



Charlotte

# 2022 ANNUAL SPONSORSHIP PROGRAM



## WHO WE ARE

The Urban Land Institute (ULI), founded in 1936, is a nonprofit research and education organization dedicated to providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI has over 45,000 members globally, representing the entire spectrum of land use and development disciplines in private enterprise and public service.

ULI Charlotte is an active District Council with close to 800 members throughout the Piedmont and western North Carolina, serving the Charlotte, Triad, Asheville, and the mountain regions.



*“ULI Charlotte creates meaningful impact in our community. Crescent Communities is proud to support ULI as a catalyst for connecting people, sharing knowledge and impacting change.”*

***Elizabeth McMillan, Crescent Communities***

**Our mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.**



## DRIVING FOCUS



**Engage in conversations**  
around diversity and inclusion,  
creating great places and  
land use practices.



**Mentor the next generation**  
of future, aspiring, and present  
leaders, policy makers and elect-  
ed officials.



**Generate opportunities** to  
connect policy and practices,  
engage members and the  
community, and educate to  
create action.



**Cultivate relationships** with  
community partners, public  
officials and the community.

## SHAPING THE FUTURE OF GREAT PLACES

### CONNECT PEOPLE



Joining people together  
to deepen professional  
relationships within and  
beyond our membership  
through networking,  
mentoring and problem-  
solving.

### SHARE KNOWLEDGE



Deliver cutting-edge  
content and programing  
on real estate market  
and land use trends.

### INSTITUTE FOR IMPACT



Lead solutions on  
the most pressing land  
use and real estate  
development challenges  
and opportunities.

### CATALYST



Promote meaningful  
discussion around  
catalytic projects  
and ideas affecting  
land use to broaden  
perspectives and  
create momentum  
from possibility.

### NEUTRAL CONVENER



Convene dialog  
among public and  
private sector  
industry leaders to  
foster collaboration in  
an unbiased  
exchange of ideas.

### CHANGE AGENT



Be a thought-leader  
working to improve  
the way the region  
grows.

## ACCOMPLISHMENTS FROM FY21

### 762 MEMBERS



FULL =  ASSOCIATE =  YOUNG LEADERS =  STUDENT = 

*As part of a global network of more than 45,000 members representing the entire spectrum of land use and development disciplines in private enterprise and public service.*



14% members participate in  
a Local or Regional Council



35 leadership program  
participants (WLI, YLG and NEXT)



1847 attendees  
at 39 meetings



55 Annual Sponsors  
supporting the mission



4 Technical  
Assistance Panels

# IMPACT THROUGH SPONSORSHIP

## BENEFIT LEVEL

Recognition on the website, newsletter and eblasts/event notices and event PowerPoints

Logo

Logo

Logo

Name

Name

Name

Advisory Board Representative



Membership Dues

Up to  
\$1,500

Up to  
\$1,350

Up to  
\$1,220

Up to  
\$500

Up to  
\$250

Program Credits  
(open to any sponsor invite)

Up to  
\$1000

Up to  
\$750

Up to  
\$500

Up to  
\$375

Up to  
\$275

Tax Deductable Gifts

Portions of this program may be designated as a tax deductible donation to the ULI Foundation. Inquire for more information.



Registration for (choice of)

ULI Fall or Spring\* Meeting  
or

ULI Carolinas Meeting

2

1

6

4

2



\* Spring Meeting attendance is restricted to Full Members Only.

Customized packages can be developed, upon request.

Learn more about ULI Charlotte and the benefits of sponsorship at [charlotte.uli.org/sponsorship](https://charlotte.uli.org/sponsorship).