



Cleveland

# MAKE A LOCAL IMPACT

**2024**

Sponsorship Opportunities

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[cleveland.uli.org](https://cleveland.uli.org)



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[cleveland@uli.org](mailto:cleveland@uli.org)

2023

# 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

Elissa Hurtuk - Huntington Bank

### 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, Chair - Thompson Hine LLP

Steve Ross - CBRE, Inc.

Mackenzie Makepeace- DiGeronimo Development Team

Adrian Byrne - Lund Byrne Association

Linda Striefsky - Thompson Hine LLP

Greg Ward - WesBanco



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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](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 (\$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

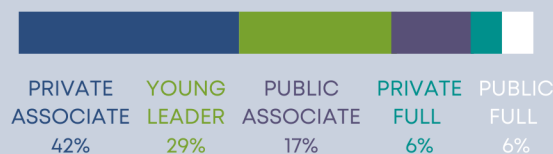
30+ SPECIAL EVENTS  
80+ SPEAKERS  
1,200+ ATTENDEES



### MEMBERS

310+	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

☐

Urban Visionary \$5,500

☐

Supporter \$3,000

☐

Urban Partner\$1,500

☐

Icon 3-year  
Commitment \$8,000

☐

Urban Visionary 3-year  
Commitment \$4,400

☐

Supporter 3-year  
Commitment \$3,000

☐

Urban Partner 3-year  
Commitment \$1,200

☐

### 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](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.



# EVENT SPECIFIC SPONSORSHIP

## *Women's Leadership Initiative*

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.



### Hosting Sponsor / \$750

#### **Marketing Opportunity:**

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

#### **Attendance Opportunity:**

- Two (2) tickets to the event

### Bar Sponsor / \$500

#### **Marketing Opportunity:**

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

#### **Attendance Opportunity:**

- One (1) ticket to the 2024 event



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# EVENT SPECIFIC SPONSORSHIP

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

Celebrating its fourth 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 2024 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 2024 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

## *Emerging Trends in Real Estate*

Celebrating our 14th 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 February 2024.



### 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 2024 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 2024 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 2024 Emerging Trends event



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# EVENT SPECIFIC SPONSORSHIP

## Annual Finance Panel

Celebrating our 14th 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 this December.



### Cocktail Sponsor / \$1,000

#### **Speaking Opportunity:**

- Opportunity to speak at the event

#### **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 2024 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
- Opportunity to distribute marketing collateral in networking lobby

#### **Attendance Opportunity:**

- Four (4) tickets to the 2024 event



### 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 2024 event



# 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.



### Hosting Sponsor for the Summer or Winter Social / \$1,000

#### **Marketing Opportunity:**

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

#### **Attendance Opportunity:**

- Four (4) tickets to the 2024 event

### Bar 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:**

- Two (2) tickets to the 2024 event



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