



Cleveland

# MAKE A LOCAL IMPACT

2023

Sponsorship Opportunities

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# INVEST IN ULI

## SHOW YOUR SUPPORT FOR THE ULI MISSION

### What We Do

1. Thoughtful, detailed programming that convenes leaders & decision makers in the real estate industry and beyond, & 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

### Why We Do It: The Mission

The mission of the Urban Land Institute is to shape the future of the built environment for transformative impact in 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.

### How We Do It

- »» Unbeatable Programming: First looks and behind-the scenes site tours to monthly breakfast meetings & happy hours for members.
- »» Real Estate Diversity Initiative (REDI): The Real Estate Diversity Initiative (REDI) is a comprehensive real estate development training and mentorship program for

people of color, women, and LGBTQ+ individuals. The curriculum covers the spectrum of the real estate development process.

»» 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: ULI Cleveland hosts UrbanPlan workshops to help participants 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

Cathryn Greenwald - Thompson Hine LLP

### Chair for Mission Advancement

Paul Beegan - Beegan Architectural Design

### Treasurer

Kristina Fronczek - RSM US LLP

### Programs Committee

Jack Newton - GBX Group

Erin Blaskovic - DLR Group

### Membership & Sponsorship Committee

Dave Mader - First Chicago Title

Rank Dawson - Boyd Watterson Asset Management

### Outreach Committee

Anthony Whitfield - Milestone Partners

Adam Saurwein - Benesch Friedlander Coplan & Aronoff

### Young Leaders Committee

Alex Smith - Colliers International

Rachael Price - GBX Group

### Women's Leadership Initiative

Lindsay Tomins - PwC

Erin Ryan - Rycon Construction, Inc.

### Regional Product Council

Jason Heffelmire, PE - Osborn Engineering

### Governance Board

Steve Ross, Chair - CBRE, Inc.

Mackenzie Makepeace- The Max Collaborative

Adrian Byrne - Lund Byrne Association

Linda Striefsky - Thompson Hine LLP

Greg Ward - Huntington Bank



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# INVEST IN ULI

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ANNUAL SPONSORSHIP	ICON \$10,000	URBAN VISIONARY \$5,500	SILVER \$3,000	FRIEND \$1,500
1 complimentary ULI Full Membership (\$1,220 value)	●			
2 complimentary ULI Associate Memberships (\$984 value)	●			
2 complimentary ULI YL Associate Memberships (\$480)	●			
Representation on the ULI Cleveland Advisory Board	●	●		
1 complimentary membership to the Regional Product Council (\$250)	●	●		
Table sponsorship for annual Emerging Trends event	●	●		
Opportunity to introduce ULI programs at select ULI Cleveland events	●	●	●	
Social media highlight (individual thank you by name or logo on Facebook, Instagram, Twitter and LinkedIn)	●	●	●	
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 website and event promotion including e-alerts, event banners, event brochures	LOGO	LOGO	NAME	NAME
Opportunity to post career openings on the ULI Cleveland website and on social media	●	●	●	●
Contribute to the ULI Cleveland Speaker Directory	●	●	●	●
Table tent with logo at special events	LOGO	LOGO	NAME	NAME
DISCOUNTS 20% discount on multi-year commitments	\$8,000 3-year commitment	\$4,400 3-year commitment	\$2,400 3-year commitment	\$1,200 3-year commitment

\* Complimentary tickets only apply to ULI Cleveland hosted programming and 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. Admission to ULI National programs or the REDI program are not included within the complimentary tickets. To redeem tickets, email [Cleveland@uli.org](mailto:Cleveland@uli.org).



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# BECOME A MEMBER OF ULI

## CONNECT. LEARN. GIVE BACK.



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/ \$41 MONTHLY)

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/ \$102 MONTHLY)

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.

## ULI CLEVELAND REACH 2022



### EVENTS

**30+ SPECIAL EVENTS**

**80+ SPEAKERS**

**1,200+ ATTENDEES**



### MEMBERS

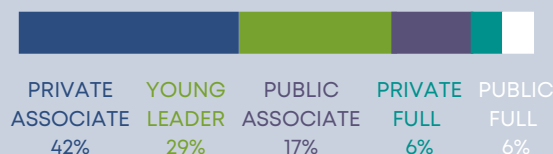
**280+**

DISTRICT  
COUNCIL  
MEMBERS

**25**

MEMBERS IN  
LEADERSHIP  
POSITIONS

### MEMBER TYPE



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# JOIN THE RANKS

## OF THOSE INVESTING IN ULI CLEVELAND

Our sponsors comprise the leading real estate organizations in the region. Annual sponsors receive many benefits for their contributions to ULI Cleveland, a 501 (c) (3), in addition to the satisfaction of knowing that 100% of the funds are used in our local district.

Icon \$10,000	<input type="checkbox"/>	Urban Visionary \$5,500	<input type="checkbox"/>	Silver \$3,000	<input type="checkbox"/>	Friend \$1,500	<input type="checkbox"/>
Icon 3-year Commitment \$8,000	<input type="checkbox"/>	Urban Visionary 3-year Commitment \$4,400	<input type="checkbox"/>	Silver 3-year Commitment \$3,000	<input type="checkbox"/>	Friend 3-year Commitment \$1,200	<input type="checkbox"/>

### SPONSORSHIP CONTACT INFORMATION

Company Name: \_\_\_\_\_

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

Interested in a public agency or corporate membership? Email [Cleveland@ULI.org](mailto:Cleveland@ULI.org)

Personal Information (please complete or attached a business card)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Please email this form to [Cleveland@uli.org](mailto:Cleveland@uli.org) or mail to PO Box 110416 Cleveland, Ohio 44111. Once received, you will be issued a ULI Invoice directing payments to be made out to ULI Cleveland. A portion of your sponsorship may be tax deductible. Please check with your tax advisor for more information.



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# EVENT SPECIFIC SPONSORSHIP

## *Women's Leadership Initiative Annual Fall Social*

Founded in 2017, the goal of the ULI Women's Leadership Initiative (WLI) is to raise the visibility and participation of women in ULI, Northeast Ohio, and ultimately in the real estate profession. We invite all women and men of ULI Cleveland to join in, participate and connect with fellow ULI members via the WLI.

In addition to other programming, the signature Women's Leadership Initiative Fall/Winter Social offers quality opportunities for members to network, learn, and grow together in real estate. Additionally, the social is typically set in a location that highlights a growing/changing/evolving area of Cleveland.

Sponsors of this program will receive logo recognition on the WLI Annual Fall Social event page, within the Fall Social email blasts, and social media posts. Additionally, sponsors will receive two complimentary admissions to the event. The sponsorship fee for this event is \$500.



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# EVENT SPECIFIC SPONSORSHIP

## *Real Estate Diversity Initiative*

Celebrating its third year, **ULI Cleveland Real Estate Diversity Initiative** is a 12-week comprehensive real estate development training and mentorship program for people of color, women, and LGBTQ+ individuals. The curriculum covers the spectrum of the real estate development process. Thirty participants step into the role of a real estate developer, gaining direct knowledge and experience working in teams to produce a development plan, pro-forma, and marketing plan for a real project.



### **Presenting Sponsor / \$5,000**

*One (1) opportunity available*

#### **Speaking Opportunity:**

- Opportunity to present to the REDI cohort
- Invitation to the REDI kickoff reception, team presentations, and graduation to network with participants.

#### **Marketing Opportunity:**

- Recognition throughout the program
- Company logo on REDI website, email blasts, all print and digital media

#### **Attendance Opportunity:**

- Complimentary admission for two (2) participants within the 2023 cohort once approved through the interview process

### **Contributing Sponsor / \$3,000**

#### **Speaking Opportunity:**

- Invitation to the REDI kickoff reception, team presentations, and graduation to network with participants.

#### **Marketing Opportunity:**

- Recognition throughout the program
- Company logo on REDI website, email blasts, all print and digital media

#### **Attendance Opportunity:**

- Complimentary admission for one (1) participants within the 2023 cohort once approved through the interview process

### **Supporting Sponsor / \$1,500**

#### **Speaking Opportunity:**

- Invitation to the REDI kickoff reception, team presentations, and graduation to network with participants.

#### **Marketing Opportunity:**

- Company logo on REDI website, email blasts, all print and digital media



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# EVENT SPECIFIC SPONSORSHIP

## *Summer & Winter Social*

The highly anticipated ULI Cleveland Annual Summer and Winter Socials allow land use and real estate professionals to celebrate the season. These socials typically attract over 100 attendees for fun networking, drinks, and sights.



### Event Venue Sponsor for the Summer or Winter Social / \$750

#### **Marketing Opportunity:**

- Recognition throughout the event
- Company logo on all print and digital media for this event

#### **Attendance Opportunity:**

- Four (4) tickets to the 2023 event

### Bar Sponsor for the Summer or Winter Social / \$500

#### **Marketing Opportunity:**

- Recognition throughout the event
- Company logo on all print and digital media for this event

#### **Attendance Opportunity:**

- Two (2) tickets to the 2023 event



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# EVENT SPECIFIC SPONSORSHIP

## *Emerging Trends in Real Estate*

Celebrating our 13th year, **ULI Cleveland's Emerging Trends in Real Estate** has grown to host over 200 real estate professionals from across the region, providing attendees with exclusive content and networking opportunities. Below are ways for your organization to be involved with our upcoming event, coming up in January 2023.



### Cocktail Sponsor / \$1,000

#### **Speaking Opportunity:**

- Introduction of the Keynote presentation

#### **Marketing Opportunity:**

- Recognition throughout the event, including company acknowledgement from Podium
- Company logo on all print and digital media for this event
- Opportunity to setup marketing collateral in networking lobby
- Opportunity for a full-page ad in the Emerging Trends attendee handout

#### **Attendance Opportunity:**

- Six (6) tickets to the 2023 Emerging Trends event



### Panel Sponsor / \$750

#### **Marketing Opportunity:**

- Recognition throughout the event
- Company logo on all print and digital media for this event
- Opportunity for a half-page ad in the Emerging Trends attendee handout

#### **Attendance Opportunity:**

- Four (4) tickets to the 2023 Emerging Trends event



### Trends Sponsor / \$500

#### **Marketing Opportunity:**

- Recognition throughout the event
- Company logo on all print and digital media for this event
- Opportunity for a quarter-page ad in the Emerging Trends attendee handout

#### **Attendance Opportunity:**

- 2 (2) tickets to the 2023 Emerging Trends event



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# EVENT SPECIFIC SPONSORSHIP

## Annual Finance Panel

Celebrating our 13th year, **ULI Cleveland's Annual Finance Panel** has grown to host over 100 real estate professionals from across the region, providing attendees with exclusive content and networking opportunities. Below are ways for your organization to be involved with our upcoming event, coming up in October 2022.



### Cocktail Sponsor / \$1,000

#### **Speaking Opportunity:**

- Introduction of the Keynote presentation

#### **Marketing Opportunity:**

- Recognition throughout the event including acknowledgement at the Podium
- Company logo on all print and digital media for this event
- Opportunity to setup marketing collateral in networking lobby
- Opportunity for a full-page ad in attendee handout

#### **Attendance Opportunity:**

- Six (6) tickets to the 2022 event
- Two (2) invitations to attend a post event dinner with panelists



### Panel Sponsor / \$750

#### **Marketing Opportunity:**

- Recognition throughout the event
- Company logo on all print and digital media for this event
- Opportunity for a half-page ad in attendee handout

#### **Attendance Opportunity:**

- Four (4) tickets to the 2022 event
- One (1) invitation to attend a post event dinner with panelists



### Finance Sponsor / \$500

#### **Marketing Opportunity:**

- Recognition throughout the event
- Company logo on all print and digital media for this event
- Opportunity for a quarter-page ad in attendee handout

#### **Attendance Opportunity:**

- 2 (2) tickets to the 2022 event
- One (1) invitation to attend a post event dinner with panelists



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