



Cleveland

MAKE A LOCAL IMPACT

2023

Sponsorship Opportunities



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2022

YEAR IN REVIEW

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

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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EVENT SPECIFIC SPONSORSHIP

Real Estate Diversity Initiative - ULI Cleveland Diversity, Equity, and Inclusion

Celebrating its third year, **ULI Cleveland Real Estate Diversity Initiative** is a 13-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



4,000
Email
Subscribers



16,000
LinkedIn
Connections



1,200
Instagram
Followers



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