Urban Land Utah Institute

Regent Street, copyright GSBS Architects

Help Us Make an Impact

ULI Utah provides **leadership** in the **responsible use of land** and in **creating and sustaining thriving communities** throughout our region.

We facilitate the open exchange of ideas, information, and experience among the region's industry leaders and provide dynamic educational programs that explore a broad range of development issues. To learn more about our programs, please visit utah.uli.org.

East Gallivan Avenue, Photo by Isaac Riddle

240+

ULI Utah's 240+ members represent nearly 20 industry sectors and 40 young leaders (those under 35).

1,000+

Each year, 1,000+ individuals attend 20+ programs and events including tours, panels, networking, and more.

40,000+

ULI's 40,000 members worldwide, representing the entire spectrum of land use and real estate development disciplines working in private enterprise and public service dedicated to creating better places.

Artesian Springs, copyright Kier Construction

Annual Sponsorship Opportunities

Becoming a ULI Utah annual sponsor is the most visible way to show you are a part of the ULI community. Through the generous contributions of our annual sponsors, ULI Utah is able to provide thought-provoking programs and lead land use and community development initiatives throughout the region.

As a sponsor, your company will enjoy a variety of benefits including complimentary memberships, program registrations, brand exposure, and the satisfaction of partnering with ULI Utah as we make a difference in our region.

Questions?
utah@uli.org

Benefits for Annual Sponsorships	Visionary $10,000	Diamond $5,000	Platinum $2,500	Gold $1,500
Designated staff or committee member assigned to manage sponsor relationship	•			
Personal assistance and/or referrals for service on a national Product Council	•			
Complimentary annual membership at Full Member Level ($1,220 value)	1			
Complimentary annual membership at Associate Level ($440 value)	2	2	2	
Complimentary admission to District Council event(s) *excludes Trends event*	4	2	1	1
Table Sponsorship for Trends Conference ($3,000 value)	•	0.5		
Priority for event sponsorship opportunities	1st	2nd	3rd	4th
Company logo recognition on event email blasts from ULI Utah	•	•	•	•
Verbal recognition at each ULI Utah event	•	•	•	
Company logo with active link on Sponsorship page of ULI Utah website	•	•	•	•
Company logo recognition on powerpoint at each ULI Utah event	•	•	•	•
Sponsor ribbons on name badges at all ULI Utah events	•	•	•	•

If you would like a different combination of benefits, please reach out to Rachel at rachel.mcillece@uli.org and she will work with you to customize your sponsorship package.

Urban Land Institute
Utah

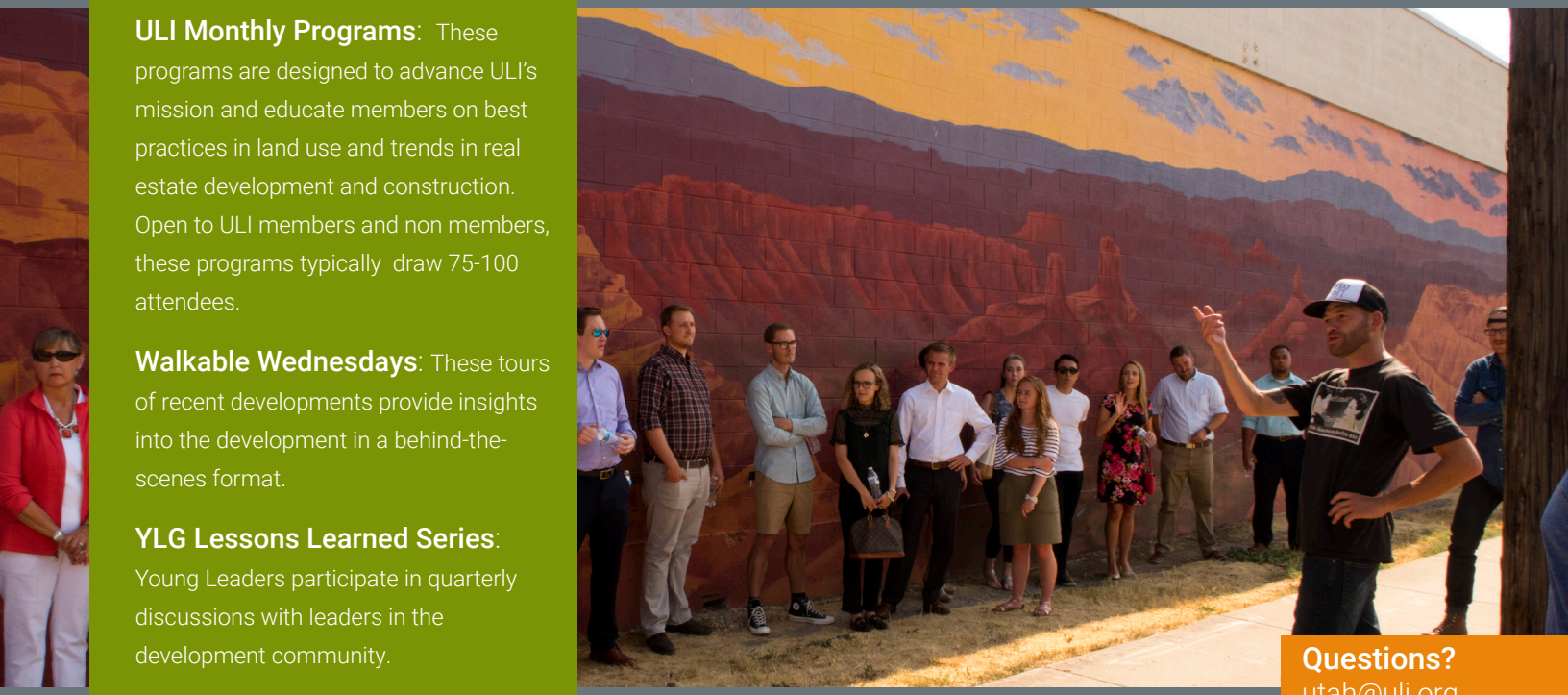
For additional information, please contact Rachel.
Rachel. McIllece@uli.org
801.541.4431
utah.uli.org

Event Sponsorship Opportunities

ULI Monthly Programs: These programs are designed to advance ULI's mission and educate members on best practices in land use and trends in real estate development and construction. Open to ULI members and non members, these programs typically draw 75-100 attendees.

Walkable Wednesdays: These tours of recent developments provide insights into the development in a behind-the-scenes format.

YLG Lessons Learned Series: Young Leaders participate in quarterly discussions with leaders in the development community.



ULI Utah Walkable Wednesday of the Granary District.

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Benefits for Event Sponsorships	Silver $1,000	Bronze $500	Friend $250
Complimentary admissions to sponsored event	8	4	2
Verbal recognition of company name as sponsor of the event	•	•	
Table set up for sponsor representative where sponsor can provide additional signage and promotional material. Sponsor may provide handout as part of event take-away material	•	•	•
Sponsor company logo on email blasts relating to the event	•	•	•

ULI Urban Land Institute Utah

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Trends Sponsorship Opportunities

Highly anticipated each year, ULI Utah's Trends program provides industry professionals with a deep dive into the most current state and national real estate trends, with a focus on what to expect in the future.

This full-day signature program regularly attracts **over 300 of Utah's top leaders** from business, government and the community to learn from highly-respected local, regional and national experts in real estate, business and economics.

Sponsorship opportunities can position your business in front of this powerful audience.

TITLE SPONSOR – $10,000
One (1) Available

- 8 VIP event registrations (Individual ticket price for ULI Members: $195, Non-member: $260)
- Introduction as Title Sponsor at Trends Conference
- Company logo displayed on all conference materials and signage as Title Sponsor
- Logo and company website linked on ULI website
- Company logo on all event related e-mail blasts
- Silver Annual ULI Sponsorship ($2,500 value) Includes: 2 annual ULI associate memberships, 1 admission to all ULI events, company logo on all ULI e-mails, company logo with active link on annual sponsor website, verbal recognition at all ULI events, sponsor ribbons on badges at all ULI events

MAJOR SPONSOR – $7,500
Four (4) Available

- 8 VIP event registrations
- Introduction as Major Sponsor at Trends Conference
- Company logo displayed on all conference materials and signage as Major Sponsor
- Logo and company website linked on ULI website
- Company logo on all event related e-mail blasts
- Bronze Annual ULI Sponsorship ($1,500 value) Includes: 1 admission to all ULI events, company name (no logo) on all ULI e-mails, company name on website, verbal recognition at all ULI events, sponsor ribbons on badges at all ULI events

SESSION SPONSOR – $3,000
Twenty (20) Available

- 8 VIP event registrations
- Introduction as Session Sponsor
- Company logo on all event related e-mail blasts
- Company logo displayed at table

HALF-TABLE SPECIAL – $1,500
Thirty-five (35) Available

- 4 VIP event registrations
- Company logo displayed at table

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Initiative Sponsorship Opportunities
UrbanPlan

UrbanPlan for Public Officials workshops are ideal for local decision makers who would like to learn more about the fundamental forces that shape and affect the built environment and the important leadership roles that elected and appointed officials play in the real estate development process.

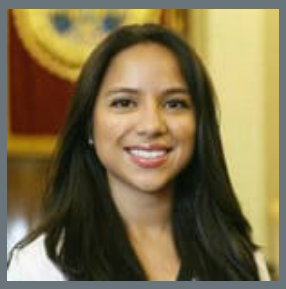
The workshop will enable public officials to better understand the trade-offs and risk at play in the entitlement and negotiation process associated with land use, especially in public/private partnerships. The UrbanPlan case study is an example of a city-led redevelopment effort where compromise needs to be met between the locality, development team selected in the RFP, and the community.

UrbanPlan for Public Officials Sponsor $2,500

Benefits Include

- Sponsor recognition on UrbanPlan for Public Officials materials
- Company logo on ULI Utah website
- Recognition at all ULI Utah programs and events

UrbanPlan
for Public Officials



"I was invited to take part in the inaugural class of ULI Boston's UrbanPlan Public Leadership Institute. Through UrbanPlan, I came to better understand that being a developer requires a long-term perspective; it involves taking into consideration the needs of different stakeholders while measuring risk."

Judith Garcia, Chelsea City Council, Massachusetts

"UrbanPlan for Public Officials exposes you to what a community experiences when a development project is planned. The exercise demonstrates how to balance the perspective of all parties to the benefit of both the community and the developer. This is how it should work."

Joe R. Zimmerman, Mayor of the City of Sugar Land, Texas.

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Initiative Sponsorship Opportunities
Technical Assistance Panels

Technical Assistance Panels (TAPs) are intensive, on-site assessments of complex land use and real estate issues that can benefit from impartial advice and recommendations from career professionals with expertise in relevant fields. Panelists volunteer their time to spend two to three days diving deep into the issue before delivering expert, multidisciplinary advice to the sponsoring organization(s), which may include local governments, public agencies, nonprofit organizations and private developers.

By providing an unbiased, strategic perspective on complex land use challenges, TAPs have been credited with accelerating and improving the development and design processes used by communities in their land planning efforts.

Fees for TAPs range from $12,000 to $18,000, depending on location (anywhere in Utah), extent of the scope, and breadth and depth of the final written report.

TAPs begin with a set of questions proposed by the sponsoring organization – a local government, public agency, nonprofit organization or developer – about a specific development issue or policy barrier within a defined geographic area. The two- or three-day panel includes a full site tour, confidential stakeholder interviews, intensive working sessions, a presentation of recommendations to the sponsor(s), and a final report outlining the process and recommendations.

TAP panelists are ULI member experts from Utah and other states who volunteer their time because of their commitment to ULI's mission. Panelists donate all of their time — an estimated $30,000 to $40,000 value — to prepare for and participate in the TAP, spending two to three days on-site in the subject community. TAP fees cover expenses for travel, accommodations, meals, meeting space, report production, and other costs.

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