

# ANNUAL SPONSORSHIP OPPORTUNITIES

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2021-2022



**Urban Land  
Institute**

**Baltimore**



# Urban Land Institute

## Baltimore

## Help Us Make an Impact

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ULI Baltimore provides **leadership** in the **responsible use of land** and in **creating and sustaining thriving communities** throughout our region.

We facilitate the open exchange of ideas, information, and experience among the region's industry leaders and provide dynamic educational programs that explore a broad range of development issues. To learn more about our programs, please visit [baltimore.uli.org](http://baltimore.uli.org).



### 550+

ULI Baltimore's 550+ members represent nearly 20 industry sectors and 174+ young leaders (those under 35).



### 1,700+

Each year, 1,700+ professionals attend 174+ programs and events including tours, panels, networking, and more.

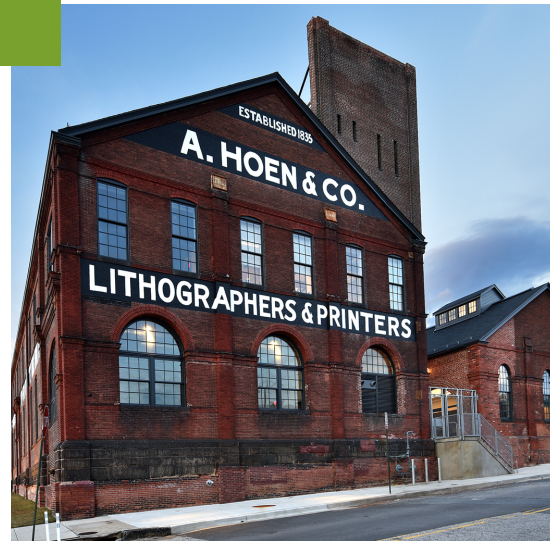


### 45,000+

ULI's 45,000 members worldwide, represent the entire spectrum of land use and real estate development disciplines in private enterprise and public service dedicated to creating better places.



Center for Architecture & Design



WaveMaker Award Winner: A. Hoen & Co.



WaveMaker Award Winner: Wheelhouse

# Annual Sponsorship Opportunities

Becoming a ULI Baltimore Annual Sponsor is the most visible way to show you are a part of the ULI community. Through the generous contributions of our annual sponsors, ULI Baltimore is able to provide thought-provoking programs and lead land use and community development initiatives throughout the region.

As an annual sponsor, your company will enjoy a variety of benefits including complimentary memberships, program registrations, brand exposure, and the satisfaction of partnering with ULI Baltimore as we make a difference in our region.

**Questions?**  
baltimore@uli.org

Benefits for <b>Annual Sponsorship</b>	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Seat on Governance Committee	1			
Registration to Annual Fall Conference	1			
Complimentary annual membership at Full Member Level	1			
Complimentary annual membership at Associate Level	1	1		
Complimentary annual membership at Young Leader Level	1			
Option to have company spotlight in e-newsletter & social media posts	•	•		
Company Logo with active link featured on ULI Baltimore website & email blasts	•	•		
Opportunity to serve on ULI Baltimore Advisory Board; seats to programmed dinners	3	2	1	
Featured in District Council Sponsorship Package	•	•	•	
Complimentary tickets to ULI Baltimore Annual WaveMaker Awards	5	2	1	
Company name recognition at ULI Baltimore Annual WaveMaker Awards	•	•	•	•
Priority for event sponsorship opportunities	1st	2nd	3rd	4th
Complimentary admission to District Council event(s)*	4	3	2	1
Company name on ULI Baltimore website & email blasts	•	•	•	•
Sponsor ribbons on name badges at all ULI Baltimore events	•	•	•	•

\*Includes YLG Activities, Lunch 'n Learns, and Content before Cocktails. Excludes ticketed events like the Annual Summer Party & WaveMaker.



For additional information,  
please contact Lisa Norris

✉ Lisa.Norris@uli.org  
☎ (410) 844-0410  
🌐 baltimore.uli.org

# Special Events & Program Sponsorships



		Special Events & Programs														
		Annual WaveMaker Awards		Annual Holiday Party	Annual Summer Party at Camden Yards	Programs		Diversity, Equity, and Inclusion Committee	Content Before Cocktails		NEXT <sup>Δ</sup>	Young Leaders Group <sup>†</sup>		Women's Leadership Initiative <sup>∞</sup>		
		\$2,500	\$1,000			\$1,000 Sponsorship per program	\$500 Sponsorship per program		\$1,000 Sponsorship per program	\$500 Sponsorship per program		\$500 per event	\$300 per event	\$500 per event	\$300 per event	\$500 per event
Sponsorship Benefits for Special Events & Programs	Complimentary Registrations	4	2	3 <sup>†</sup>	3	3	1	3	1	2	1	2	2 <sup>†</sup>	1 <sup>†</sup>	2	1
	Company logo & link on event emails, ULI Baltimore website & social media	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
	Prominent display of company signage at event	●	●	●	●	●		●		●		●	●	●	●	●
	Acknowledgment from podium	●	●	●	n/a	●	●	●	●	●		●	●	●	●	●
	Acknowledgment in District Council Newsletter	●	●	●	●											
	Opportunity to distribute company materials	●		●	●											

<sup>†</sup> Non-member registration

<sup>‡</sup> Includes content, social, giving back events, and YLG Partnership Forum and Mentor Roundtable

<sup>Δ</sup> Five professional breakfast panels for members 34-45

<sup>∞</sup> Events held three times a year including Dinner Speaker Series and Professional Development

**Questions?**  
baltimore@uli.org



# Virtual Sponsorship Opportunities

In the past year, ULI Baltimore made the shift to hybrid events to continue to provide the latest information and insights from industry leaders, both virtually and in-person. These events will continue to advance ULI's mission and educate members on best practices in land use and trends in real estate development.

*Our last virtual event drew over 100 attendees!*

**Questions?**  
[baltimore@uli.org](mailto:baltimore@uli.org)

Benefits for <b>Virtual Event</b> Sponsorships	Silver \$750	Bronze \$500	Friend \$250
Complimentary registrations to sponsored event	8	4	2
Verbal recognition of company name as sponsor of the event	•	•	•
Logo on website under event with active link to sponsor's website	•	•	•
Sponsor logo on presentation at beginning of event	•	•	
Social media highlight	•	•	
ULI Chair will read a brief 2-3 sentence write-up on sponsor	•		
Sponsor-provided customized slide at beginning of event	•		

# INITIATIVE SPONSORSHIP OPPORTUNITIES

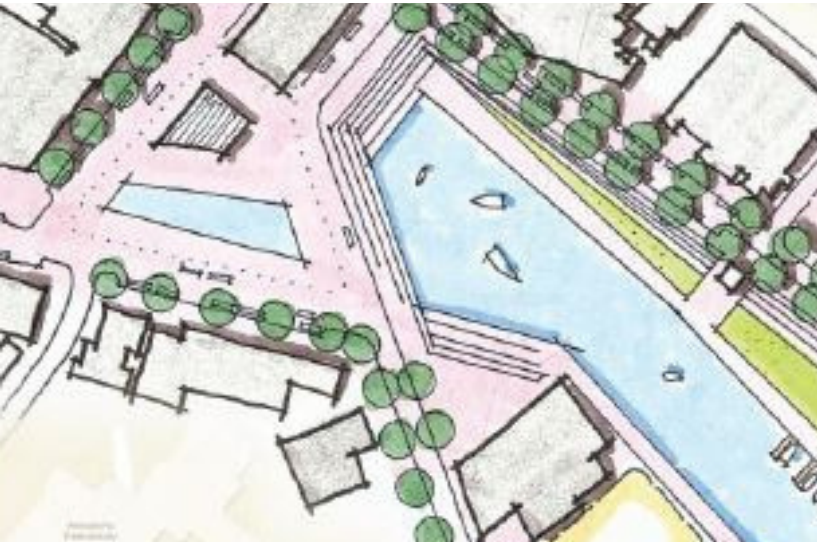
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# TAP: Technical Assistance Panel



If you have a tough issue surrounding land use or real estate, you can reach out to ULI to initiate a Technical Assistance Panel (TAP). We will pair you with professionals who have expertise in your field who then complete a detailed, on-site assessment of your issue.

**The results are unbiased, strategic perspectives and recommendations on how to move forward.**

## Our Panelist Members

A TAP consists of volunteer ULI members from the Baltimore District Council who are chosen based on their expertise to spend two to three days diving deep into your issue to deliver expert, multi-disciplinary advice. We have a terrific resource in our seasoned, professional membership base.



Panelists can include:

- a for-profit/ non-profit developer
- a designer and/or planner
- a market and/or financial analyst
- a regulatory expert

## Why Sponsor a TAP?

- Benefit from ULI's impartial and new perspectives.
- ULI is respected for the expertise of our members.
- TAPs have been credited with accelerating and improving the development and design processes used by communities in their land planning efforts.



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# TAP: Technical Assistance Panel

**Questions?**  
[baltimore@uli.org](mailto:baltimore@uli.org)

## What happens during a TAP Panel?

### Research & Planning



First, ULI works with you to develop the scope of work and schedule, and provides selected panelists with research and analysis of the issue(s) you are trying to solve.



### Panel Work



Then, panelists spend a couple of days on-site learning about your land use issues, interviewing stakeholders, etc. Panelists then take that information and work on a solution.



### Deliverables



We conclude with a presentation which includes findings, conclusions and actionable recommendations. You will be given a report that you can use in your work. The panelist will also follow up to discuss progress and challenges.

## Who can request a TAP?

**Local governments, public agencies, nonprofit organizations and private developers** can sponsor the ULI Baltimore District Council to organize a TAP around their issue and provide advice and analysis.

*ULI Baltimore has been conducting TAPs since **2009**. Some of our most recent TAPs include Annapolis, Ellicott City, & Sinclair Lane.*

## Fees

Fees typically range from \$15,000 to \$20,000 depending on the scope of work. These fees support all panel expenses throughout the TAP process.



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# UrbanPlan

Are you looking for ways to engage the community you work in? Are your colleagues looking for a way to **give back** and **educate** people about the thinking that goes into the development process?

Support ULI Baltimore's UrbanPlan Committee

**Questions?**  
[baltimore@uli.org](mailto:baltimore@uli.org)

UrbanPlan is a **simulation of an RFP and city council meeting** intended to educate students, communities and elected officials on how to identify and assess risk, **create a project vision** and physical plan for mixed-use infill development projects, and **engage decision makers** using a compelling oral presentation to a mock city council. Each team's **objective is to consider the needs of the community** and redesign the neighborhood while making a profit for the team, its investors and the city in the process.



"Bringing UrbanPlan into the classroom was a great way to provide students a realistic view into the multiple tradeoffs that cities and developers face for neighborhood revitalization. Plus, for students who are hoping to enter the real estate profession, engaging with the ULI volunteers provided a meaningful opportunity to both learn from professionals and grow their network. The students really enjoyed the whole learning process."

– Seema D. Iyer, Associate Director of the Jacob France Institute and Director of the Real Estate and Economic Development (REED) program at the University of Baltimore



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# WAVEMAKER AWARDS

## 2021 WaveMaker Awards Sponsorship

Our Sponsors make WaveMaker possible year after year. Join us!

### **\$2,500 Sponsorship Level**

Five (5) Complimentary Tickets

Acknowledgement from Podium

Company Name and Logo on Event Signage

Company Name and Logo on Video Loop

Company Name and Logo on all Email Blasts,  
Website, & Social Media

### **\$1,000 Sponsorship Level**

Two (2) Complimentary Tickets

Acknowledgement from Podium

Company Name on Event Signage

Company Name on Video Loop

Company Name on all Email Blasts, Website, &  
Social Media

# CURRENT SPONSORS

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Thank you to our Sponsors,  
**YOU** Help Us Make an Impact

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# Thank you to our Sponsors, **YOU** Help Us Make an Impact

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Baltimore Development Corporation	Goodier Properties	Stifel Nicolaus
Beatty Development	Haley & Aldrich	The Brick Companies
Black Oak Properties	Harkins Builders	The MacKenzie Companies
Bozzuto Group	InPLACE Design	The Martin Architectural Group
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Century Engineering	KatzAbosch	The Traffic Group
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ECS Mid-Atlantic	Pace Financial Servicing	Whiteford Taylor Preston
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	RCM&D	

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