

Make a Local Impact



British Columbia



**ULI BC & WLI BC
Sponsorship Opportunities**

Join our Annual Sponsor Family

ULI BC sponsors have access and visibility to the region's top real estate, construction, and development thought leaders.



PLATINUM

CONCERT®


GROSVENOR

onni[®]
group

GOLD

 BC HOUSING

DIALOG®

LOWTIDE
PROPERTIES

PCI
DEVELOPMENTS
PCI-GROUP.COM

 POLYGON


REAL ESTATE
Foundation
OF BC


STRAND

WLI

YLG


Centurygroup
LEADING BY DESIGN

 QuadReal™

SILVER

PRINT

Anthem
BDO
BentallGreenOak
CBRE
Intracorp

ITC Construction Group
Keltic
Ledcor Group
Rize

AG Dominion Blue

About ULI & ULI BC



The Urban Land Institute stands at the forefront of the land use and real estate industry, a steadfast leader in the best practices for a changing world. Since 1936, ULI has been a unique and trusted forum where members come together to share and exchange ideas, information and experiences—to shape tomorrow's horizon and improve the way communities grow. Today, ULI has more than 45,000 members in over 80 countries.

Our Commitment

Connection. We offer high-level professional networking that connects a diverse array of industry leaders throughout the year.

Convening leaders and decision makers. Leaders and decision makers come together from the public and private sector to move ULI BC's agenda forward.

Sharing best practices. We share best practices with the trusted networks of our members and explore the most important issues impacting land use today.

Leadership and mentoring. We have many opportunities through our Young Leaders Group for rising industry professionals under 35, and the Women's Leadership Initiative, which will raise the visibility and number of women leaders in ULI and the rest estate industry

Why We Do It: ULI BC's Mission

ULI's mission is to shape the future of the built environment for transformative impact in communities worldwide.

ULI BC is a non-profit organization bringing together multi-disciplinary professionals with a range of experiences and expertise. We offer non-partisan, unbiased content that lends itself to be the leading organization in the region dedicated to excellence in city building.

Through thought leadership, developing the leaders of tomorrow, leveraging ULI's global network, and being fully engaged in our communities, we are committed to tackling the greatest urban challenges we face as cities, regions, a province, and the country.

About ULI BC



How We Do It

Women's Leadership Initiative. The mission of WLI BC is to raise the visibility and proportion of women leaders in ULI and the real estate industry. These objectives are achieved through programming and communication that is relevant to the local context and by drawing on the global resources available through ULI.



Young Leaders Group. The ULI BC Young Leaders Group (YLG) creates opportunities for tomorrow's industry leaders with networking and professional development opportunities by offering custom-tailored programs and events designed to maximize interaction between both peers and senior leaders. YLG seeks to develop skills and build relationships that will help advance our members careers and foster an understanding of thoughtful development and land use practices, while encouraging them to expand their networks and broaden their horizons.

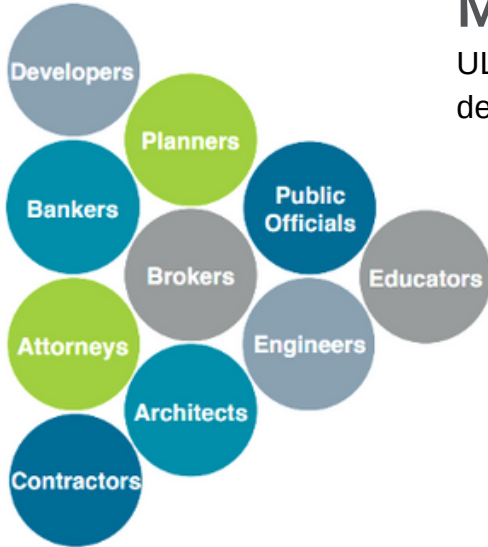
Cascadia Regional Conference. The YLG Cascadia Regional Conference brings experts from across the Cascadia region (British Columbia, Washington and Oregon) as well as from across Canada and the United States to address the most current topics in real estate. Held in Vancouver, Seattle and Portland on a rotating basis, the purpose of the conference is to bring together attendees and speakers from the Cascadia region to explore how our regional identities overlap or differ. The Cascadia Conference brings together nearly 200 ULI Members each Summer, and provides attendees and sponsors alike to receive unique exposure to the Northwest markets.



Enhance your organization's value in the community through knowledge, networking and recognition.

CONNECT INSPIRE LEAD

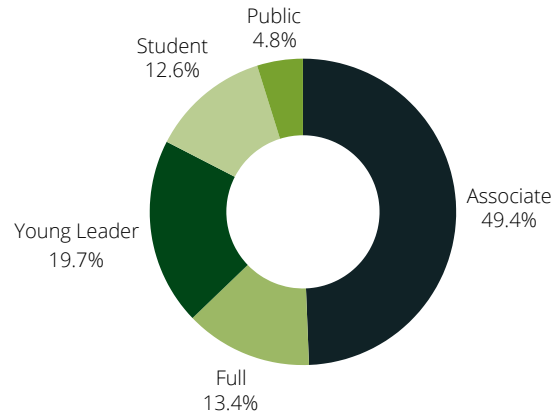
ULI BC Dashboard



Membership Diversity

ULI members represent the entire spectrum of the land use and development industries in both the private and public sectors.

Currently, ULI BC has over 455 members.



Events

In 2023 ULI BC hosted over 45 events and engaged **2,300+** attendees (not including speakers and event volunteers).

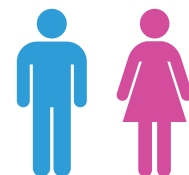
Communications

ULI BC distributes e-communications to **over 4,800** members and non-members about our upcoming events, activities, initiatives and more! Our annual sponsors are recognized on each communication. We also have an active following on our social media platforms that we post regularly on.

Member Volunteers

District Councils deliver the ULI mission at the local level. They engage local members through developing various ULI priority programs, hosting educational forums, and convening events. ULI BC is driven and led by its member volunteers.

- 12 Industry professionals sit on ULI BC's Executive Committee
- Various committees and initiatives include:
 - Mission Chair of Advancement
 - Treasurer
 - Programming
 - Sponsorship/Business Development
 - Communications & Marketing
 - Young Leaders Group
 - Women's Leadership Initiative
- 25+ Members appointed to the Young Leaders Group Committee as Chairs and Committee Members, delivering top notch programming and initiatives to their fellow ULI members
- 10+ WLI BC Member Leaders
- 80+ Young Leaders have participated in our Mentorship Programs, including the Etkin Scholars Program



ULI BC Sponsorship Opportunities

ULI BC Sponsorship Opportunities

ANNUAL

Platinum	\$7,500
Gold	\$5,000
Silver	\$2,500
WLI	Century Group
YLG	QuadReal

ULI BC also offers a variety of event sponsorship opportunities.

Contact us to learn more!

WLI

Series / Event

Leadership Building	\$2,000 / \$750
Champion's Series	\$2,000 / \$750
Innovation in Leadership	\$2,000 / \$750
Socials & Recognition	\$1,000 / \$500



YOUNG LEADERS GROUP

See Young Leaders Sponsorship Opportunities for details and options.



*Annual Sponsorships make up over 50% of ULI BC's annual budget as a non-profit organization.

**As of July 1, 2022 a 3% processing fee is added to any sponsorships that are paid via credit card.

ULI BC Annual Sponsorship

These commitments provide general operating revenue to ULI BC and offer broad identity with the district council.

Our sponsor companies comprise the leading real estate industry companies in the region. Corporate sponsors receive the following benefits for their contributions, in addition to

the satisfaction of knowing that 100% of their funds are going to support ULI's local programs, educational activities, and research.

Please call or email Shannon Paterson (604.761.8060 or shannon.paterson@uli.org) to discuss sponsorship package options.

*As of July 1, 2022 a 3% processing fee is added to any sponsorships that are paid via credit card.

Branding + Profile	Platinum \$7,500	Gold \$5,000	Silver \$2,500	WLI \$8,000
Logo + link on ULI BC website	●	●	●	●
Logo + link on ULI BC home page	●			
Logo + link on WLI/YLG page				●
Logo + link in ULI BC eblasts	●	●	text only	●
Logo on ULI BC introductory slides at events (scaled according to tier level)	●	●	text only	●
Opportunity to distribute materials at ULI BC events	●			●

Thought Leadership + Influence	Platinum	Gold	Silver	WLI
Dedicated post on ULI BC social media	●	●		●
Dedicated post or case study within ULI BC eblast	●	●		●
Dedicated blog post or case study on ULI BC blog	●	●	●	●

Membership + Registrations*	Platinum	Gold	Silver	WLI
Associate Membership \$348 value ea.	2	1		1
YL Membership \$180 value ea.	2	2	2	3
Tickets Max 4 to be used per event	6	4	2	4

Additional Exposure	Platinum	Gold	Silver	WLI
Post on ULI BC Career Page	●	●	●	●
Project Highlights on social media	●	●		●

*See Membership Benefits and Pricing [here](#).

ULI BC Initiatives (WLI)



Leadership Building

- Workshop, seminar, or resource to provide knowledge or skills related to career and personal development
- One successful Leadership Building example is WLI BC Certificate Series: three skill building events throughout the year with participants receiving a certificate of completion from WLI if they attend all three

Champion's Series

- Events profiling prominent and emerging leaders
- This series allows members and non-members to network and discuss curated topics with executive-level industry leaders in an accessible format
- 'Champions' are provided a platform in which to highlight career achievements and speak with WLI members about industry fluctuations and obstacles to growth



Innovation in Leadership

- Speakers or panels present on a range of topics that reflect emerging industry trends and issues



Socials

- Network and build professional relationships with industry leaders

Recognition

- Awarding local leaders for their achievements related to our mission
- This initiative was officially launched in March 2020



ULI Membership

Connect. Learn. Give Back. Become a Member of ULI.

Membership Types & Dues

Associate Membership (\$348 Annually) the most popular type of membership, is open to all and enables you to gain access to many of the benefits ULI has to offer.

Full Membership (\$816 Annually) is selective and specifically aimed at senior industry professionals. In the U.S., applicants must provide professional references from three Full Members from different companies, along with a written biography.

Public Agency Membership (Discounted Rate) comprises three memberships at a discounted rate for government, nonprofit, or academic institutions.

Young Leaders (under 35) - 50% discount

Students - 75% discount

Government, non-profit & academia - 50% discount

Corporate Membership

Offers a company the opportunity to holistically engage with ULI and direct access to people, information, and opportunities to strengthen relationships, increase brand exposure, and develop new business. Proactive account management will help your company maximize your ULI membership and ensure a high-level of satisfaction.

**These benefit items represent a recommended baseline package that ULI will customize to reflect your company's individual needs.*

Annual Dues	\$30,000
Benefits	
Full Memberships	5*
Associate Memberships	10*
Associate Under 35 Memberships	5*
Spring Meeting registrations	2
Fall Meeting registrations	5
Discounted Corporate Partner registration rate for key meetings	25
Dedicated account manager	✓
Master billing	✓
Ability to transfer memberships within your organization	✓
Annual corporate partner engagement report	✓
Listing on the ULI Americas website with a link to your firm's website	✓
Use of the exclusive "ULI Americas Corporate Partner" logo on your website and materials	✓
Special recognition in the ULI Annual Report	✓
Opportunity to participate in or host an additional ULI event; events could include district council events, Advisory Services panels, and TAPS	At a discounted rate
Opportunity to develop thought leadership reports, webinar series, and other resources that align with your company's initiatives	At a discounted rate



ULI Membership



Member Benefits

Build Relationships. Stay Informed. Get Involved.

Benefits	Associate Member	Full Member
Connections to 45,000+ members on Member Directory	✓	✓
Local District Council and National opportunities on Navigator	✓	✓
Largest global real estate library on Knowledge Finder	✓	✓
Special savings on local District Council events	✓	✓
ULI Fall Meeting reduced member rate	✓	✓
Urban Land magazine print subscription	✓	✓
Savings of 25% or more on books, publications, events & webinars	✓	✓
Complimentary members-only webinars	✓	✓
Global volunteer and leadership opportunities on Navigator		✓
Product Councils and Forums eligibility		✓
Voting privileges and eligibility for governing leadership consideration		✓
Exclusive event and webinar invitations		✓
ULI Spring Meeting access		✓



Sponsorship Pledge Form



Sponsorship Pledge Form

Organization: _____

Phone: _____

Email: _____

Contact Name: _____

Social Media Handles: _____

Mailing Address:
(include city, province & postal code)

Platinum: ☐
Gold: ☐
Silver: ☐

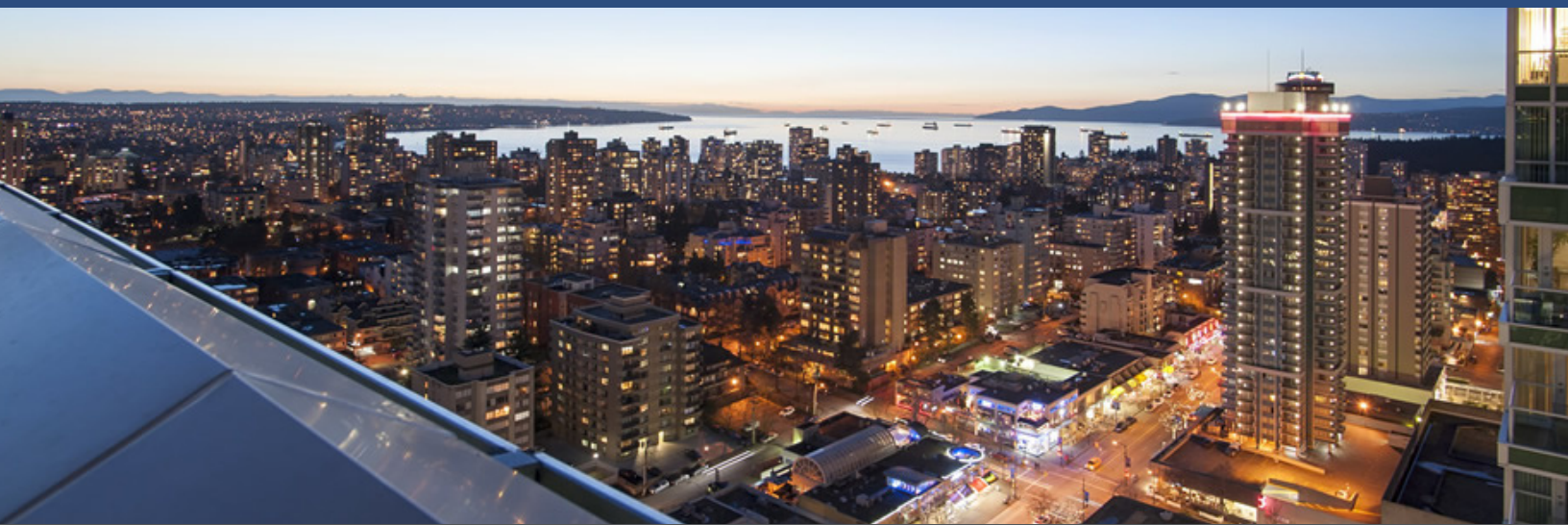
Please return completed pledge form to britishcolumbia@uli.org

Once received, an invoice will be provided.

**Please note that all annual sponsorships are non-refundable.
**If paying via CC, a 3% processing fee will be added.*



Connect. Inspire. Lead.



British Columbia

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