



Charlotte



2026

SPONSORSHIP

**Driving Change.
Empowering Leaders.
Creating **Vibrant** Communities**





WELCOME TO ULI

A global overview of the Urban Land Institute

The Urban Land Institute (ULI), founded in 1936, is a non-profit 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 48,000 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 over 800 members throughout the Piedmont and western North Carolina, serving the Charlotte, Triad, Asheville, and the mountain regions.



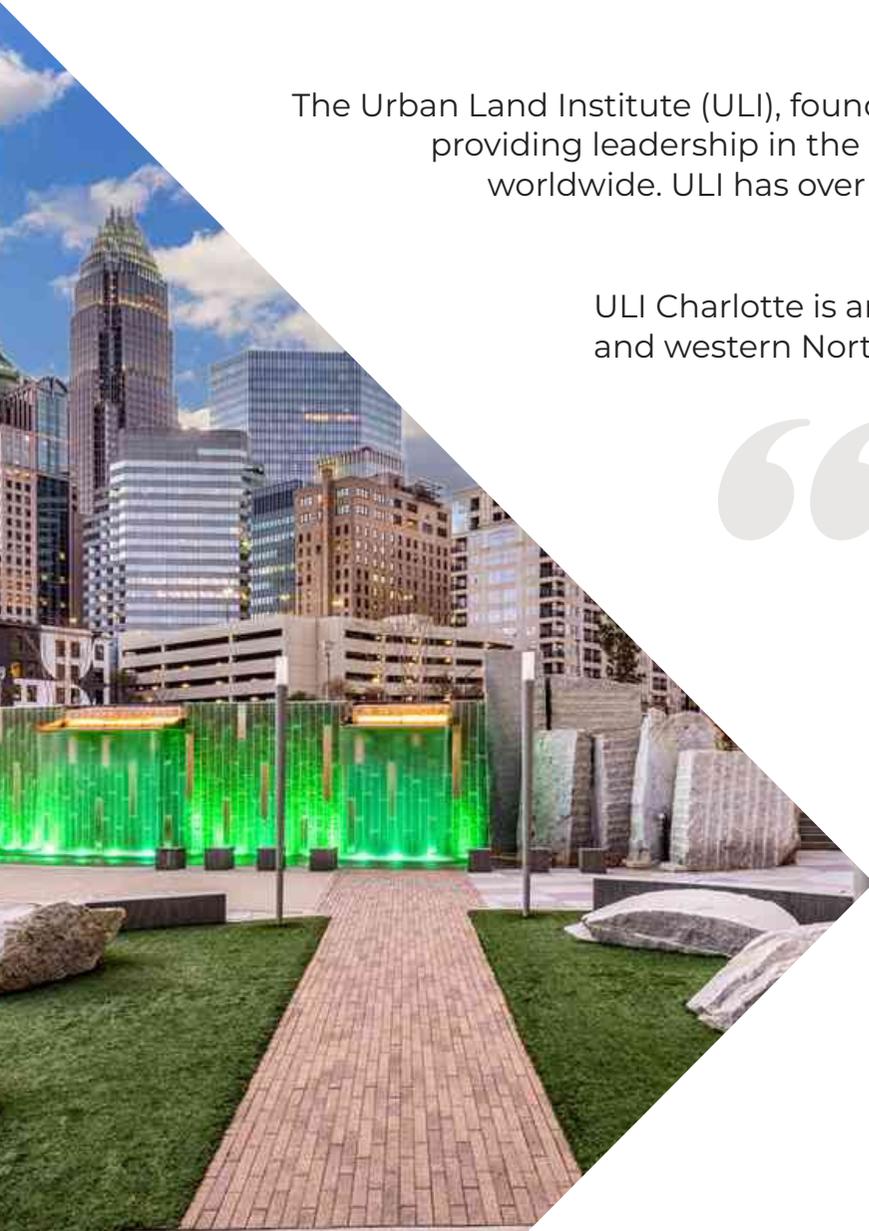
ULI is a thought leader for vibrant and sustainable place making. Charter Properties is privileged to support ULI's good work to make Charlotte and its surrounding communities outstanding places to work, live and play.



John Porter
Charter Properties

OUR MISSION

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.



BUILDING BETTER COMMUNITIES TOGETHER

ULI's work and how it shapes equitable, sustainable, and thriving places.

CATALYST



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

CHANGE AGENT



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

CONNECT PEOPLE



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

INSTITUTE FOR IMPACT



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

NEUTRAL CONVENER



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

SHARE KNOWLEDGE



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



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 elected officials.



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



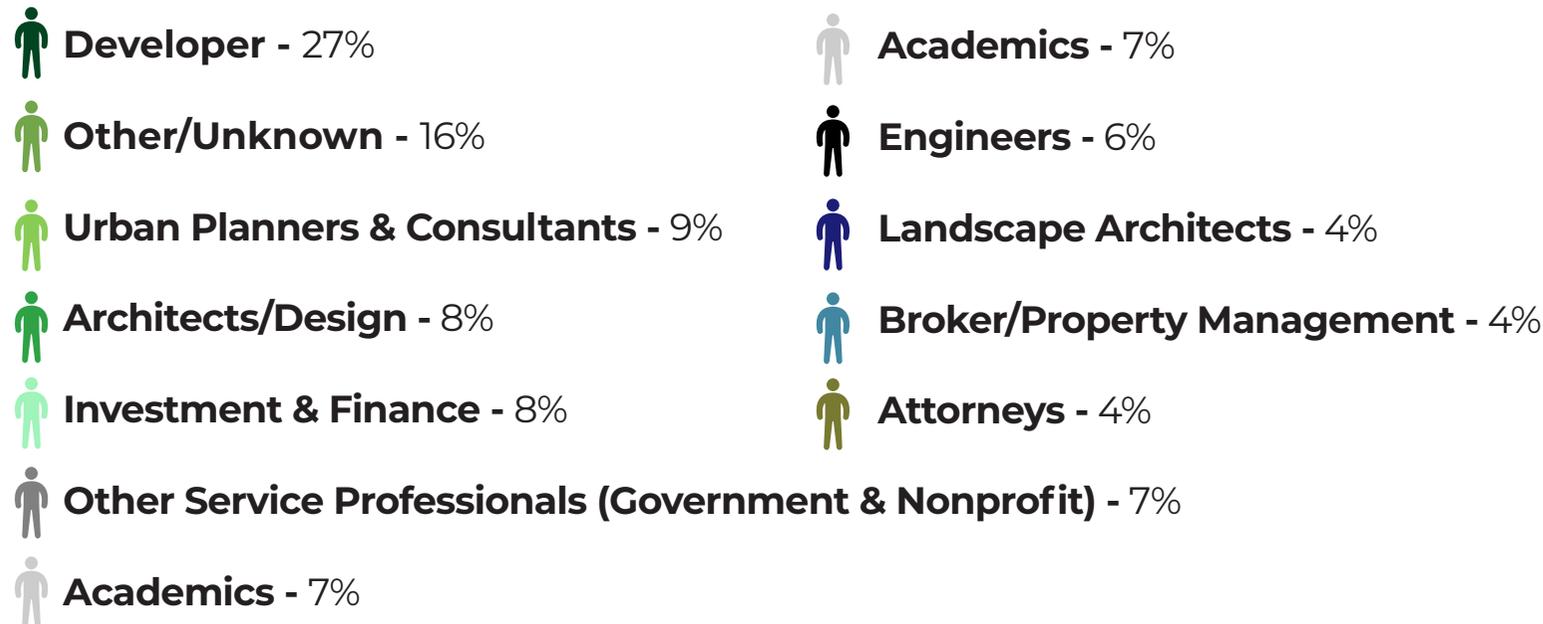
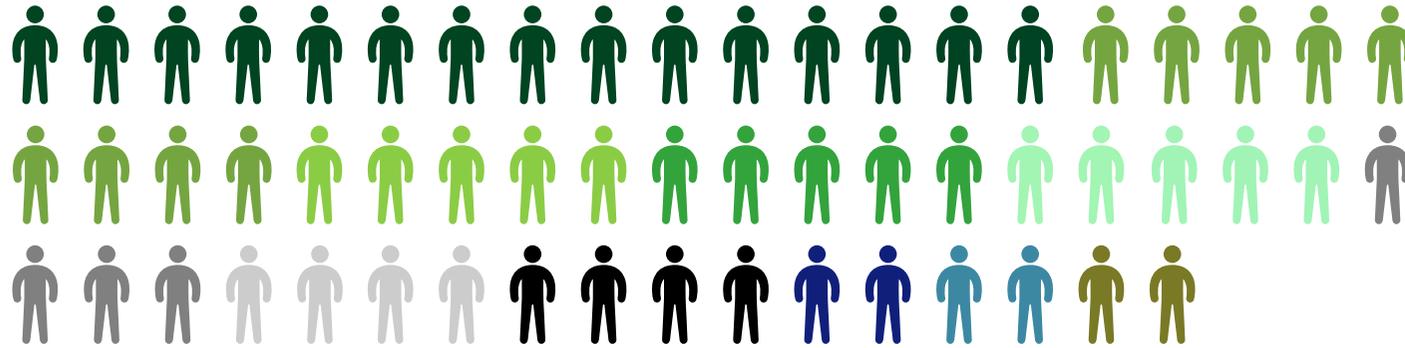
Cultivate relationships with community partners, public officials and the community.

OUR IMPACT & REACH

Key metrics and highlights of ULI Charlotte's influence, programs, and member engagement.

Membership & Engagement

800+ local members representing public, private, and nonprofit sectors



50+ annual programs and events including panels, tours and leadership forums



2,000+ event attendees annually across the Charlotte region



60% of members attended a local event in the last 12 months



25% of members actively volunteer on committees and councils



60+ companies support the mission through annual sponsorship

SOCIAL MEDIA METRICS



1,744 followers*

Views - 42.6k

Reach - 21.9k

Content Interactions - 6.99k



1,590 followers*

Views - 35k

Reach - 7.3k

Content Interactions - 1k

*YTD as of 9/15/25

COMMUNITY ENGAGEMENT

UrbanPlan

Educating future leaders on land use and development



Etkin Scholars

Supporting emerging talent in real estate



Technical Assistance Panels (TAPs)

Providing expert guidance on local land use challenges



CONTENT & REACH



Thought leadership content driving conversations on real estate trends, housing, economic development, infrastructure, and leadership in land use.



Building Connections Podcast launched in March 2025 with **1,500+ downloads**



Carolinas Meeting – one of the largest ULI regional gatherings in the U.S.

PARTNERING THROUGH IMPACT

Sponsorship opportunities and the value of collaboration in driving meaningful change.



	Changemaker \$15,000 5 opportunities Industry Exclusive	Visionary \$10,500 10 opportunities	Pioneer \$8,500 15 opportunities	Champion \$6,500 25 opportunities	Partner \$4,500	Advisor \$3,500	Friend \$2,000
Website, Newsletter, Event Materials	Featured Logo	Logo	Logo	Logo	Name	Name	Name
Advisory Board Seat	✓	✓	✓	✓			
Membership Dues	Up to \$2,000	Up to \$1,332	Up to \$1,080	Up to \$804	Up to \$540	Up to \$264	
Digital Badge for Sharing, Dedicated Staff Liaison, Recognition in Annual Impact Report	✓	✓	✓	✓	✓	✓	✓
Podcast Recognition Host Opportunity	✓	✓					
Regional Event Credits (Carolinas Meeting)	8	6	4	2			
Local Event Credits (for member or guest registrations)	\$1,500	\$1,000	\$750	\$500	\$375	\$275	
Social Media Spotlight	✓	✓	✓				
Multi-Year Discount (2-Year Commitment)	5%	5%	5%				
Fall or Spring Meeting Registration	1						

Learn more about ULI Charlotte and the benefits of sponsorship at charlotte.uli.org/sponsorship.

THANK YOU TO OUR 2025 SPONSORS

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