

ULI Colorado

# 2027 SPONSORSHIP

## URBAN LAND INSTITUTE'S MISSION

Shape the future of the built environment for transformative impact in communities worldwide.

## ULI COLORADO'S PURPOSE

ULI Colorado is a trusted convener, collaborator, and source of industry-leading expertise, advancing best practices that shape the future of the built environment.

## ULI COLORADO IMPACT SUMMARY

### MEMBER ENGAGEMENT & NETWORK CONNECTIVITY.

- **Convened the network** through four signature events, including Emerging Trends and 16th Street Reimagined.
- **Expanded relationships and collaboration** across disciplines, regions, and career stages.

### VOICE & INFLUENCE IN THE MARKET.

- **Elevated timely issues** for audiences positioned to act.
- **Future of Denver Pavilions:** 175+ registrants; highlighted ULI expertise in downtown revitalization and public-private strategy.
- **Ranch Phase II Master Plan** with CREW Northern Colorado: 85+ registrants, explored a major regional development opportunity.
- Reinforced ULI Colorado as a **trusted** land use and real estate convener.

**Enhance your firm's value in the community through recognition, networking, knowledge, and impact.**

### HOUSING ATTAINABILITY & THE REGULATORY ENVIRONMENT.

- **Focused** on housing policy, implementation, and regulatory barriers.
- **Unlocking Housing Solutions** shared Atlanta practices for consolidating public funding.
- **Discussion Labs** identified challenges and strategies to reduce regulatory friction.
- **The Gubernatorial Forum** elevated priorities statewide.
- **UrbanPlan** clarified land use, feasibility, housing, and regulatory tradeoffs for officials, volunteers, and community leaders.

### DOWNTOWN REVITALIZATION.

- **Connected members with projects** and opportunities in Loveland and downtown Denver.
- **Advanced practical conversations** on placemaking, investment, redevelopment, mobility, and downtown vitality.
- **Built connections among peers**, civic and industry leaders, and emerging professionals.
- **Equipped decision-makers** with ideas to shape Colorado's future.



| ULI CO FY27 ANNUAL SPONSORSHIP BENEFITS | 14er $20,000 | Summit $15,000 | Alpine $10,000 | Montane $6,000 | Foothills $3,000 |
|---|---|---|---|---|---|
| **10% discount with 3-year commitment** *amount shown reflects the 10% discount and is invoiced annually* | $18,000 | $13,500 | $9,000 | $5,400 | $2,700 |
| **Company recognition** *on the ULI Colorado website, event invitations, newsletters, and electronic signage when available* | LOGO + Firm Link | LOGO | LOGO | LOGO | NAME |
| **Complimentary membership(s)** | 3 full (up to $3,996 value) | 1 full/ 1 associate or 3 associate (up to $1,872 value) | 2 associate (up to $1,080 value) | | |
| **Complimentary registration** *per standard event (50+ events/year)* **excludes annual or bi-annual signature events: (Emerging Trends, Impact Awards, Holiday Party, Summer Party)* | 8 | 6 | 4 | 2 | 2 |
| **Free job/RFP/RFQ posting** *on the ULI Colorado Newsletter & Website* | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Priority to host/introduce programs** | ✓ | ✓ | ✓ | ✓ | |
| **Visibility opportunities** *social media spotlights, member interviews* | ✓ | ✓ | ✓ | | |
| **Staff assigned to manage benefits** | ✓ | ✓ | ✓ | | |
| **Leadership opportunities** *priority for committee Chair/Vice Chair-role opportunities* | ✓ | ✓ | ✓ | | |
| **Table Sponsorship at Emerging Trends** *in Denver* | ✓ | | | | |
| **Complimentary registration to the ULI Spring Meeting 2027** *only for sponsors signing FY2027 contract* | 1 | | | | |

***Space is limited at many ULI Colorado events. Registrations are available on a first-come, first-served basis.*

# ULI COLORADO
# SUPPORTING SPONSORSHIPS

## *Target specific initiatives that align with your priorities*

## *PRICE: $1,500 | LIMITED*

**WOMEN'S LEADERSHIP INITIATIVE (WLI)**
to promote and advance women in real estate, land use, and city-building industries.

Activities you'd be supporting:
- **Breaking the Glass Ceiling:** matches women with industry executives for mentorship in career advancement and leadership: an intimate 6-month program that builds relationships and offers training to lead to further career satisfaction and success in the industry.
- **Leadership Connections:** features female leaders in real estate and land use, showcasing their personal histories and professional journeys.

**YOUNG LEADERS GROUP (YLG)**
for professionals under 35, offers Development 360, Partnership Forum, and Project Tours.

Activities you'd be supporting:
- **Partnership Forum Program**: 9-month mentoring program for those under 35 where local real estate leaders serve as moderators to create diverse mentor groups that are representative of the many facets of the industry.
- **Development 360 Program**: educates participants through in-depth, project-specific information, about the overall development process - participants dig into a local case study project, led by the developer to learn about the challenges and opportunities in the local industry.

**Supporting Sponsorships are available as an add-on** for organizations committed to an Annual Sponsorship (level of Foothills through 14er) allowing you to target your investment where you'd like to make the greatest impact.

**INCLUSIVE EXCELLENCE**
creating a community where people from different backgrounds, identities, experiences, and perspectives can fully participate, contribute, and lead.

Activities you'd be supporting:
- **Real Estate Diversity Initiative**: a comprehensive real estate development training and mentorship program for women and people of color covering all aspects of the development process, including pro forma instruction through the University of Denver - participants work in teams with industry mentors to create a development plan and pro forma for a local site.

**TECHNICAL ADVISORY SERVICES**
brings together real estate, planning, development, finance, design, and public-sector professionals to help communities solve complex land use and development challenges.

Activities you'd be supporting:
- **Technical Assistance Panels (TAPs)**: composed of qualified and unbiased members who bring relevant technical expertise directly into local communities to address real-time land use challenges.

**URBANPLAN PROGRAM**
introduces the land development process to high school students, college students and community leaders via a real-world simulation.

Activities you'd be supporting:
- **UrbanPlan Workshops:** a hands-on simulation where participants act as development teams, use site plans, financial models, and LEGO-based building layouts to redevelop a fictional neighborhood, then present their proposal to a mock city council, teaching tradeoffs involved in the real estate development process.

| SUPPORTING SPONSORSHIP $1,500 \| BENEFITS | |
|---|---|
| (2) COMPLIMENTARY TICKETS TO ALL ULI COLORADO STANDARD EVENTS | ✓ |
| FIRM NAME INCLUDED ON ALL PROGRAM/AFFINITY-RELATED CORRESPONDENCE | ✓ |
| FIRM LOGO INCLUDED ON MARKETING E-BLASTS, EVENT REGISTRATION WEBPAGES, EVENT SIGNAGE, PROGRAM PPTS, & NOTED VERBALLY | ✓ |
| COMPLIMENTARY PARTICIPATION FOR (2) IN AFFINITY GROUP CHOSEN PROGRAM AND/OR TICKETS TO AFFINITY GROUP EVENT(S) *(PARTICIPANTS MUST MEET PROGRAM/APPLICATION REQUIREMENTS)* | ✓ |



## PUBLIC/NONPROFIT SPONSORSHIP
*Public Agency/Nonprofit partners only*

| | |
|---|---|
| | **$1,500** |
| **Company recognition**<br>*(website, e-blast, events)* | **NAME** |
| **Complimentary membership(s)** | 1 associate membership available to public agency and non-profits ($1,080 value) |
| **Complimentary registration to any standard ULI Colorado events**<br>*Total complimentary tickets per event*<br><br>*Complimentary event registrations can be used outside the company for BIPOC, students, and young leaders. *Exlcuides ULI Colorado Signature Events (Summer/Holiday Party/Trends/Awards)* | **2** |
| **Free job/RFP/RFQ posting**<br>**On ULI Colorado website** | ✓ |
| **Visibility opportunities**<br>*Through social media spotlights and member interviews* | ✓ |
| **Leadership opportunities**<br>*Priority for committee Chair/Vice Chair-role opportunities* | ✓ |

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# ULI COLORADO
# MISSION SPONSORSHIP

***Make the ultimate impact on your community***

***PRICE: $25,000 | LIMITED***

ULI's mission is to shape the future of the built environment for transformative impact in communities worldwide. Mission sponsors demonstrate their commitment to ULI Colorado's work in the three mission priority areas:


Decarbonization and Net Zero


Increasing Housing Attainability


Educating the Next Generation of Diverse Leaders

Only **three** Mission sponsorships will be available in 2027. In addition to traditional benefits such as name recognition, membership, and event registrations, the Mission sponsorship has several unique benefits.

| MISSION SPONSORSHIP $25,000 \| BENEFITS | *Limited* |
|---|---|
| **Exclusive Benefits** | |
| **Complimentary Sponsorship of One Colorado Affinity Group** | ✓ |
| **Complimentary Sponsorship of UrbanPlan** | ✓ |
| **In-office Presentation to Mission Sponsor's Staff on ULI Colorado to Promote Engagement** | ✓ |
| **One complimentary registration to one of the following:** ULI Annual Meeting (Fall or Spring) Resilience Summit, or Housing Opportunity Conference | ✓ |
| **Host a Company/Project Tour for ULI Colorado Members and Sponsors** | ✓ |
| **Complimentary Memberships & Registration** | |
| **Two ULI Full Memberships** ($2,664 in value) | ✓ |
| **Two Associate Memberships** ($1,080 in value) | ✓ |
| **Two Young Leader Associate Membership** ($540 in value) | ✓ |
| **Tickets to Emerging Trends in Real Estate Table** (January 2027, <$1,000 in value) | 8 |
| **Complimentary Registrations to Standard Member-Wide Events** ($600 in value) | 8 |
| **Recognition & Visibility** | |
| **One "Sponsor Spotlight" Feature to be shared on ULI Colorado's Instagram and LinkedIn** | ✓ |
| **Logo on ULI Colorado Website (and Linked to Sponsor Webpage), Acknowledgment on ULI Colorado E-Blasts, and Logo on Event Signage and PPT** | ✓ |

# ULI COLORADO
# PLEDGE FORM

***Pledge forms are due by December 18, 2026***
***Payment deadline is January, 29, 2027***

**Email this form to colorado@uli.org and hannah.king@uli.org**

## SPONSOR REPRESENTATIVE - REPRESENT FIRM, RECEIVE INVOICE, RECEIVE EMAILS

Name: _____

Title: _____ Signature: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

## ADMINISTRATIVE SUPPORT TO SPONSOR -
ADDITIONAL CONTACT FOR INVOICE, MARKETING, AND BENEFITS, IF THE SAME, WRITE SEE ABOVE

Name: _____

Title: _____

Email: _____

## PLEASE CHECK SPONSORSHIP LEVEL

- ☐ **14er Sponsor ($20,000)**
- ☐ **Summit Sponsor ($15,000)**
- ☐ **Alpine Sponsor ($10,000)**
- ☐ **Montane Sponsor ($6,000)**
- ☐ **Foothills Sponsor ($3,000)**
- ☐ **3YR Commitment (10% Off)**
- ☐ **Public Sponsor ($1,500)**
- ☐ **Mission Sponsor ($25,000)**
- ☐ **Supporting Sponsorship ($1,500):**

**Choice of Supporting Add-on:**

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