

# SPONSORSHIP OPPORTUNITIES 2020



ULI New York advocates for best practices in responsible land use and development and for the creation of more sustainable, resilient, and equitable communities throughout the New York metropolitan region.

*“ULI New York is the preeminent source of thought leadership in real estate development and land use policy. No other organization I know is as effective at connecting you with the key players in every sector of our industry, both private and public, who are responsible for shaping our region.”*

– **Marty Burger**, Chief Executive Officer, Silverstein Properties



**Urban Land New York  
Institute**

**CONNECT | LEARN | MAKE AN IMPACT**



# WHY YOU SHOULD SUPPORT ULI NEW YORK



Be a leader in our market's preeminent industry association, committed to building better, more inclusive communities for people to live, work, and play.



Forge relationships with leaders and decision makers across diverse disciplines, sectors, and product types.



Share knowledge and best practices with 2,600+ local members advocating for sustainable, resilient and equitable communities in our region.



Access compelling programs exploring the most important issues currently affecting land use and development.



Collaborate on our initiatives to increase diversity and inclusion in ULI NY and in the real estate and land use industries.



Develop professional and leadership skills through our Young Leaders Group (for members under 35), Women's Leadership Initiative, NEXT (for members 35-45), Local Product Councils, and other member networks.





# JOIN US IN SHAPING THE FUTURE OF NEW YORK

Your Sponsorship Dollars Drive These ULI New York Initiatives

## INFLUENCING PUBLIC POLICY

Leveraging our members' expertise to provide objective, market-based multidisciplinary advice to public officials and nonprofit organizations facing complex land use and real estate challenges through our hallmark **Technical Assistance Panels (TAPs)** program.



## PROVIDING EDUCATIONAL RESOURCES & COMMUNITY OUTREACH OPPORTUNITIES

Improving the dialogue and understanding of the fundamental factors influencing development through volunteer-led initiatives like our classroom-based curriculum **UrbanPlan**, and our **Tri-State Land Use Council** case studies.



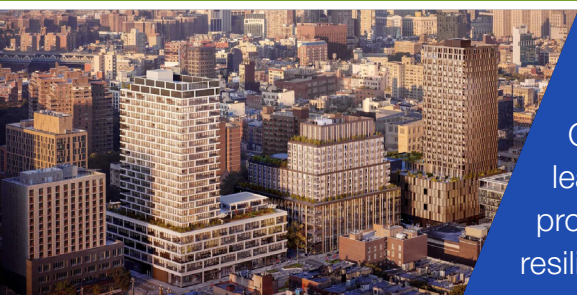
## HIGH-QUALITY, TIMELY PROGRAMMING

Each year our 50+ programs and events convene 2,600+ industry members to connect, exchange ideas, and learn about thought-leading trends and topics in real estate.



## RAISING THE BAR FOR RESPONSIBLE LAND USE & DEVELOPMENT

Our annual **Awards for Excellence in Development** celebrate a visionary leader in New York's real estate community and recognize outstanding projects that are raising the bar for planning, design, sustainability and resilience, and community impact across New York State.



## SHARING BEST PRACTICES & DEVELOPING TRUSTED RELATIONSHIPS

150+ members engaging in 20+ exclusive opportunities annually to connect, share, and learn about topical interests involving infrastructure, housing, mixed-use development, and technology and innovation through our **Local Product Council** networks.



## DIVERSE PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Leadership training, career advancement, and relationship building tailored specifically for the needs of our members, delivered through our **Women's Leadership Initiative**, **Mentor Program**, **Young Leaders Group**, and **ULI NEXT New York**.



## 2020 ULI NEW YORK ANNUAL SPONSORSHIP OPPORTUNITIES

Join other leading real estate companies in supporting ULI New York's local educational programs, professional development platforms, and community outreach initiatives. Enjoy year-round visibility, brand recognition, and benefits available when your company is deeply engaged with ULI New York.

SPONSORSHIP LEVELS	Urban Visionary	Platinum	Gold	Silver	Bronze
<b>District Council Events and Member Benefits</b>	\$30,000	\$25,000	\$20,000	\$15,000	\$10,000
Sponsor Spotlight in monthly Chairman's Message (2,600+ members)	✓	✓			
Complimentary registration to the 2020 ULI Fall Meeting in San Francisco, California (October 12-15)	1 (\$2,000+ value)	1 (\$2,000+ value)			
Opportunity to host events and programs	✓	✓	✓		
Sponsor logo displayed on signage and printed programs at events	✓	✓	✓		
Complimentary Associate Memberships* for individuals who are not currently ULI members	6 (\$2,952 value)	4 (\$1,968 value)	3 (\$1,476 value)	2 (\$984 value)	1 (\$492 value)
Sponsor recognition on all weekly email blasts and program announcements (4,000+ members & prospects per eblast)	Logo (premium placement)	Logo (premium placement)	Logo	Logo	Name
Sponsor logo on ULI New York website with link to sponsor company's website	✓	✓	✓	Logo only	Logo only
Invitation to Sponsor Appreciation Reception	✓	✓	✓	✓	✓
Complimentary tickets to District Council events and programs (total)	14 (\$910 value)	12 (\$780 value)	8 (\$520 value)	6 (\$390 value)	4 (\$260 value)

### 2020 Awards Gala Benefits (highlighted benefits below are in addition to Awards gala-only sponsorship benefits on page 5)

Sponsor logo featured on all Gala dinner tables	✓				
Sponsor recognized during the opening and closing remarks	✓				
Sponsor recognition in printed dinner programs	✓	✓			
Sponsor logo projected throughout Gala ballroom	✓	✓			
Sponsor logo displayed on custom cocktail hour signage	✓	✓			
Sponsor logo featured on stage signage	✓	✓			
Sponsor logo displayed on step and repeat during cocktail hour	✓	✓	✓		
Preferred seating at the Gala dinner	✓	✓	✓		
Table for 10 at the Gala dinner	✓	✓	✓	✓	
5 tickets to the Gala dinner					✓
Custom lucite signage with table sponsor's logo	✓	✓	✓	✓	
Sponsor logo on all Awards promotional materials and email blasts (4,000+ members & prospects per eblast)	✓	✓	✓	✓	✓
Sponsor ad displayed in printed dinner programs and on Awards website	(2) Full-pages (\$5,000 value)	Full-page (\$2,500 value)	Full-page (\$2,500 value)	Half-page (\$1,500 value)	Quarter-page (\$750 value)
Sponsor logo on Awards website with link to sponsor company's website	✓	✓	✓	Logo only	Logo only

### 2020 Real Estate Outlook Benefits

Sponsor recognized during the opening and closing remarks	✓	✓			
Sponsor logo on all promotional materials, email blasts, event signage and printed program (4,000+ members & prospects per eblast)	✓	✓	✓		
Sponsor logo displayed on step and repeat	✓	✓	✓	✓	
Complimentary tickets	6 (\$750 value)	5 (\$625 value)	4 (\$500 value)	3 (\$375 value)	1 (\$125 value)



# Visionary Leadership In Land Use AWARD



Join us in celebrating Visionary Leadership in Land Use Award honoree **Ron Moelis, CEO + Founding Partner, L+M Development Partners** at our **AWARDS FOR EXCELLENCE IN DEVELOPMENT GALA** on **APRIL 21, 2020!**



## 2020 AWARDS GALA-ONLY SPONSORSHIP OPPORTUNITIES

The annual Awards for Excellence in Development recognize outstanding real estate development projects in 10 Awards categories, within the New York District Council's geographic region, that exemplify ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities. The Awards Gala is the industry showcase for the local projects in our region that deserve special recognition and the talented land use professionals who create them.

SPONSORSHIP LEVELS	Urban Visionary	Platinum	Gold	Silver	Bronze
<b>Awards Gala Sponsorship Benefits</b>	\$25,000	\$20,000	\$15,000	\$10,000	\$7,500
Preferred seating at the Gala dinner	✓	✓	✓		
Table for 10 at the Gala dinner	✓	✓	✓	✓	
5 tickets to the Gala dinner					✓
Custom lucite signage with table sponsor's logo	✓	✓	✓	✓	
Sponsor logo on all Awards promotional materials and email blasts (4,000+ members & prospects per eblast)	✓	✓	✓	✓	✓
Sponsor ad displayed in printed dinner programs and on Awards website	(2) Full-pages (\$5,000 value)	Full-page (\$2,500 value)	Full-page (\$2,500 value)	Half-page (\$1,500 value)	Quarter-page (\$750 value)
Sponsor logo on Awards website with link to sponsor company's website	✓	✓	✓	Logo only	Logo only

# THANK YOU TO OUR 2019 ANNUAL SPONSORS

## URBAN VISIONARY COMBO

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**HART HOWERTON**

**HR&A ADVISORS**

**LCOR**

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# THANK YOU TO OUR 2019 AWARDS GALA-ONLY SPONSORS

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## GOLD



BFC PARTNERS



Kramer Levin



Development  
Partners



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SEVEN  
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WASHINGTON SQUARE  
PARTNERS

# 2020 ULI NEW YORK SPONSORSHIP OPPORTUNITIES

## ANNUAL SPONSORSHIP LEVELS (PAGE 4)

Urban Visionary | \$30,000

Platinum | \$25,000

Gold | \$20,000

Silver | \$15,000

Bronze | \$10,000

## AWARDS GALA-ONLY SPONSORSHIP LEVELS (PAGE 5)

Urban Visionary | \$25,000

Platinum | \$20,000

Gold | \$15,000

Silver | \$10,000

Bronze | \$7,500

### PRIMARY CONTACT

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### PAYMENT INFORMATION (CHECK ONE)

Check

Visa

MasterCard

Amex

All checks should be made out to: ULI New York; mail separately to:  
The Berman Group  
Attention: Emily Carty  
380 Lexington Avenue, Suite 1920 | New York, NY 10168

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

Send completed sponsorship form to Emily Carty at [ecarty@bermangrp.com](mailto:ecarty@bermangrp.com) | Questions? Contact Felix Ciampa at [Felix.ciampa@uli.org](mailto:Felix.ciampa@uli.org) or 917.773.8822.

I and/or my company would like to be listed as follows:

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_





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**THE URBAN LAND INSTITUTE** is a 501(c)(3) organization whose mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

As a nonpartisan organization, ULI has long been recognized as one of America's most respected and widely quoted sources of objective information on urban planning, growth and development.

Our members form a spectrum of land use and development disciplines, including developers, builders, investors, designers, public officials, planners, real estate brokers, attorneys, engineers, lenders, academics and students.

**FOR MORE INFORMATION, CONTACT:**

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