



# 2027

## 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's commitment to thought leadership and shaping tomorrow's problem-solvers is what sets it apart. With an emphasis on placemaking, diverse membership, and access to on-the-ground local projects, ULI helps me keep a pulse on where the industry is headed — and Faison is proud to support its work building stronger, more vibrant communities across Charlotte."*



**Jon Lim**  
*Faison*

## OUR MISSION

**Shape the future of the built environment for  
transformative impact in communities worldwide.**

# BUILDING BETTER COMMUNITIES TOGETHER

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



**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.

## 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.

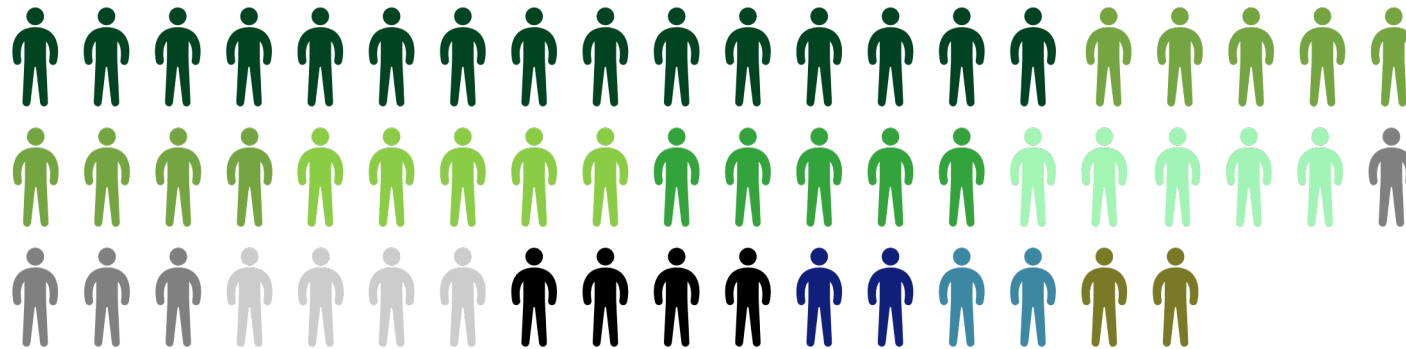
## Share Knowledge

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

# OUR IMPACT & REACH

## Membership & Engagement

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



**Developer - 27%**



**Other/Unknown - 16%**



**Urban Planners & Consultants - 9%**



**Architects/Design - 8%**



**Investment & Finance - 8%**



**Other Service Professionals (Government & Nonprofit) - 7%**



**Academics - 7%**



**Academics - 7%**



**Engineers - 6%**



**Landscape Architects - 4%**



**Broker/Property Management - 4%**



**Attorneys - 4%**



**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



**55+ companies** support the mission through annual sponsorship

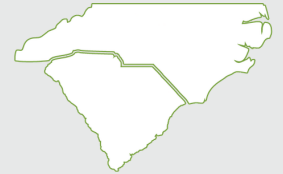
# Content & Reach



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



**Connect with members**  
through mentorship, leadership development, and meaningful industry relationships through YLG, NEXT, and WLI.



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

# Community Engagement

## UrbanPlan



Educating future leaders on land use and development

## University Scholars



Supporting emerging talent in real estate

## Technical Assistance Panels (TAPs)



Providing expert guidance on local land use challenges

# Social Media



**2,100+ followers**

Views - 76.6k

Reach - 36.6k

Content Interactions - 7.5k

*\*from 8/2025 - 8/2026*



**1,678 followers**

Views - 43.1K

Reach - 7.2K

Content Interactions - 1k

*\*from 8/2025 - 8/2026*



# Building Connections

THE ULI CHARLOTTE PODCAST

**Discover the people, projects,  
and ideas shaping the future  
of the Charlotte region and  
beyond.**

Tune into our podcast where we join industry leaders, innovators, and community builders as we dive into real estate, urban planning, and development. Stay informed, get inspired, and build connections that matter.



<https://bit.ly/buildingconnectionspodcast>

Listen on Spotify, Apple Podcasts, or your preferred platform.



## PODCAST PRODUCED BY:



## BROUGHT TO YOU BY:



**Moore & Van Allen**



The *Building Connections* podcast has grown episode over episode since launching in March 2025 — reaching development, capital markets, housing, and design leaders across the region.



**15**

Episodes Released

**4,720**

Total Downloads

**315**

Avg Downloads per  
Episode

**1,088**

Top Episode  
Downloads

## A GROWING AUDIENCE

**310** avg. downloads / episode · Year 1

**337** avg. downloads / episode · Year 2

## Award Winning Podcast

*Building Connections* recently earned voter's choice recognition as "Best Local Podcast or Radio Show" in SouthPark Magazine's Charlotte's A-List Awards.

# FY26 & FY27 Priority Areas

Committees, members, and staff of ULI Charlotte are encouraged to align efforts around the following priority areas to create a lasting and collective impact on our community over the next two years. This impact will be amplified through implementation of the strategies listed below—as well as through innovative approaches developed by our members and partners.

1

## Strengthen Regional Economic Resilience

To foster long-term economic resilience, ULI Charlotte will **champion collaboration** and encourage municipalities to **share best practices**. With a key focus on **investing in future-ready infrastructure**, along with **building strategic partnerships** across both public and private sectors, we believe in **strengthening local government leadership capacity** will help cities better respond to growth and change. **Advancing housing attainability** and **empowering small-scale, incremental development** are essential to supporting diverse communities. Additionally, **leveraging tourism** as a catalyst for economic growth can unlock new opportunities for regional prosperity.

2

## Create a Shared Understanding of Development

ULI Charlotte will work to **demystify the development process** by educating stakeholders—from the public to elected officials—on how real estate projects take shape. **Promoting pro-growth** policies and advocacy will support a more predictable and constructive environment for development. By **fostering informed decision-making**, especially when navigating trade-offs, the organization can help communities make choices that balance growth with long-term quality of life.

3

## Activate Streets & Strengthen Business Ecosystems

Vibrant public spaces and thriving local businesses are key components of resilient neighborhoods. ULI Charlotte aims to **support the design of people-centered, experiential spaces** that encourage community connection. Efforts will focus on **supporting small businesses**, retailers, and entrepreneurs who bring life to commercial corridors. The organization will also **advocate for public realm policies and projects that enhance the built environment**. By broadening the vision for community activation, ULI Charlotte will **help create places that are both economically and socially vibrant**.

# PARTNERING THROUGH IMPACT

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

|                                                                                         | Changemaker<br>\$15,000<br><i>5 opportunities<br/>Industry Exclusive</i> | Visionary<br>\$10,500<br><i>10 opportunities</i> | Pioneer<br>\$8,500<br><i>15 opportunities</i> | Champion<br>\$6,500<br><i>25 opportunities</i> | Partner<br>\$4,500 | Advisor<br>\$3,500 | Friend<br>\$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 Participant 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              |                   |
| Featured Spotlight                                                                      | Content Article                                                          | Content Article                                  | Social Media                                  |                                                |                    |                    |                   |
| 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](https://charlotte.uli.org/sponsorship).

# THANK YOU TO OUR 2026 SPONSORS

## VISIONARY LEVEL

*\*Indicates a Regional Sponsor*



Moore & Van Allen



## PIONEER LEVEL



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TRUIST

## CHAMPION LEVEL



elliott davis



Princeton communities



Quarterterra



ROBINSON BRADSHAW



## PARTNER LEVEL

BB+M Architecture | Crescent Communities | Crosland Southeast | Cushman & Wakefield | Northwood Ravin\* | Redline Property Partners | The Keith Corporation | Thomas & Hutton\*

## ADVISOR LEVEL

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## FRIEND LEVEL

Beauxwright | Chicago Title Insurance Company | Park National Bank

