

Make a Local Impact

Sponsorship Opportunities



**Urban Land
Institute**

Cleveland



ANNUAL SUPPORT

What We Do

1. Thoughtful, detailed programming that convenes leaders and decision makers in the real estate industry and beyond, and provides useful take home value
2. Exploration of the most important issues impacting land use today including infrastructure, access to capital, regional growth, public-private partnerships, and sustainability, among others
3. Association with a strong real estate organization that crosses all disciplines, sectors and product types throughout the Northeast Ohio region
4. A professional staff that makes sure you get the most out of your investment in the district council
5. ULI Cleveland depends on sponsorship to fund over 50% of its operating budget for the year.

Why We Do It: The Mission

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

At a local level, ULI Cleveland brings together a thriving and dedicated multi-disciplinary community of professionals that deliver market-based, innovative and implementable solutions throughout the state of Ohio.

A portion of your sponsorship may be tax deductible. Please check with your tax advisor for more information.

How We Do It

» **Unbeatable Programming:** First looks and behind-the-scenes site tours to monthly breakfast meetings & happy hours for members.

» **Multidisciplinary Networking:** Our members are developers, brokers, bankers, financiers, attorneys, architects, engineers, designers, academics, nonprofit partners, and government leaders. ULI is over 43,000 members strong. We are one ULI. Once a member, you have access to events and resources from your local district council here in Cleveland to all others around the country and globe. ULI travels with you.

» **UrbanPlan:** In partnership with Cleveland State University and Cuyahoga County, ULI Cleveland has launched this program to help public officials understand the relationship among community growth, development, and economic vitality. Our members act as facilitators for the course and we are continuing to grow the program across the region.

» **Women's Leadership Initiative (WLI):** Launched in the spring of 2017, WLI Cleveland brings together female members in intimate round tables to discuss best practices in land use and to promote and grow women as leaders in the real estate industry.

» **Technical Assistance Panels:** Members can serve as panelists for these one- to two-day work sessions that address land use challenges requiring local knowledge to resolve. An objective team of seasoned professionals forms the panel, and its recommendations often build upon the community's existing accomplishments. As always, the outcome is of the high quality for which ULI is known.

District Council Leadership

District Council Chair

Steve Ross - CBRE, Inc.

Chair for Mission Advancement

Cathryn Greenwald - Thompson Hine LLP

Treasurer

Kristina Fronczek - RSM US LLP

Programs Committee

Erin Ryan - Professional Services Industries, Inc (PSI)

Jack Newton - GBX Group

Membership Committee

Kirstyn Wildey - McDonald Hopkins LLC

Dave Mader - First Chicago Title

Outreach Committee

Rob Weeks - RW Development

Anthony Whitfield - Fairfax Renaissance Development Corporation

UrbanPlan for Public Officials

Dave Budge - WXZ Development

Young Leaders Committee

Liesel M. Schmader - Allegro Real Estate Brokers & Advisors

Ali Wismer - Redwood Living

Women's Leadership Initiative

Zoe Adams - The NRP Group

Jennifer Heimlich - Walter | Haverfield Attorneys

Sponsorship Committee

Eileen McConville - Weston, Inc.

Regional Product Council

Paul Beegan, AIA - Beegan Architectural Design

Governance Board

Mackenzie Makepeace, Chair - RMS Investment Corporation

Adrian Byrne - Lund Byrne Association

Linda Striefsky - Thompson Hine LLP

Greg Ward - Huntington Bank

Jared Oakes - Benesch Law



SPONSORSHIP OPPORTUNITIES

	Platinum Annual Sponsorship	Gold Annual Sponsorship	Silver Annual Sponsorship	Bronze Annual Sponsorship
	\$10,000 (1 Year)/ \$9,000 Per Year (3 Years)	\$5,500 (1 Year)/ \$5,000 Per Year (3 Years)	\$3,000 (1 Year)/ \$2,500 Per Year (3 Years)	\$1,500 (1 Year)
1 complimentary ULI Full Membership (\$1,220 value)	✓			
2 complimentary ULI Associate Memberships (\$984 value)	✓			
2 Complimentary ULI YL Associate Memberships (\$480)	✓			
Opportunity to participate on ULI Cleveland Advisory Board	✓			
1 complimentary membership to the Regional Product Council (\$250 value)	✓			
Opportunity to introduce ULI Program at select ULI Cleveland events	✓	✓		
Company recognition on ULI Cleveland website and e-alerts	Logo	Logo	Name	Name
Complimentary registrations to each ULI Cleveland hosted program, including member-only events	8 registrations	5 registrations	2 registrations	1 registration
Company recognition on ULI Cleveland event promotion including e-alerts, event banners, event brochures	Logo	Logo	Name	Name
Social media highlight (individual thank you by name or logo on Facebook, Instagram, Twitter and LinkedIn)	✓	✓	✓	✓
Sponsor ribbons on your event name tags	✓	✓	✓	✓
Dedicated Thank You Email (2 x per year)	✓	✓	✓	✓

** Complimentary tickets may be used by any person of your choosing, including, but not limited to: clients, company employees, family members, etc. and may be used for member only programming.*

INITIATIVE SPONSORSHIP

Young Leaders Group & Mentorship Program (YLG), \$2,500

ULI encourages new professionals to become involved early in their career so they can begin building key relationships with industry leaders. To make this an easy first step, ULI offers this special membership category for people under 35. Young Leaders Group members enjoy all the local and national benefits of a ULI membership. The Young Leaders Group is in the process of developing a number of content-rich programs for YLG members, so that young professionals can discuss the latest trends in land use, learn from industry icons, examine real deals, and develop their skillset – all while strengthening their relationships with their peers and finding new opportunities.

Sponsors will receive recognition on Young Leader emails, the Young Leader website page, logo displayed on Happy Hour emails, opportunity to highlight company at Young Leader events.

Women's Leadership Initiatives (WLI), \$2,500

The goal of the ULI Women's Leadership Initiative (WLI) is to raise the visibility and participation of women in ULI and ultimately in the real estate profession. We invite all women of ULI Cleveland to join in, participate and connect with fellow women ULI members via the WLI. In addition to other programming, the Women's Leadership Initiative hosts a monthly WLI member exclusive breakfast series. These events prominently feature a women of influence within the CRE industry, and can either focus on new developments in the area, or on leadership & networking. With each WLI Breakfast Series event, ULI Cleveland WLI offers quality opportunities for female members to network, learn, and grow together in real estate.

Sponsors will receive recognition on WLI emails, the WLI website page, & opportunity to highlight company at WLI events.

UrbanPlan \$2,500

UrbanPlan for Public Officials workshops are ideal for local decision makers who would like to learn more about the fundamental forces that shape and affect the built environment and the important leadership roles that elected and appointed officials play in the real estate development process.

Sponsors will receive recognition on UrbanPlan emails, the UrbanPlan website page, & opportunity to highlight company at UrbanPlan workshops.

Real Estate Diversity Initiative (REDI) Presenting Sponsor \$5,500/Contributing Sponsor \$2,500

The Real Estate Diversity Initiative (REDI) is a comprehensive real estate development training and mentorship program for women and people of color. The curriculum covers the spectrum of the real estate development process.

Presenting Sponsors will receive prominent recognition on REDI emails, the REDI website page, an invitation to attend the REDI "graduation" & opportunity to highlight company at REDI workshops. Contributing Sponsors will receive recognition on REDI emails, the REDI website page, and an invitation to attend the REDI "graduation".



**Emerging Trends 2019 Presentation and Panel
Discussion on January 3, 2020
Photo by Esterly Photography LLC**



Urban Land
Institute

CLEVELAND MEMBERSHIP

2021



CONNECT. LEARN. GIVE BACK. BECOME A MEMBER OF ULI.

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. For over seven decades, 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.

ASSOCIATE MEMBERSHIP (\$492 ANNUALLY)

The most popular type of membership, Associate Membership is open to all and enables you to gain access to many of the benefits ULI has to offer. Discounted dues if under 35, or academic, nonprofit, or government official..

FULL MEMBERSHIP (\$1220 ANNUALLY)

Full Membership is selective and specifically aimed at senior industry professionals. Full Members have added leadership and participation benefits in addition to the benefits Associate Members receive.

PUBLIC AGENCY MEMBERSHIP (\$600 ANNUALLY)

- »» Three memberships at a discounted rate for government, nonprofit, or academic institutions.
- »» Additional discounted rate on ULI Memberships.
- »» If an employee member leaves the company, the membership may be transferred to another employee.
- »» All current members will be prorated so they have the same start date.
- »» Master billing.

To join ULI please visit [ULI.org/join](https://uli.org/join).

ULI MEMBERSHIP BENEFITS AND DUES

Benefits	Associate Membership \$492/YEAR	Full Membership \$1,220/YEAR
Access to the global online Member Directory	✓	✓
Significant discounts on conferences, workshops, and other ULI events	✓	✓
Discount of 25% or more in the ULI Bookstore	✓	✓
Subscription to Urban Land magazine's print and online editions and mobile app	✓	✓
Access to hundreds of job listings and candidates through ULI's Career Center	✓	✓
Access to complimentary, members-only webinars	✓	✓
Complete access to Case Studies and online reports	✓	✓
Eligibility for local ULI leadership positions	✓	✓
Volunteer opportunities at the international level		✓
Eligibility for selection for an exclusive, Full Member-only Product Council membership		✓
Invitations to exclusive events, webinars, and reports limited to Full Members		✓
Discounts	50% off under 35 75% off student 75% off Retired (Retired from real estate industry, 65+ years of age, 10+ years of ULI membership) 50% off Nonprofit, government, academic institution	50% off under 35 N/A 75% off Retired (Retired from real estate industry, 65+ years of age, 10+ years of ULI membership) 75% off Nonprofit, government, academic institution

ULI Cleveland Annual Sponsorship Levels

- | | | | |
|--|--|--|---|
| <input type="radio"/> Platinum 1 year/\$10,000 | <input type="radio"/> Gold 1 year/\$5,500 | <input type="radio"/> Silver 1 year/\$3,000 | <input type="radio"/> Bronze 1 year/\$1,500 |
| <input type="radio"/> Platinum 3 year/\$9,000 per year | <input type="radio"/> Gold 3 year/\$5,000 per year | <input type="radio"/> Silver 3 year/\$2,500 per year | <input type="radio"/> Group Underwriter \$2,500 |

Complete payment for single and multi-year sponsorships are due on Friday, October 30, 2020.

Sponsorship Contact Information

Company:

Sponsorship Contact Name:

Sponsorship Contact Email:

Sponsorship Contact Phone:

Become a Member Today!

Select one of the membership options below.

Full Member Dues..... \$1,200
 Discounted dues if under 35..... \$610
 Discounted dues if academic, nonprofit, or government or if retired..... \$305

Associate Member Dues \$492
 Discounted dues if under 35, or academic, nonprofit, or government official..... \$240
 Discounted dues if student or retired \$120

Personal information: Please fill out below or attach your business card.

Name (Ms. Mrs. Mr.) _____

Title _____

Informal Name _____

Company/Agency _____

Street, City/State, Zip Country _____

Telephone Fax _____

E-mail _____

To register for a ULI Membership, please submit this form to Cleveland@uli.org.
 You can also call: 1-800-321-5011 or register online at www.uli.org/join

Please email this form to Cleveland@uli.org. Once received, you will be issued a ULI Invoice directing payments to be made out to ULI Cleveland. Please note, ULI has established a new invoice system for sponsorship and other payment.

For information about sponsorship opportunities and membership Contact Melanie Kortyka at
 PO Box 110416 Cleveland, OH 44111 | (216) 755-4061 | Cleveland@uli.org