Dear ULI Northwest community,

2020 has been a time like no other. Maya Angelou said, “you may not control all the events that happen to you, but you can decide not to be reduced by them”. Indeed, since I joined ULI Northwest at the end of 2019, we have maximized opportunities for expansion and innovation, partly in response to COVID-19. We are steadfast in our belief that in times of change ULI will be a primary source for thought leadership insights and a force to meet the changing times. This year, we have had record-breaking member engagement. Since March, ULI Northwest has hosted more than 50 webinars and programs—more than any other District Council in the ULI network. Each program attracts an average of 75 attendees, engaging more than 1,000 unique individuals.

With your help, we will launch more initiatives and programs in the coming year, while continuing the vibrant programs initiated this year. To provide a forum for regional thought leadership, in 2020, ULI Northwest launched two local Product Councils in Seattle (Affordable/Workforce Housing Council & Transit Oriented Development), a new cohort for mid-career professionals (NEXT), an Economic Advisory Taskforce to inform the City of Seattle’s budget, and a Diversity, Equity, and Inclusion (DEI) Taskforce. ULI Northwest is committed to helping create a diverse and inclusive real estate industry that builds thriving, equitable communities. The newly launched DEI Taskforce comprised of ULI members and partners is working to create an action plan and set of recommendations to create more inclusive internal operations and member-facing programs.

The majority of what we do is only possible through our annual sponsors. Looking forward, we are relying more than ever on your support as we mount our efforts toward an accelerated economic recovery for the Pacific Northwest. With your support, we have the capacity to convene industry professionals and governments at all levels. COVID-19 is an existential threat to the global competitiveness of the Region – requiring a much more fundamental economic rethink, including how we retrofit and develop resilience in our cities to support our region’s growth as a tech and business hub.

Please know that I respect the financial challenges facing your organization. My pitch is a simple one: companies like yours can rely on ULI Northwest to stand up for our industry and regional economy - and we need the industry to stand behind us. I am grateful for ULI, and for the opportunity to work together to shape positive change in our region.

I welcome the opportunity to discuss how we can further support you – and how you can, in turn, support ULI Northwest through this most critical year ahead.

Gratefully,

Andrea Newton
Executive Director | ULI Northwest

---

<table>
<thead>
<tr>
<th>2021 ANNUAL SPONSOR BENEFITS</th>
<th>URBAN VISIONARY</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to serve in a leadership role to help shape District Council vision and activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emerging Trends 2021 Virtual Conference Recognition</td>
<td>WY’East Level</td>
<td>Discounts available for Cascadia Emerging Trends 2021 Virtual Conference Sponsorship held this November 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participation in small, high-level meetings with public officials and corporate leaders</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local Product Council participation fee waiver</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority Membership on ULI Northwest Committees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project or Member spotlight on ULI Northwest social media platforms (2500+ engagement)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo recognition during ULI Northwest webinars &amp; programs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary tickets to ULI Northwest events &amp; webinars including Emerging Trends in Real Estate, Rapid Adaptation, and more!</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Custom presentation about ULI Northwest and engagement opportunities for your employees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to member-only networking events for company employees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary tickets to 2021 Cascadia Regional Conference in Portland, Oregon</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Utilize the ULI Northwest website to post job opportunities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on all ULI Northwest promotional materials and email marketing (7000+ distribution list)</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Logo and link to company on ULI Northwest website</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitations to special Sponsor Events</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

New this year! Support ULI Northwest’s Diversity, Equity, and Inclusion efforts through donations of any size to the ULI Foundation. Contact us for more details.

---

<table>
<thead>
<tr>
<th>Northwest</th>
<th>Single Market</th>
<th>WA or OR</th>
<th>Dual Market</th>
<th>WA and OR</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-YEAR PLEDGE</td>
<td>1-YEAR PLEDGE</td>
<td>3-YEAR PLEDGE</td>
<td>1-YEAR PLEDGE</td>
<td></td>
</tr>
<tr>
<td>URBAN VISIONARY</td>
<td>$22,000</td>
<td>$25,000</td>
<td>$33,000</td>
<td>$37,500</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>$12,000</td>
<td>$15,000</td>
<td>$18,000</td>
<td>$22,500</td>
</tr>
<tr>
<td>GOLD</td>
<td>$6,000</td>
<td>$7,500</td>
<td>$9,000</td>
<td>$11,250</td>
</tr>
<tr>
<td>SILVER</td>
<td>$3,000</td>
<td>$4,000</td>
<td>$4,500</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

---

JOIN US in shaping the future of the Pacific Northwest

What’s Inside

2021 Benefits | Membership | Events | Leadership & Impact | Looking Forward | Sponsors

nw-sponsorship@uli.org 1329 N 47th ST, Seattle, WA 98103 northwest@uli.org northwest.uli.org
The ULI Northwest District Council serves Washington State & Oregon State to advance the open exchange of information, ideas, and experiences within trusted forums of industry leaders dedicated to developing better places.

**MEMBERSHIP**
The ULI Northwest District Council serves Washington State & Oregon State to advance the open exchange of information, ideas, and experiences within trusted forums of industry leaders dedicated to developing better places.

73% of ULI Northwest members are actively engaged in local programming, leadership, & activities.

**EVENTS**
- FY 19: 51 Events, 2900+ Registrations
- FY 20: 70 Events, 4500+ Registrations

With one of the most active event calendars and record high attendee engagement, ULI Northwest is consistently in the Top 3 District Councils across the entire ULI network.

**VIRTUAL**
- 33 Virtual Events
- 1200 Individual Attendees
- Average of 72 registrants per event

**Rapid Adaptation** | Webinar series connecting local industry leaders around best practices in immediate response to COVID-19
- 14 total webinars with almost 2000 registrations

**Showcase International** | Virtual tours from around the globe

**Urban Futures** | Pivoting from a need to rapidly adapt, these webinars evaluate the long term impacts of recent change

**IMPACT**

**TYPE**
- 57% Private
- 18% Public
- 5% Student
- 20% Under 35

81% Associate Members | 19% Full Members
30+ Industry Sectors | 570+ Organizations

**TAPs**
The Technical Assistance Panel program leverages the collective expertise of ULI Members to provide a unique, market-based & unbiased perspective on specific land use and development challenges.

- Since 2006, ULI Northwest has administered 23 TAPs throughout Washington, Oregon and Alaska.

- Tacoma Dome District
  - Future Light Rail Station
  - 13 Volunteers | 234 Hours

**FY20 TAP**

**Leadership Initiatives**

**NEXT**
- 31 Members
- NEXT is a diverse cohort of mid-career professionals who meet regularly during the year for professional development, networking, and ongoing education.

**PFG**
- 65 Members
- YLG’s Partnership Forum Group program connects early career real estate professionals with industry veterans to foster an exchange of professional ideas, friendship & expertise.

**CFL**
- 120+ Alumni
- Center for Leadership is a leadership development course uniquely catered to real estate & land use professionals. Since 2012, ULI Northwest has provided leadership education and training to more than 120 members from across the Pacific Northwest.

**Looking Forward**

- Multiple Advisory Services Panels
- New Regional Product Councils
- Collaborative Emerging Trends

Continuing to improve and advance Diversity, Equity, & Inclusion throughout all of ULI Northwest’s programs, councils and initiatives.

**LEADERSHIP**

- 25 Committees with 250+ Members
- 38 Committee Member Leaders

**National Participation**
- 700+ Registrations for National Webinars & Workshops
- 89 Members on National Product Councils
- 200+ Member attendance at Fall & Spring Meetings

** stall the City of Portland, Portland, OR, with 120+ Alumni **

**Ronald R. Miller Awards**
- 81% Associate Members | 19% Full Members
- 30+ Industry Sectors | 570+ Organizations

**Product Councils**
- 4 Local Product Councils with 120+ members
- 2 NEW Product Councils launched in 2020
  - Affordable & Workforce Housing PC
  - Transit Oriented Development PC
- 7th year of Seattle Multifamily PC
- 3rd year of Portland Urban Development PC
2020 Annual Sponsors

Thank You!

URBAN VISIONARY

PLATINUM

GOLD

SILVER

American Life, Inc.
Ankrom Moisan Architects, Inc.
Aspect Consulting
AvalonBay Communities, Inc.
Ball Janik LLP
Bank of America Merrill Lynch
BCRA
BNBuilders
Beam Development
BioMed Realty
Bremik Construction
CBRE
Cairncross & Hempelmann
CallisonRTKL
CHINN Construction
City of Beaverton – CDD
Compass Construction
Coughlin Porter Lundeen
DCI Engineers
Downtown Development Group
Downtown Works
ECOnorthwest
Encore Architects
Energy Trust of Oregon
Essex Property Trust
GBD Architects
GGLO
HHPR
Hacker Architects
Hoffman Construction Company
Holland Partner Group
Hudson Pacific Properties
JLL
JTM Construction
K&L Gates LLP
Killian Pacific
LMC, a Lennar Company
LMN Architects
LRS Architects
Lease Crutcher Lewis
Legacy Partners
Lincoln Property Company
MG2
Mack Real Estate Group
Mackenzie
Oregon Law Group
Parker, Smith & Feek
PayneWest Insurance
Perkins Coie
Perlo Construction
R&H Construction
Related Northwest
Rembold Properties
Runberg Architecture Group
SkanlanKemperBard
Stoel Rives
TMT Development
Tiscareno Associates
US Bank
Union Bank
Urban Development + Partners
Vitus
Washington Holdings
Weber Thompson
ZGF
Zidell Yards

ULI Northwest is grateful for the generous support of our sponsors. Through their contributions we are able to promote leadership, candid discussion, and best practices even in our changing world.

Events
Sponsors are featured in event collateral, marketing, web content, and virtual backgrounds during our online programming.
70 programs | 4500+ attendees
30 featured panelists from our sponsoring organizations

Social Media
ULI Northwest has increased its online presence through social media, engaging a wider audience of diverse members and sponsor organizations.
2000+ social media followers
1500 LinkedIn monthly impressions

Email Distribution
Distribution list of 7000+

Website
Sponsors are featured prominently in multiple locations on the newly designed ULI Northwest website.
Average pageview up by 140%
Sponsorship pageview up 172%

northwest@uli.org
1329 N 47th ST, Seattle, WA 98103

northwest.uli.org
LinkedIn | Instagram | Twitter | Facebook