



Cleveland

MAKE A LOCAL IMPACT

2024

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

Paul Beegan - Beegan Architectural Design, LLC

Chair for Mission Advancement

Anthony Whitfield - Milestone Partners

Treasurer

Kevin Carney - Cohen & Company

Programs Committee

Jack Newton - GBX Group

Peter Zahirsky - Team NEO

Membership & Sponsorship Committee

Dave Mader - First Chicago Title

Rank Dawson - Boyd Watterson Asset Management

Outreach Committee

Adam Saurwein - Benesch Friedlander Coplan & Aronoff

Tyrone Patillo - The Robert Weiler Company

Tammy Polenz - THP Limited, Inc.

Young Leaders Committee

Rachael Price - GBX Group

Nora Walsh - Project Management Consultants

Women's Leadership Initiative

Erin Ryan - Rycon Construction, Inc.

Liana Lake - Arkinetcis, Inc.

Regional Product Council

Jason Heffelmire, PE - Osborn Engineering

Governance Board

Cathryn Greenwald - Thompson Hine LLP

Steve Ross, Chair - CBRE, Inc.

Mackenzie Makepeace- DiGeronimo Development Team

Adrian Byrne - Lund Byrne Association

Linda Striefsky - Thompson Hine LLP

Greg Ward - Huntington Bank



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INVEST IN ULI

SHOW YOUR SUPPORT FOR THE ULI MISSION

| ANNUAL SPONSORSHIP | ICON \$10,000 | URBAN VISIONARY \$5,500 | SUPPORTER \$3,000 | URBAN PARTNER \$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, joint programming (programs in partnership with ULI and other organizations), or the REDI program are not included within the complimentary tickets. To redeem complimentary admission, email 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 (\$540 ANNUALLY/ \$45 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 (\$1332 ANNUALLY/ \$111 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 (\$680 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 2023



EVENTS

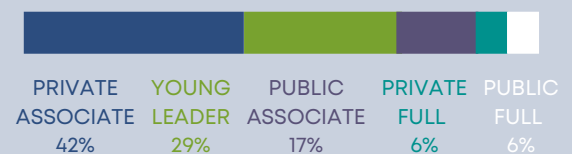
30+ SPECIAL EVENTS
80+ SPEAKERS
1,200+ ATTENDEES



MEMBERS

| | |
|--------------------------|---------------------------------|
| 300+ | 30 |
| DISTRICT COUNCIL MEMBERS | 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"/> | Supporter \$3,000 <input type="checkbox"/> | Urban Partner \$1,500 <input type="checkbox"/> |
| Icon 3-year Commitment \$8,000 <input type="checkbox"/> | Urban Visionary 3-year Commitment \$4,400 <input type="checkbox"/> | Supporter 3-year Commitment \$3,000 <input type="checkbox"/> | Urban Partner 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..... \$1,332
- Discounted dues if under 35..... \$660
- Discounted dues if academic, nonprofit, or government or if retired.....\$336
- Associate Member Dues \$540
- Discounted dues if under 35, or academic, nonprofit, or government official..... \$264
- Discounted dues if student or retired \$132

Interested in a public agency or corporate membership? Email 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 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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GENERAL EVENT SPONSORSHIP

ULI Cleveland Special Events

ULI Cleveland hosts several topic specific educational special events throughout the year. Below are ways for your organization to be involved with these events throughout 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

Attendance Opportunity:

- Six (6) tickets to the event



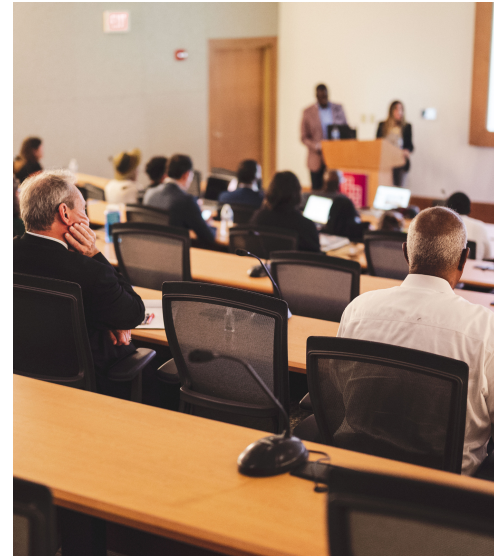
Panel Sponsor / \$750

Marketing Opportunity:

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

Attendance Opportunity:

- Four (4) tickets to the event



Venue Sponsor / \$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 event



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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 - 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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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:

- Two (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:

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



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