

Sponsorship Committee Volunteer Expectation

Committee Introduction: Thank you for considering volunteering for the ULI Dallas-Fort Worth Sponsorship Committee. Your commitment to this vital role is integral to the success of our council, enabling us to continue our mission of fostering responsible land use and development. Sponsorship is the lifeblood of our organization, providing over 75% of the funding required to organize events and maintain dedicated staff. This committee plays a pivotal role in ensuring our sustainability and ability to thrive as an organization.

Why Sponsorship Matters: ULI Dallas-Fort Worth is deeply reliant on sponsorship to power our events, programs, and the vital support of our staff. Beyond mere financial sustenance, sponsorship plays a pivotal role in cultivating a dynamic network and nurturing connections within the real estate industry. It is through the generosity and commitment of our sponsors that we can offer all our members a wealth of invaluable programs and resources, enriching their overall experience with ULI. Moreover, sponsorship offers companies the best opportunity to plug into every facet of ULI Dallas-Fort Worth, enabling them to fully leverage the benefits and brand building opportunities available.

Qualities for Successful Engagement: We are looking for individuals who are:

- Enthusiastic about networking with CRE Companies in the Dallas and Fort Worth areas.
- Proactively engaging in conversations about sponsorship opportunities within ULIDFW.
- Staying informed about the benefits of being involved with ULIDFW to effectively communicate them to potential sponsors.
- Demonstrate a commitment to connecting with companies and individuals who align with our mission.

Time Commitment: Monthly committee meetings, typically lasting 1 hour. Approximately 3-5 additional hours per month for follow-ups, outreach, and sponsor engagement.

Committee Roles & Responsibilities: Each sponsorship committee member will be responsible for nurturing relationships with assigned current annual sponsors. The objective is to ensure sponsors fully leverage their benefits, renew their sponsorship annually, and are engaged at a level that aligns with their specific interests in engaging with ULIDFW.

Chair:

- Responsible for confirming meeting dates, creating meeting agendas, and following up with committee members as needed.
- Foster a collaborative and productive environment within the committee.
- Report progress and challenges to the ULI Dallas-Fort Worth Advisory Board.

Vice-Chair:

- Assist the Chair as needed and step into chair role after chair fulfills their term.
- Coordinate with the Membership Committee quarterly to reach out to members who are activated through sponsor benefits.
- Stand in for the Chair when necessary.

Impact Awards Liaison:

- Manage the sponsorship efforts for our largest fundraising event, the Impact Awards.
- Attend, and/or delegate a Sponsorship Committee Member to, all Impact Awards meetings.

- Identify and assign engagement of potential sponsors for Impact Awards to both Sponsorship Committee and Impact Awards Committee.

Annual Sponsor Liaison:

- Establish and nurture relationships with companies interested in, or currently utilizing Annual Sponsorship.
- Work closely with ULI Staff and potential sponsors to secure their support.
- Assist with coordinating event attendance for Annual Sponsors who receive Signature Event benefits.
- Coordinate with the Programs Committee to align sponsorships with events.

Series Sponsor Liaison:

- Identify and engage companies interested in sponsoring ULI event series.
- Assist with coordinating event attendance for Annual Sponsors who receive Series event benefits.
- Coordinate with the Programs Committee to align sponsorships with events.

Leadership Sponsor Liaison:

- Target high-level companies for leadership sponsorships, including but not limited to Center for Leadership, Mentorship Forum, and Pathways to Inclusion.
- Cultivate and foster relationships with these sponsors to encourage ongoing sponsorship commitment.

Support and Resources:

Volunteering with the Sponsorship Committee offers an array of valuable benefits that extend beyond your immediate role. As a volunteer leader, you become a driving force behind activities that not only elevate your career but also enrich the real estate industry as a whole.

1. **Incentivized Engagement:** For every **five** of your assigned companies that attend/register for an event they are sponsoring, you will receive a complimentary ticket to attend that event. This provides you with the opportunity to connect with them on-site, fostering closer relationships and enhancing your involvement with sponsors.
2. **Expanded Network:** Your involvement in the committee opens doors to diverse networking opportunities. Connect with a wide array of industry professionals, experts and fellow volunteers who share your passion and dedication. Forge lasting relationships that could offer opportunities throughout your career journey.
3. **Personal and Professional Growth:** Embrace a journey of continuous personal and professional growth. Through your role in the committee, you will enhance your leadership skills, innovative thinking, and collaborative abilities. These skills are not only valuable within the committee but are also transferable to your professional life, making you a more effective and influential leader.

Your dedication to this committee is pivotal in advancing the mission of ULI Dallas-Fort Worth and ensuring our continued success. We appreciate your willingness to contribute your time and energy to our organization. Together, we can make a substantial impact in the community.