2020

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

Become a ULI Nashville Annual Sponsor
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

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.
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

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.
OUR MEMBERS

- 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

MEMBER VALUE

WHO WE ARE

Female 28%
Male 72%
Members 100%

Developers
Architects
Brokers
Geo Professionals

Planners
Engineers
Attorneys
Consultants

Contractors
Bankers
Educators
Public Officials
## BENEFITS

### Annual Sponsorship Benefits

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

### Initiative Sponsorships

<table>
<thead>
<tr>
<th>Level</th>
<th>$1,000</th>
<th>$500</th>
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<tbody>
<tr>
<td><strong>Sponsor Sign at Cohort’s Events and Posted on Cohort’s ULI Nashville Website Page</strong></td>
<td>2 Available</td>
<td>3 Available</td>
</tr>
<tr>
<td><strong>Complimentary Ticket(s) to WLI/NEXT Professional Development Luncheons or YL Programs</strong></td>
<td>2 Tickets</td>
<td>1 Ticket</td>
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</table>

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
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.

The Urban Land Institute (ULI) is a 501(c)(3) nonprofit research and education organization supported by its members worldwide. ULI neither lobbies nor acts as an advocate for any single industry.