Memberships, Bi-Weekly email recognition)
- Invitation to attend networking dinners with National ULI Leaders
- Opportunity to highlight company or employee in ULI Louisiana Newsletter

\$2,500 Networking Break Sponsor (One Available)

\$2,500 Panel Sponsor (One Available)

\$2,500 Coffee & Breakfast Sponsor (One Available)

- 5 tickets to the Program
- Company Logo on all Event Promotional Material
- Company Logo on Website & Onsite Event Signage
- Recognition of Sponsorship During Breakfast/Panel Discussion/Networking Break



Sporting Clay Tournament Sponsor

\$7500 Sporting Clay Tournament Presenting Sponsor (November 2018)

- Exclusive title sponsor listing and company logo featured on all Pre-Event Marketing Materials
- (2) 4-Person Teams at the 2018 ULI Louisiana Sporting Clay Tournament
- Year Long Recognition as an Emerald Sponsor (\$5,000)
- Invitation to attend networking dinners with National ULI Leaders
- Access to Golf Cart

\$4,000 Course Sponsors (Two Available)

- One Team of Four
- Signage on Course during Tournament
- Company Logo featured on all Pre-Event Marketing Materials
- Year Long recognition as Ruby Sponsor (\$2,000 Value)
- Access to Golf Cart

\$2,500 Cart Sponsor (One Available)

- One Team of Four
- Ability to Insert Collateral/Promotional Material in each Golf Cart
- Exclusive Signage on each Golf Cart used during Tournament
- Company Logo featured on all Pre-Event Marketing Materials
- Access to Golf Cart

\$2,500 Lunch & Networking Sponsor (One Available)

- Provides food & beverage for lunch & reception
- Ability to provide collateral/promotional material at lunch & reception
- Signage at lunch & reception
- One Team of Four
- Company Logo featured on all Pre-Event Marketing Materials
- Access to Golf Cart

\$1,500 Breakfast Sponsor (One Available)

- Provides breakfast to tournament attendees
- Signage at Tournament
- Ability to provide collateral/promotional material at breakfast
- One Team of Four
- Company Logo featured on all Pre-Event Marketing Materials
- Access to Golf Cart

\$1,500 Station Sponsor (Fourteen Available)

- Company Name featured on all Pre-Event Marketing Materials, as well as Tournament Signage
- One Team of Four
- Breakfast, Lunch, & Networking Reception for each team member
- Signage at one of the 14 shooting stations

\$1,200 Team Sponsor (Fourteen Available)

- One Team of Four
- Breakfast, Lunch, & Networking Reception for each Team Member

\$300 Individual Ticket

- Lunch & Networking Reception
- Assigned to a Team by ULI Louisiana



Current ULI Annual Diamond Sponsors get a complimentary 4-person team.

Emerald sponsors receive credit for a half team.

Ruby Sponsors receive credit for 1 person on a team.

Sponsor Commitment Form

Yes! Please sign me up as a sponsor at the following levels:

Annual ULI Louisiana Sponsorship		
	DIAMOND	\$10,000 for one year
	EMERALD	\$5,000 for one year
	RUBY	\$2,000 for one year
Initiatives Sponsor		
	YOUNG LEADERS GROUP	\$7,500 for one year
	WOMEN'S LEADERSHIP INITIATIVE	\$7,500 for one year
Emerging Trends & What's Really Going On Sponsor		
	PRESENTING	\$7,500
	NETWORKING BREAK (ONE AVAILABLE)	\$2,500
	PANEL (ONE AVAILABLE)	\$2,500
	COFFEE & BREAKFAST (ONE AVAILABLE)	\$2,500
Sporting Clay Tournament Sponsor		
	PRESENTING	\$7,500
	COURSE (TWO AVAILABLE)	\$4,000
	CART (ONE AVAILABLE)	\$2,500
	STATION (FIFTEEN AVAILABLE)	\$1,500
	TEAM (FIFTEEN AVAILABLE)	\$1,200
	INDIVIDUAL TICKET	\$300
	BREAKFAST (ONE AVAILABLE)	\$1,500
	LUNCH & NETWORKING (ONE AVAILABLE)	\$2,500



“ *I joined ULI in 2014 to stay connected with and educated about the development community in New Orleans. Having attended ULI events since 2010, I have benefited from the consistent, quality programming and ability to interact with other civically engaged professionals. As I've transitioned from graduate school into my career, ULI has remained a constant source great ideas and even greater people.* **”**

*Kendra Home, NAI Latter & Blum
former ULI Louisiana Young Leaders Chair*

SPONSOR INFORMATION

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____

EMAIL _____

COMPLIMENTARY MEMBERSHIP RECIPIENT NAME(S) & EMAIL(S) (IF APPLICABLE) _____

MARKETING MATERIALS CONTACT NAME _____

MARKETING MATERIALS CONTACT EMAIL & PHONE _____

PAYMENT

TOTAL \$ _____

☐ PLEASE SEND INVOICE TO (EMAIL OR PHYSICAL ADDRESS): _____

☐ I WOULD LIKE TO PAY BY CHECK. CHECKS PAYABLE TO:

ULI Louisiana District Council, 900 Camp Street, Suite 3C15, New Orleans, LA 70130

☐ I WOULD LIKE TO PAY BY CREDIT CARD:

☐ VISA

☐ MASTER CARD

☐ DISCOVER

☐ AMEX

CARD NUMBER _____

NAME ON CARD _____

SIGNATURE _____

NAME _____

COMPANY _____

ADDRESS _____

LOGO SUBMISSION INSTRUCTIONS FOR ALL SPONSORS

Scan and send by email to Nicole DePietro (nicole.depietro@uli.org) or send by mail to ULI Louisiana District Council, 900 Camp Street, Suite 3C15, New Orleans, LA 70130. Please include a high resolution image (PNG,EPS,JPEG) of your company's logo in your email, or email it separately if mailing a check.



ULI FEDERAL TAX ID NUMBER: 53-0159845

MEMBERSHIP



Connect. Learn. Give back. Become a member of ULI.

The Urban Land Institute stands at the forefront of the land use and real estate industry, a steadfast leader in the best practices for a changing world. For over seven decades, ULI has been a unique and trusted forum where members come together to share and exchange ideas, information and experiences—to shape tomorrow's horizon and improve the way communities grow.

Individual Memberships

Associate Membership

The most popular type of membership, Associate Membership is open to all and enables you to gain access to many of the benefits ULI has to offer.

Full Membership

Full Membership is selective and specifically aimed at senior industry professionals. Full Members have added leadership and participation benefits in addition to the benefits Associate Members receive.

Corporate Membership

ULI offers several ways for multiple employees from the same organizations to join:

Public Agency Membership

- » Three memberships at a discounted rate for government, nonprofit, or academic institutions.
- » Additional discounted rate on ULI Memberships.
- » If an employee member leaves the company, the membership may be transferred to another employee.
- » All current members will be prorated so they have the same start date.
- » Master billing.
- » Annual Dues: \$560.

Sustaining Membership

- » Private sector companies.
- » Sustaining Membership is a membership package that offers an added set of benefits to companies that plan to spend a minimum of \$10,000 in membership dues for employees annually.
- » Additional discounts on ULI products including 50% off all ULI publications.
- » Complimentary registration for the Fall or Spring Meeting for every \$10,000 spent on ULI Memberships.
- » Recognition for your company including a listing on ULI America's website with a link to your firm's website and your logo displayed at the Fall Meeting.
- » If an employee member leaves the company, the membership may be transferred to another employee.
- » All current members will be prorated so they have the same start date.
- » Master billing.
- » Annual Dues: \$10,000.

ULI Membership Benefits and Dues

Benefits	Associate Membership \$440/YEAR	Full Membership \$1,220/YEAR
Access to the global online Member Directory	✓	✓
Significant discounts on conferences, workshops, and other ULI events	✓	✓
Discount of 25% or more in the ULI Bookstore	✓	✓
Subscription to <i>Urban Land</i> magazine's print and online editions and mobile app	✓	✓
Access to hundreds of job listings and candidates through ULI's Career Center	✓	✓
Access to complimentary, members-only webinars	✓	✓
Complete access to Case Studies and online reports	✓	✓
Eligibility for local ULI leadership positions	✓	✓
Volunteer opportunities at the local and national levels	✓	✓
Volunteer opportunities at the international level		✓
Eligibility for selection for an exclusive, Full Member-only Product Council membership		✓
Invitations to exclusive events, webinars, and reports limited to Full Members		✓
Discounts	50% off under 35 75% off student 75% off Retired (Retired from real estate industry, 65+ years of age, 10+ years of ULI membership) 50% off Nonprofit, government, academic institution	50% off under 35 N/A 75% off Retired (Retired from real estate industry, 65+ years of age, 10+ years of ULI membership) 75% off Nonprofit, government, academic institution

“ *I initially joined in 1992 on the invitation of a ‘senior’ member who told me I would enjoy getting to know leading real estate professionals nationally and internationally, be able to learn from and share ideas with them and have a great networking opportunity (and we won an International Award of Excellence at the Fall Meeting that year).*

I have continued with ULI for all those reasons plus the access to research and best practices worldwide.

It’s also been rewarding personally to chair over a dozen Advisory Service Panels and Forums across the country as a ULI volunteer, along with some stellar professionals helping other communities address their local land-use challenges.

Additionally, it’s nice to have a group of colleagues and friends across all of the professional fields that comprise our industry enabling me to ‘know what’s going on’ virtually anywhere in the world with a couple of emails and phone calls because somebody almost always knows somebody who knows the answer in ULI... ”

*Leigh Ferguson, Downtown Development District
ULI Louisiana Chair of Mission Advancement*



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Louisiana