

2022-2023

# University Outreach

WITH ULI DALLAS-FORT WORTH



Dallas-Fort Worth



## ULI DALLAS-FORT WORTH PROGRAMS:

At ULI, we know that supporting aspiring commercial real estate leaders early in their collegiate journey can make a world of difference—both to the students themselves and the future of the CRE industry as a whole.

### UrbanPlan

UrbanPlan for Universities aims to develop land use professionals—developers, planners, architects, investors, and policy makers—who are more sophisticated and effective when they enter the workforce. UrbanPlan moves students from a theoretical and ideological understanding of their discipline to the practical realities and demands of the development team and process. In addition, the module is a challenging team building exercise and introduction to ULI and key leaders in the industry.

### Young Leaders

Young Leaders Group (YLG) was created to be a unique multi-disciplinary forum for young professionals, under the age of 35, to build relationships, learn from one another, and develop the skills and knowledge needed to become the next generation of successful real estate industry leaders. Since inception, our group has attracted more than 300 members from all over the Metroplex and all sectors of our real estate industry.

## ULI NATIONAL PROGRAMS:

### ULI Undergraduate Program

Webinar Series on Commercial real estate development and finance programming with pathways for undergraduates who are new to CRE. Open to students from all disciplines, including business, math, economics, urban planning and design, architecture and landscape architecture, and more. Cost is 20\$ per student. Bulk purchase options are available.

### Foundations of Real Estate Certificate

This on-demand online certificate offers you a comprehensive introduction to the field of commercial real estate. The certificate includes five modules with 30 hours of content: the Overview, Finance and Investment, Multifamily and Office, the Pro Forma, and Development. You are guided through a series of inspiring videos led by experienced instructors and practitioners with carefully curated accompanying materials.

### ULI Hines Student Competition

The ULI Hines Student Competition—entering its 20th year in 2022—offers graduate students the opportunity to form their own multidisciplinary teams and engage in a challenging exercise in responsible land use. Teams of five students pursuing degrees in at least three different disciplines have two weeks to devise a development program for a real, large-scale site in a North American city. Teams provide graphic boards and narratives of their proposals including designs and market-feasible financial data.

This is an ideas competition; there is no expectation that anyone will apply the submitted schemes to the site. The winning team receives \$50,000 (\$5,000 of it goes to their university) and the finalist teams each receive \$10,000.

### ULI/Randall Lewis Health Mentorship Program

The ULI/Randall Lewis Health Mentorship Program allows students to learn about ULI, develop relationships with ULI members, and deepen their understanding of opportunities to advance health through careers in the land use industry. The program pairs exceptional current graduate students with ULI members working at the intersection of health and the built environment.



# BECOME A SPONSOR



Dallas-Fort Worth

# JOIN THE RANKS

OF THOSE INVESTING IN  
ULI DALLAS-FORT WORTH

ULI Dallas-Fort Worth sponsors comprise the leading real estate organizations in the region. Annual sponsors receive many benefits for their contributions to ULI Dallas-Fort Worth - a 501 (c) (3) corporation - in addition to the satisfaction of knowing that their funds are supporting local programs, leadership development, education, community advising, outreach, and research.

## OUR ANNUAL SPONSORS

### INNOVATORS



### GROUNDBREAKERS



### STAKEHOLDERS



Houston  
Fort Worth  
San Antonio  
Dallas  
Austin



MOSSADAMS



Dallas-Fort Worth

# ANNUAL SPONSORSHIP BENEFITS

## AT A GLANCE

| <b>Benefits:</b>   | <b>INNOVATOR</b><br>\$15,000/yr                      | <b>GROUNDBREAKER</b><br>\$7,500/yr | <b>STAKEHOLDER</b><br>\$3,500/yr |
|--|--|------------------------------------|----------------------------------|
| Brand visibility at ULI DFW Events, on Website, and in all district council marketing emails                   | ✓  | ✓                                  | ✓                                |
| Membership   | 1 Full*<br>2 Associate                               | 1 Full*<br>1 Associate             | 2 Associate                      |
| Tickets to Signature Events<br><i>(Capital Markets, Marketplace, What's New, What's NEXT, Emerging Trends)</i> | 10 Tickets   | 2 Tickets                          | 2 Tickets                        |
| Participation on ULI DFW Committees  | 2 Committees of choice                               | 1 Committee of choice              | 1 Committee of choice            |
| "Season Tickets" to Breakfast Forums   | 3 Season Tickets                                     | 2 Season Tickets                   |                                  |
| Local Product Council  | 2 Positions*   | 1 Position*                        |                                  |
| Impact Awards  | Silver Sponsorship<br><i>(Includes Table for 10)</i> |                                    |                                  |
| Advisory Board   | 1 Position on ULI DFW Advisory Board                 |                                    |                                  |
| Display table at one ULI DFW Event   | ✓  |                                    |                                  |

\*Additional Application process, please contact [dallasfortworth@uli.org](mailto:dallasfortworth@uli.org) for more information

**NOTE:** During the COVID-19 pandemic we are holding limited in-person events. For virtual programs, we will feature sponsor names at the beginning of our online programs.

# ANNUAL EDUCATION SPONSORSHIP BENEFITS

## AT A GLANCE

| <b>Benefits:</b>   | <b>LEADER</b><br>\$7,500/yr | <b>CHAMPION</b><br>\$5,000/yr | <b>CONNECTOR</b><br>\$3,500/yr |
|--|-----------------------------|-------------------------------|--------------------------------|
| Brand visibility at ULI DFW Events, on Website, and in all district council marketing emails                     | ✓                           | ✓                             | ✓                              |
| Name displayed at Registration Table   | ✓                           | ✓                             | ✓                              |
| Tickets to 4 Signature Events<br><i>(Capital Markets, Marketplace, What's New, What's NEXT, Emerging Trends)</i> | 10 Tickets                  | 5 Tickets                     | 2 Tickets                      |
| Tickets to Forum Events  | 10 Tickets                  | 5 Tickets                     | 5 Tickets                      |
| Tickets to Neighborhood Tours  | 5 Tickets                   | 2 Tickets                     |                                |
| Public Associate Membership  | 2                           |                               |                                |

**NOTE:** During the COVID-19 pandemic we are holding limited in-person events. For virtual programs, we will feature sponsor names at the beginning of our online programs.

# BECOME A SPONSOR OF ULI DALLAS-FORT WORTH

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## SPONSORSHIP CATEGORIES

- Innovator: \$15,000
  - Groundbreaker: \$7,500
  - Stakeholder: \$3,500
  - Leader: \$7,500/yr
  - Champion: \$5,000/yr
  - Connector: \$3,500/yr
- 

## COMPANY INFORMATION

Sponsorship Contact Name:

Company/ Organization:

Street Address:

City:

State:

Zip:

Email:

Phone:

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## MEMBER INFORMATION (for complimentary memberships as applicable)

Name:

Name:

Title:

Title:

Email:

Email:

Phone:

Phone:

Please fill out this form and email a copy to [Dallasfortworth@uli.org](mailto:Dallasfortworth@uli.org) with a *high resolution* copy of your logo.

A ULI DFW representative will then follow up with an Invoice for payment.



# ULI PROGRAM SPONSOR



Dallas-Fort Worth



# SPECIAL EVENTS & PROGRAMS

The Urban Land Institute is internationally renowned for the quality of its program content. At ULI Dallas-Fort Worth, we take seriously our responsibility to provide our members with reliable, objective programs of the highest quality. Sponsoring a ULI Dallas-Fort Worth event allows your company to be associated with the best minds in the regional real estate community.

## LOCAL IN-PERSON PROGRAMS AND EVENTS

**SIGNATURE EVENTS:** 4 annual events often feature national speakers and draw 200-350 attendees. Our Signature Events include Capital Markets, Marketplace, What's New, What's NEXT, and Emerging Trends

**FORUM SPONSORSHIPS:** Local Programs on current topics held 3-5x a year. Audiences range from 85-150.

| BENEFITS:   | SIGNATURE EVENTS                     |                          | FORUMS   |   |
|---|--------------------------------------|--------------------------|--|---|
|   | Title Sponsor<br>\$3,000 (exclusive) | Event Sponsor<br>\$1,500 | Event Host<br>\$2,500 (exclusive) \$1,500 (shared) |   |
| Ticket  | 10                                   | 5                        | 10   | 5 |
| Logo on event screen  | ✓                                    | ✓                        |  | ✓ |
| Logo on all Marketing Material                              | ✓                                    | ✓                        |  | ✓ |
| Thanked from podium at event                                | ✓                                    | ✓                        |  | ✓ |
| Opportunity to introduce Keynote Speaker                    | ✓                                    |                          |  |   |
| Opportunity to distribute materials or host a display table | ✓                                    |                          |  |   |

**OTHER EVENTS\*:**  
Young Leader Activities, Holiday Party, Membership Events, Etc. range from **\$500 - \$3500 per event.**

\*If interested in sponsoring one of the above mentioned events, please reach out to ULI Dallas-Fort Worth staff to confirm sponsorship availability and pricing.

# BECOME A SPONSOR OF A ULI DALLAS-FORT WORTH EVENT

## EVENT SPONSORSHIPS Select your Sponsorship Level(s)

### SIGNATURE EVENT

- Title Sponsor: **\$3,000** (Exclusive)
- Event Sponsor: **\$1,500**

### FORUM EVENT

- Event Host (Exclusive): **\$2,500**
- Event Host (Non-Exclusive): **\$1,500**

### OTHER EVENT *\$500-\$3500 per event*

Event Name:

Amount: \$

### VIRTUAL EVENT SPONSORSHIPS

- Signature Event: **\$1000**
- DFW Forum Programs:
  - \$750** - Exclusive
  - \$350** - Non-Exclusive
- Specialty Group:
  - \$100** - Single Event
  - \$350** - Series of 4

## COMPANY INFORMATION

Sponsorship Contact Name:

Company/ Organization:

Street Address:

City:

State:

Zip:

Email:

Phone:

Please fill out this form and email a copy to [Dallasfortworth@uli.org](mailto:Dallasfortworth@uli.org) with a *high resolution* copy of your logo.

A ULI DFW representative will then follow up with an Invoice for payment.



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**THANK  
YOU!**

 [Dallas-Fortworth.uli.org](https://Dallas-Fortworth.uli.org)

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