

ABOUT US



Indiana

The Urban Land Institute is a global nonprofit education and research institute dedicated to providing leadership in the responsible use of land and in creating and sustaining thriving communities. Since 1936, ULI has been a source for best practices and impartial information, and a forum in which real estate industry leaders can share ideas, experiences, and best practices.

ULI members represent the entire spectrum of land use and real estate development disciplines working in private enterprise and public service. They benefit from and contribute to a body of knowledge and a global network that shape every aspect of the built environment.

ABOUT THE URBAN LAND INSTITUTE



1936

FOUNDED BY
ITS MEMBERS



90+

LOCAL
OFFICES



45,000+

MEMBERS
WORLDWIDE



2,000+

ANNUAL LOCAL AND
GLOBAL EVENTS



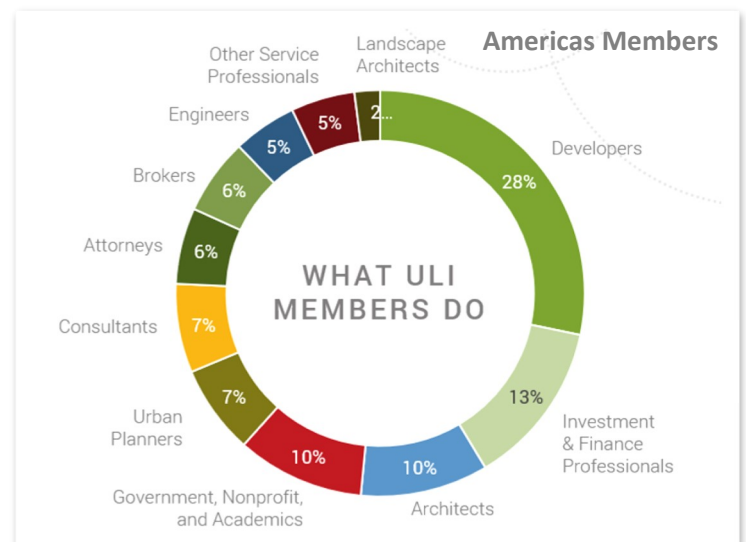
80+

COUNTRIES
REPRESENTED



10,000+

CONTENT
RESOURCES



ABOUT ULI INDIANA

ULI Indiana was founded in 2007, has over 350 members, and is supported by over 45 corporate and philanthropic sponsors.

There's an adage that "all real estate is local," and ULI's role in a District Council is influenced by local market factors as well.

Since 2015, our District Council leadership has operated under the shared vision: "*Indiana - Great Place to Live, Great Place to Invest.*"

In addition, we have developed the following guideposts that help define our scope:

- Focused on Central Indiana and other Indiana metropolitan areas.
- Neither urban nor suburban centric, but both.
- A professional association catering to practitioners
- A thought leader and curator of best practices (not an implementer).



Indiana

MEMBERSHIP MATTERS

Whether you've been a member for decades or you still haven't joined, here are some reasons why ULI membership matters

YOUR MEMBERSHIP MATTERS TO US

ULI is in many ways a club, and a club is defined by its members. You make us better.

More members = more chances for members and sponsors to make the connections they need for their careers and businesses to thrive.

More members = more volunteer capacity to execute our programs, and a better pipeline of future ULI leaders.

While membership dues have a relatively small impact on our local finances (only about 20% of your dues are passed through to ULI Indiana), we appreciate every dollar, especially this year!

MEMBERSHIP MATTERS FOR YOU

Connections matter, and ULI membership is the key to accessing our 45,000 members worldwide. Plus ULI is the only organization whose members span the full breadth of the industry, from developers and designers to financiers and public officials.

ULI **keeps you informed** through our live and virtual events, publications and local updates. We aim to curate the most important and relevant insights and experiences that you can't get anywhere else.

ULI may be a global organization but we're **making local impacts**. ULI supports cities and communities through knowledge-sharing and through our renowned Advisory Services and innovative training programs like UrbanPlan and the Real Estate Diversity Initiative.

Be seen as a leader and develop leadership skills through speaking engagements, committee work and leadership roles.



OUR PROMISE

ULI's promise is to Connect, Inspire and Lead.

CONNECT

1:1

We're here to help each other

SMALL GROUPS

Smaller in-person events for groups of 25 or less

Chances to connect virtually

LARGE EVENTS

Statewide, multistate and global connections

Many members have found great value in connecting with like-minded people through ULI, our exclusive national Product Councils, and member affinity groups like the Young Leaders Group and Women's Leadership Initiative.



We are committed to expanding ULI's "big tent" of cross-disciplinary professionals so you can meet more people who aren't like you. We have a goal to increase the **diversity** of our members and leadership and it's up to all of us to refer new members and help them feel welcome.

INSPIRE

Inspiration is the "a-ha" moment of achieving a **new insight** or sees **future possibilities**.



ULI accelerates inspiration through:

EXPERIENCES

ULI productions like project tours, live or virtual conferences, and classes

Member-guided activities like a coffee meeting, independent research or walking tour

INFORMATION

Important, relevant, actionable, and valuable

STORIES

People and projects provide lessons learned; what can we replicate?



LEAD

ULI and its members are **at the forefront** of new ideas, applying creativity to develop the newest and best practices for land use and development.

We **proactively communicate** and promote those ideas to benefit not just our members, but the community at-large.

ULI also leads when we focus clearly on what only ULI can offer, **and only ULI can offer all of this.**

GENERALLY

Cross-disciplinary connections

Connections to specific members

Connections to strong global content and research centers

Connections to the global network of ULI district councils and product councils

LOCALLY

A focus on local people, projects, and policies

GLOBALLY

Research-based, replicable best practices

Niche topics of limited local interest



Indiana

LOOKING BACK, LOOKING FORWARD



LOOKING BACK

NATIONAL SPEAKERS | In the first quarter of 2020, we welcomed five national experts to ULI Indiana through our Real Estate Trends and Breakfast Series events.

REAL ESTATE DIVERSITY INITIATIVE | ULI Indiana adapted and implemented this 15-week course to prepare more women and people of color for careers in real estate development. We engaged over 40 volunteers and graduated 10 scholars after transitioning from live to virtual classes.

VIRTUAL EVENTS | From March through September, ULI Indiana produced 17 virtual events that engaged 629 registrants (90/month). Highlights included:

- *Online Breakfast Series Events*
- *NEW Insights for Insiders*, a free, members-only benefit
- *NEW Armchair Tours* to expand knowledge about and across Indiana cities
- An interview with Penske Entertainment's John Lewis, a fundraiser that also engaged six new sponsors

WOMEN'S LEADERSHIP INITIATIVE | The WLI successfully leveraged the benefits of virtual communication to facilitate difficult conversations and deliver impactful regional programming.

IN-PERSON EVENTS | As restrictions lifted in late summer, ULI Indiana was able to host three in-person events, a model likely to continue:

- August 5—REDI Graduation Celebration
- August 13—Young Leaders Bike Tour
- September 9—ULI On Location at Hotel Carmichael

LOOKING FORWARD

The next several months will look much like the past. In addition, we're increasing effort towards two programs with potential to make a meaningful impact on Indiana.

URBANPLAN | An interactive exercise about the development process including complex tradeoffs and economics. ULI Indiana plans to offer UrbanPlan for:

- **Communities** | One-day in-person or virtual workshops to community leaders like public officials and neighborhood representatives. Participants gain better understanding of developers' perspectives and the challenge of creating a development plan that works for all.
- **Universities** | University students—future members of our industry and community—gain these same perspectives when UrbanPlan is incorporated into an existing course. This semester, we're bringing UrbanPlan to Ball State's Introduction to Urban Planning class, reaching almost 100 students!

TECHNICAL ADVISORY PANELS | Advisory Services have been a mainstay of ULI since 1947. In Indiana, there have been five national and seven local panels since 2008, but we want to do more! Panels allow ULI and our members to leverage our shared knowledge and creativity to solve real community problems.

How can you help?

Participation

Referrals

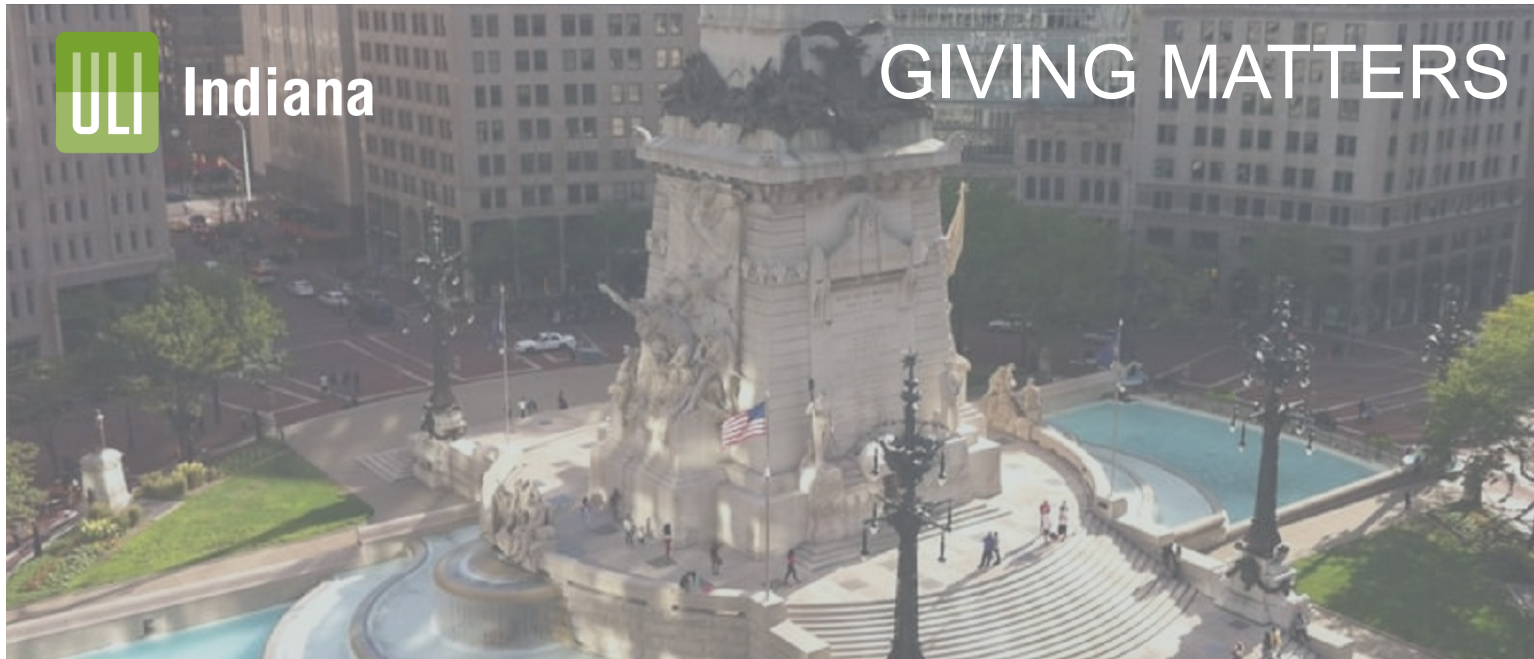
Leadership

Financial Support



Indiana

GIVING MATTERS



In the current fiscal year, ULI Indiana will receive less than \$30,000 from your membership dues, while owing over \$20,000 back to ULI for various cost allocations.

To keep our programs going, it's vital for us to generate other revenue, such as:

SPONSORSHIPS | We count on corporate sponsorships for the majority of our finances—over the last four years, sponsorship revenue has averaged 60% of total revenue.

INDIVIDUAL GIVING | NEW in FY21, you can make individual and corporate gifts to ULI Indiana via the ULI Foundation, and get full tax benefits!

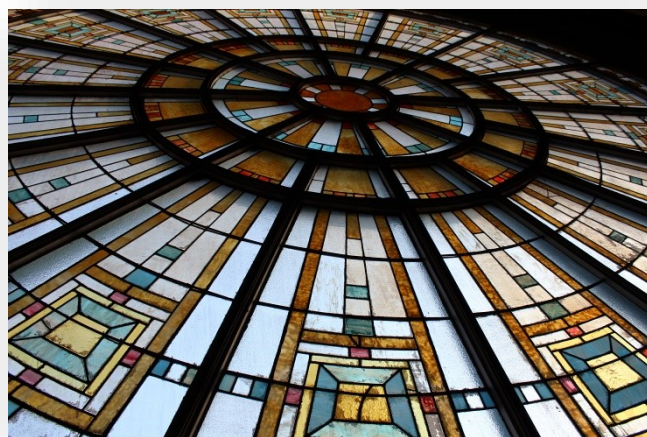
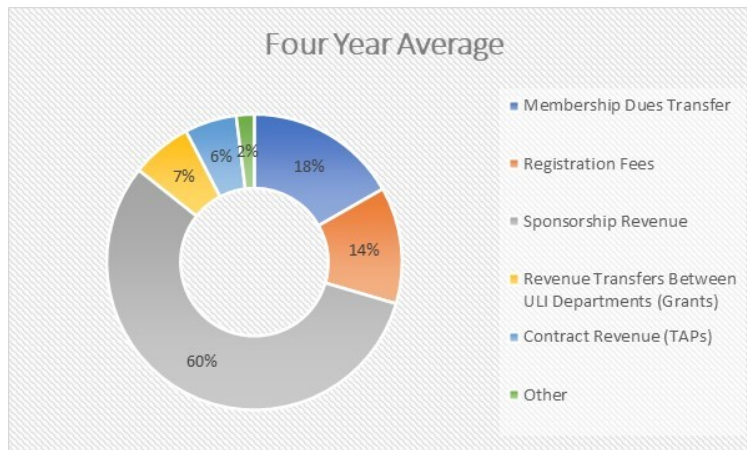
FEE-FOR-SERVICE PROGRAMS | Like many other non-profits, ULI hopes to expand our revenue by leveraging our expertise.

Examples:

- Hire us to complete a Technical Advisory Panel (TAP) in your community.
- Hire us to run an UrbanPlan community workshop for your constituents.

You'll get access to these popular ULI products, our cross-disciplinary membership base, and individual member expertise for a fraction of the cost of any private service provider.

REGISTRATION FEES | It's hard to charge for virtual content, but due to the challenges we're facing, this may become necessary. In recent years, registration fees have accounted for an average of 14% of our total revenue.



SPONSORSHIP



Indiana

When you sponsor ULI, you get impact, exposure and value.

IMPACT | ULI is a member organization, but ULI Indiana only receives about 20% of Indiana members' dues. This makes sponsorship essential to meeting our financial needs.

Sponsorship dollars allow us to offer more programs and make a meaningful impact on our region. And 100% of sponsorship dollars are retained here at the Indiana District Council.

EXPOSURE | Sponsorship promotes your organization to key stakeholders and provides opportunities for one-on-one connections. Annually your brand may reach:

- 30 local events
- 45 sponsor organizations
- 350 members
- 1,200 event registrants
- 2,200 professional contact list
- 100,000 emails

VALUE | For the same price as buying a table at some local events, you can sponsor ULI Indiana for a full year.

And your sponsorship dollars are tax deductible (minus the cost of goods and services provided.)

Interested in tax benefits and impact more than brand exposure? Ask us about opportunities for corporate giving through the ULI Foundation.

2020 SPONSORS

SUSTAINING

Benefactor | MIBOR Realtor Association

Founder | Katz Sapper & Miller

Platinum | Weihe Engineers

Gold | Civil & Environmental Consultants, Milhaus

Silver | Cityscape Residential, Fidelity National Title, Flaherty & Collins, Glick, Ice Miller, TWG, V3 Companies, Wooden McLaughlin, 3chord Marketing, Arbor & Bloom Events

Champions | CE Solutions, Citimark, JLL, HWC Engineering, Wallack Somers & Haas, Walker Consultants

BREAKFAST SERIES

Presenting | Faegre Drinker

Associate | Browning Investments, Browning Day, Terzo & Bologna

ON LOCATION | Woolpert

TRENDS

Presenting | Krieg DeVault, University of Indianapolis

Supporting | American Structurepoint, Associated Bank, CBRE Valuation, First Construction Consulting, Meyer Najem, Onyx + East

DIVERSITY INITIATIVE

Program Sponsor | CICF

Session Sponsors | Federal Home Loan Bank of Indianapolis, Flaherty & Collins, J.C. Hart, Kairos Asset Strategies, Landworx Engineering, Meticulous Design + Architecture, Shrewsbury & Associates

WOMEN'S LEADERSHIP INITIATIVE | First American Title

YOUNG LEADERS GROUP | Dentons Bingham Greenebaum, Gershman Partners

TOP ORGANIZATIONS (based on number of members in ULI Indiana)

PUBLIC

Ball State University
City of Carmel
City of Indianapolis
City of Westfield
Indiana University
Town of Plainfield
University of Indianapolis
City of Fishers
Indiana Housing & Community Development Authority
Purdue University
University of Notre Dame
City of Noblesville
Town of Zionsville

PRIVATE

Buckingham Companies
JLL
Katz, Sapper & Miller
Krieg DeVault
Walker Consultants
Wooden McLaughlin
Faegre Drinker
Rundell Ernstberger Associates
Trinitas Ventures
American Structurepoint
Browning Day
Cityscape Residential
Civil & Environmental Consultants

Dentons Bingham Greenebaum
Gershman Partners
Greenstreet, Ltd.
Ice Miller
Kimley-Horn
Onyx + East
RATIO
Scannell Properties
Taft Law Firm
TWG Development
V3 Companies
Woolpert

LEARN MORE | indiana.uli.org

Produced by ULI Indiana, 10/2020



Indiana

SUSTAINING SPONSORSHIPS

Sustaining Sponsors are interested in supporting the ULI mission and operations across our full breadth of programs, and in reaching the broadest possible audience.

	FOUNDER \$12,000/yr	PLATINUM \$8,000/yr	GOLD \$6,000/yr	SILVER \$3,500/yr
Branded lanyard at in-person events	✓			
Industry exclusivity within category	✓	✓		
Sponsor profile featured on ULI IN website and social media	✓	✓	✓	
Seats at ULI's table for Indy Chamber's Monumental Awards	2	2	2	
Complimentary registrations per events	5	4	3	2
Brand placement at events, Sustainer section	Top Level	Second Level	Third Level	Fourth Level
Logo placement (with link) on weekly eblast (2,200+ recipients/week), Sustainer section	Top Level	Second Level	Third Level	Fourth Level
Logo placement (with link) at Indiana.uli.org homepage	First	Second	Third	Fourth
Social media exposure	✓	✓	✓	✓
First chance to support specific ULI programs	✓	✓	✓	✓
Multi-year discounts—10% off with 3-year commitment	\$10,800/yr	\$7,200/yr	\$5,400/yr	\$3,150/yr
Installment billing available	4 payments/yr @ \$3,000 (1 yr) or \$2,700 (3 yr)	4 payments/yr @ \$2,000 (1 yr) or \$1,800 (3 yr)	Choose: 2 payments/yr @ \$3,000 (1 yr) or \$2,700 (3 yr) OR 4 payments/yr @ \$1,500 (1 yr) or \$1,350 (3 yr)	2 payments/yr @ \$1,750 (1 yr) or \$1,575 (3 yr)



Indiana

PROGRAM SPONSORSHIPS (EVENT-BASED)

Program Sponsors are interested in supporting a specific aspect of ULI Indiana programming, and/or reaching or supporting a specific audience.

Get ahead of your day and the latest development trends and projects with our core educational series, available online across the state. Live participants may participate in virtual chatrooms after the event. Program recordings available to all registrants.

Sponsor profile featured on ULI IN website and social media

Opportunity to introduce speakers

Complimentary registrations to each event in this series

Brand placement at events in this series

Logo placement (with link) on weekly eblasts related to this series (2,200+ recipients/week)

Logo placement (with link) on program page at Indiana.uli.org

Social media exposure

BREAKFAST SERIES

Presenting
\$7,500

Supporting
\$3,000

Associate
\$1,500

√

√

4

2

1

Logo,
Top Level

Logo,
Second Level

Name Only,
Third Level

Top Level

Second Level

Third Level

First

Second

Third

√

√

√

Enjoy after-work, in-person tours of new projects focused on Indianapolis and near-by suburbs. We'll focus on outdoor spaces and lofty spaces, and limit tour groups to 25 each.

ULI ON LOCATION
\$2,500

Opportunity to introduce speakers

√

Complimentary registrations to each event in series

2

Logo placement on-site at events in this series

Top Level

Logo placement (with link) on weekly eblasts related to this series (2,200+ recipients/week)

Top Level

Logo placement (with link) on program page at Indiana.uli.org

Top Level

Social media exposure

√

Use your lunch hour to Zoom virtually across the state and learn about new projects, development trends and opportunities. Live participants may participate in virtual chatrooms after the event. Program recordings available to all registrants.

ARMCHAIR TOURS
\$2,500

Opportunity to introduce speakers

√

Complimentary registrations to each event in series

2

Logo placement at events in this series

Top Level

Logo placement (with link) on weekly eblasts related to this series (2,200+ recipients/week)

Top Level

Logo placement (with link) on program page at Indiana.uli.org

Top Level

Social media exposure

√



Indiana

PROGRAM SPONSORSHIPS (INITIATIVE-BASED)

Program Sponsors are interested in supporting a specific aspect of ULI Indiana programming, and/or reaching or supporting a specific group.

REAL ESTATE DIVERSITY INITIATIVE

Program Sponsor
\$10,000

Session Sponsor
\$1,500

Opportunity to attend a class session/be recognized

√

√

Opportunity to nominate a class instructor/speaker

√

√

Recognition on program marketing materials

Top Level

Second Level

Logo placement (with link) on weekly eblasts related to this program (2,200+ recipients/week)

Top Level

Second Level

Logo placement (with link) on program page at Indiana.uli.org

First

Second

Social media exposure

√

√



Support ULI Indiana's popular affinity groups (almost 100 members each). Typical activities range from committee meetings and happy hours to professional development and other educational programs.

AFFINITY GROUPS

Women's Leadership Initiative
\$1,500

Young Leaders Group
\$1,500

Opportunity to participate in Steering Committee

√

√

Complimentary registrations to any paid event

1

1

Logo placement (with link) on weekly eblasts related to this program (2,200+ recipients/week)

√

√

Logo placement (with link) on program page at Indiana.uli.org

√

√

Social media exposure

√

√



Ask us how you can support UrbanPlan, Regional Initiatives, or food & beverage service at select events.

(VIRTUAL, REGIONAL) REAL ESTATE TRENDS 2021

Presented by



ULI INDIANA
ULI MICHIGAN

ULI KANSAS CITY
ULI PITTSBURGH

AGENDA:

December 1
11am-12:30pm EST

*Emerging Trends in
Real Estate* presented by
Andy Warren, PwC

Registrants will pay
once for all three
sessions.

Regional response panel

Four local response panels

December 8
12-1:30pm EST

Moderated topical panels, featuring panelists from each District
Council, will dive deeper into the Trends for 2021

December 15
12-1:30pm EST

ESTIMATED MARKETING REACH:

- **400 Event Registrants**
- **1,300 ULI Members**
- **9,400 Email Contacts**

Complimentary registrations (estimated average value
of \$60 each)

Opportunity to speak at all three sessions

Opportunity to speak at one session

Brand recognition on marketing emails with clickable
link

Company name on event registration page with
clickable link

Social media recognition before and after event

Brand recognition on background wallpaper of event
waiting room

Verbal recognition at beginning of all three sessions

(VIRTUAL, REGIONAL) REAL ESTATE TRENDS 2021

Presenting \$3,000	Supporting \$1,500	Associate \$750
SOLD	6 available	10 available
6	4	2
√		
	√	
Logo, Top Level	Logo, Second Level	Name Only, Third Level
Top Level	Second Level	Third Level
√	√	√
Logo, Top Level	Logo, Second Level	Name Only, Third Level
First	Second	Third

To learn more, contact your local ULI District Council.