



Urban Land Institute **Nashville**



SPONSORSHIP

2020

**Enhance your firm's value in the community through
knowledge, networking and recognition.**

Become a ULI Nashville Annual Sponsor



SPONSORSHIP

WHY SPONSOR ULI NASHVILLE

ULI Nashville Sponsors realize value benefits from visibility, support, and association with the ULI brand and get all the benefits of advertising at a fraction of the cost.

Why your firm should sponsor ULI Nashville:

- Previously demonstrated financial and active support of ULI;
- Works in an industry that ULI resources benefit;
- Name/Logo will be seen in our mailings, marketing, and at events throughout the year;
- Receive cost-saving value to programs and events, and:
- Gain access to exclusive networking with industry leaders.

MEMBER TESTIMONIALS

“ULI is my go to organization for all aspects of development best practices as well as unlimited networking opportunities offered through the wonderful local programs plus spring and fall conferences.”

— **Jimmy Granbery**, *Chairman/CEO, H.G.Hill Realty Company*

“ULI is engaged and working with city leadership to develop healthy corridors, infrastructure, trail-oriented development, affordable housing and issues of the day. For me, it’s the best networking group in Nashville with relevant content and opportunities to establish working relationships with many members and then reconnect with all during ULI Nashville gatherings.”

— **Mark Deutschmann**, *CEO, Village Real Estate Services*

“ULI is a fantastic resource for our team. Locally and nationally, it has a welcoming community that fosters meaningful connections and conversations. Its valuable programming provides insightful content in an enjoyable and educational atmosphere, keeping us informed about the current state of land use development and best practices to create better and more equitable communities.”

— **Ed Henley**, *Founder/Principal, Pillars Development*



ABOUT US

THE MISSION

Urban Land Institute provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide, through:

- bringing leaders together
- facilitating collaboration
- exploring interdisciplinary land use and development issues
- serving as a trusted advisor
- sharing knowledge and best practices
- creating a global network with local impact

WHO WE ARE

Connecting People — Sharing Knowledge

- ULI Nashville is a trusted convener, collaborator and communicator/educator of best practices on all aspects of city building.
- A member-driven organization, ULI Nashville brings together over 800 members to share and exchange ideas, information and experiences to shape the way our community grows.
- ULI Nashville represents the diverse industries, perspectives and expertise in its education, conversations, and network-building.

WHAT WE DO

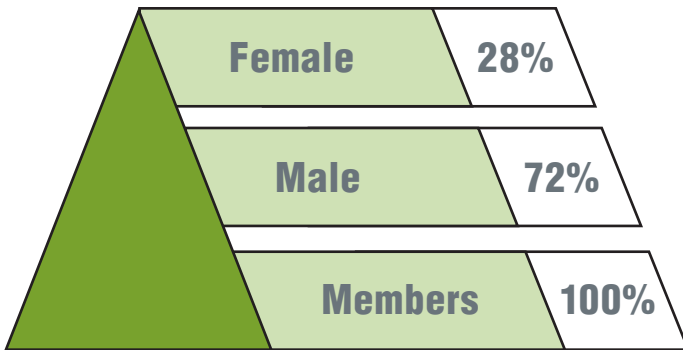
Through programming, initiatives, and outreach activities, ULI Nashville and its members are able to inform, learn and collaborate with fellow community practitioners, stakeholders, decision makers and change-agents. **For example**, ULI Nashville:

- Hosts a wide variety of timely and relevant **MONTHLY EVENTS** such as networking socials, member-only programs, project tours, issue/content workshops, ULI Roadshows on Emerging Trends in Real Estate, and the ULI Nashville Excellence in Development Awards;
- As ULI “at-the-local-level,” is a **CONDUIT FOR ULI MEMBER BENEFITS** such as access to ULI Project Descriptions, complimentary member-only ULI webinars, discounts on ULI publications, and the *Urban Land* magazine;
- **FACILITATES CONVERSATIONS** among the different disciplines engaged in land use, real estate, and development;
- **PROVIDES MEMBER-ONLY OPPORTUNITIES** for engagement in ULI Nashville initiatives and at member-only programs and events;
- Supports our next generation of leaders through **YOUNG LEADERS INITIATIVES**, such as the Mentor Program and Pop-Up Project Tours;
- Supports programs and initiatives for **NEXT** (members between 35 – 45 yrs.) and the **WOMEN IN LEADERSHIP INITIATIVE (WLI)**;
- Manages a **JOB BOARD** for member-firms to post job opportunities;
- Provides information for new members (and long-term members who need a refresher!) on benefits and resources of ULI and ULI Nashville, and an introduction to fellow members at **NEW MEMBERS ULI NASHVILLE CONNECT**;
- Collaborates with valued fellow community partners and stakeholders;
- Celebrates and reinforces best practices in development through the annual **EXCELLENCE IN DEVELOPMENT AWARDS**, and;
- Provides for member-only engagement on important issues of city building through **ACTION COUNCILS** on: Building Healthy Places, Capital Markets, and Housing.



WHO WE ARE

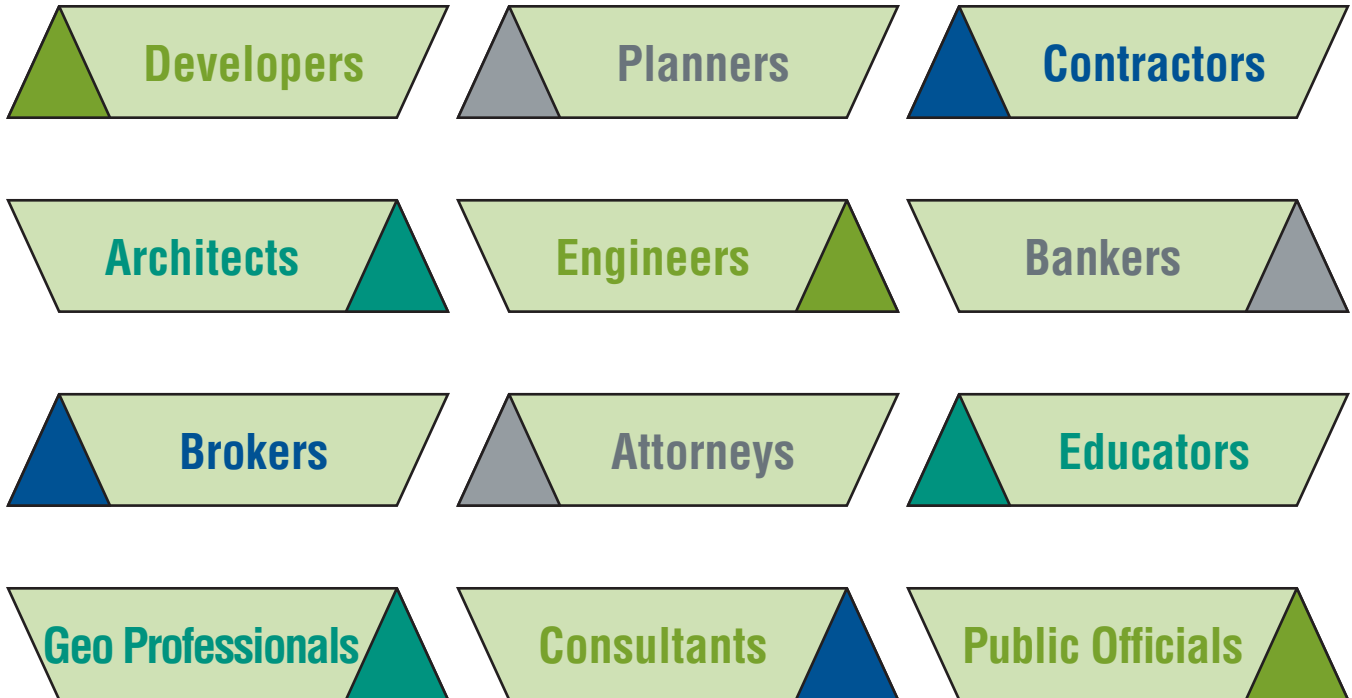
OUR MEMBERS



MEMBER VALUE

- Member Retention 5th highest in ULI Americas of 55 District Councils
- Member Attendance highest among all ULI Americas District Council of like-size. ULI Nashville member engagement levels comparable to District Councils of far larger membership.
- Membership Growth percentage highest among all ULI Americas District Councils

WHO WE ARE





BENEFITS

Annual Sponsorship Benefits	Diamond \$10,000	Platinum \$7500	Gold \$5000	Silver \$3500	Bronze \$2500	Sustaining* \$1500
Logo on ULI Nashville Website, Logo on Event Signage and Acknowledgment on ULI Nashville E-flyers	✓	✓	✓	✓	✓	✓
One Spotlight Feature on the Website with Social Media Posts	✓	✓				
One 5-minute Company or Project Presentation at Event	✓					
Complimentary ULI Membership (Associate Level)	2 \$880 Value	2 \$880 Value	1 \$440 Value	1 \$440 Value		
Complimentary ULI Young Leader Membership (Associate Level)	1 \$220 Value		1 \$220 Value		1 \$220 Value	
Complimentary Registration ULI Fall Meeting 2020 (San Francisco)	1 \$1900 Value					
Complimentary Registration to Every Program in 2020	3 Tickets: <i>Estimated</i> \$1200 Value	2 Tickets: <i>Estimated</i> \$800 Value	1 Ticket: <i>Estimated</i> \$400 Value			
Complimentary Registration for Most Programs in 2020. Total Comped Tickets Apply to Programs of Your Choice in 2020.				5 Tickets: <i>Estimated</i> \$300 Value	4 Tickets: <i>Estimated</i> \$250 Value	3 Tickets: <i>Estimated</i> \$200 Value
Award Sponsorship (Table Size, if Included) (Number of Seats or Tickets) (Package Value)	Diamond Full Table 12 Seats \$1800 Value	Gold Full Table 10 Seats \$1500 Value	Silver Half Table 5 Seats \$750 Value	Listed as Supporter 2 Tickets \$300 Value	Listed as Supporter 1 Ticket \$150 Value	Listed as Supporter 1 Ticket \$150 Value
Networking Sponsor Receptions with National Speakers	✓	✓	✓	✓	✓	✓

Program Sponsorships

For information on levels and benefits, email Nashville@uli.org

Program Sponsorships: Real Estate Outlook 2020 (scheduled November 22nd) and **Innovation Forum** (scheduled October 28th)

Initiative Sponsorships

\$1,000
2 Available

\$500
3 Available

Available for Each WLI, NEXT, & YL Group
Email Nashville@uli.org for details

Sponsor Sign at Cohort's Events and Posted on Cohort's ULI Nashville Website Page

✓

✓

Complimentary Ticket(s) to WLI/NEXT Professional Development Luncheons or YL Programs

2 Tickets

1 Ticket

Women's Leadership Initiative (WLI), NEXT (35-45 yrs old), or Young Leader Group (younger than 35 yrs.) * For information on YL Business Sponsorship — email nashville@uli.org



BECOME A SPONSOR

ULI Nashville 2020 Annual Sponsorship Pledge

Sponsor Representative (who will represent firm at ULI Nashville)

Company/Organization: _____

Contact Name: _____

Title: _____

Email: _____

Phone: _____

Street Address: _____

City/State/Zip: _____

Administrative Support to Sponsor (If same as sponsor contact, just write "See Above.")

Contact Name: _____

Title: _____

Email: _____

Phone: _____

Please Check Sponsorship Level — Full Payment by ULI Invoice* Due December 15, 2019

- Diamond Sponsor: \$10,000
- Platinum Sponsor: \$7500
- Gold Sponsor: \$5000
- Silver Sponsor: \$3500
- Bronze Sponsor: \$2500
- Sustaining Sponsor: \$1500
- YL (younger than 35 yrs. old) Business Sponsor: \$750 — indicate if choose installment payment (Available only to Young Leader-owned businesses)

EMAIL this Pledge to Nashville@uli.org no later than December 1, 2019.

After that, you will be issued a ULI Invoice* to make payment by December 15, 2019.