



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.

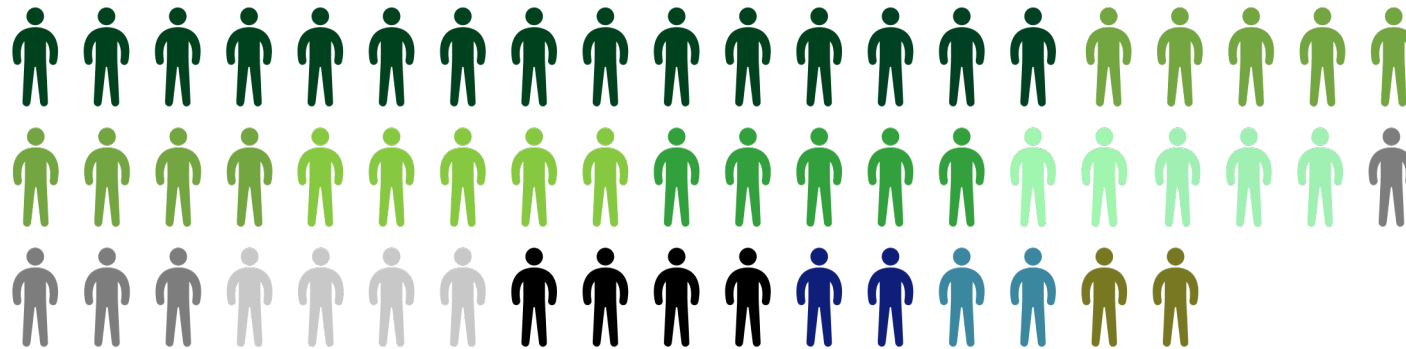
Share Knowledge

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

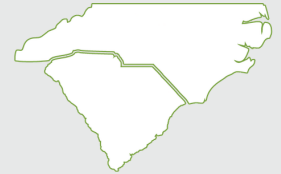
Content & Reach



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:



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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 \$15,000 <i>5 opportunities Industry Exclusive</i>	Visionary \$10,500 <i>10 opportunities</i>	Pioneer \$8,500 <i>15 opportunities</i>	Champion \$6,500 <i>25 opportunities</i>	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 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.

THANK YOU TO OUR 2026 SPONSORS

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**Indicates a Regional Sponsor*



Moore&VanAllen



PIONEER LEVEL



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TRUIST

CHAMPION LEVEL



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