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.
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, Shrewsberry & Associates

**WOMEN’S LEADERSHIP INITIATIVE |** First American Title

**YOUNG LEADERS GROUP |** Dentons Bingham Greenebaum, Gershman Partners

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**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

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Produced by ULI Indiana, 10/2020
**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.

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship Amount</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOUNDER</strong></td>
<td>$12,000/yr</td>
<td>- Branded lanyard at in-person events&lt;br&gt;- Industry exclusivity within category&lt;br&gt;- Sponsor profile featured on ULI IN website and social media&lt;br&gt;- Seats at ULI’s table for Indy Chamber’s Monumental Awards&lt;br&gt;- Complimentary registrations per events&lt;br&gt;- Brand placement at events, Sustainer section&lt;br&gt;- Logo placement (with link) on weekly eblast (2,200+ recipients/week), Sustainer section&lt;br&gt;- Social media exposure&lt;br&gt;- First chance to support specific ULI programs&lt;br&gt;- Multi-year discounts—10% off with 3-year commitment&lt;br&gt;- Installment billing available</td>
</tr>
<tr>
<td><strong>PLATINUM</strong></td>
<td>$6,000/yr</td>
<td>- Branded lanyard at in-person events&lt;br&gt;- Industry exclusivity within category&lt;br&gt;- Sponsor profile featured on ULI IN website and social media&lt;br&gt;- Seats at ULI’s table for Indy Chamber’s Monumental Awards&lt;br&gt;- Complimentary registrations per events&lt;br&gt;- Brand placement at events, Sustainer section&lt;br&gt;- Logo placement (with link) on weekly eblast (2,200+ recipients/week), Sustainer section&lt;br&gt;- Social media exposure&lt;br&gt;- First chance to support specific ULI programs&lt;br&gt;- Multi-year discounts—10% off with 3-year commitment&lt;br&gt;- Installment billing available</td>
</tr>
<tr>
<td><strong>GOLD</strong></td>
<td>$6,000/yr</td>
<td>- Branded lanyard at in-person events&lt;br&gt;- Industry exclusivity within category&lt;br&gt;- Sponsor profile featured on ULI IN website and social media&lt;br&gt;- Seats at ULI’s table for Indy Chamber’s Monumental Awards&lt;br&gt;- Complimentary registrations per events&lt;br&gt;- Brand placement at events, Sustainer section&lt;br&gt;- Logo placement (with link) on weekly eblast (2,200+ recipients/week), Sustainer section&lt;br&gt;- Social media exposure&lt;br&gt;- First chance to support specific ULI programs&lt;br&gt;- Multi-year discounts—10% off with 3-year commitment&lt;br&gt;- Installment billing available</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>$3,500/yr</td>
<td>- Branded lanyard at in-person events&lt;br&gt;- Industry exclusivity within category&lt;br&gt;- Sponsor profile featured on ULI IN website and social media&lt;br&gt;- Seats at ULI’s table for Indy Chamber’s Monumental Awards&lt;br&gt;- Complimentary registrations per events&lt;br&gt;- Brand placement at events, Sustainer section&lt;br&gt;- Logo placement (with link) on weekly eblast (2,200+ recipients/week), Sustainer section&lt;br&gt;- Social media exposure&lt;br&gt;- First chance to support specific ULI programs&lt;br&gt;- Multi-year discounts—10% off with 3-year commitment&lt;br&gt;- Installment billing available</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multi-year discounts—10% off with 3-year commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 payments/yr @ $3,000 (1 yr) or $2,700 (3 yr)</td>
</tr>
<tr>
<td>4 payments/yr @ $2,000 (1 yr) or $1,800 (3 yr)</td>
</tr>
<tr>
<td>Choose:</td>
</tr>
<tr>
<td>2 payments/yr @ $3,000 (1 yr) or $2,700 (3 yr)</td>
</tr>
<tr>
<td>OR</td>
</tr>
<tr>
<td>4 payments/yr @ $1,500 (1 yr) or $1,350 (3 yr)</td>
</tr>
<tr>
<td>2 payments/yr @ $1,750 (1 yr) or $1,575 (3 yr)</td>
</tr>
</tbody>
</table>

*LEARN MORE | indiana.uli.org

Produced by ULI Indiana, 10/2020*
# Program Sponsorships

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

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**Breakfast Series**

<table>
<thead>
<tr>
<th>Presenting $7,500</th>
<th>Supporting $3,000</th>
<th>Associate $1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Logo, Top Level</td>
<td></td>
<td>LOGO, SECOND LEVEL</td>
</tr>
<tr>
<td>Top Level</td>
<td></td>
<td>SECOND</td>
</tr>
<tr>
<td>First</td>
<td></td>
<td>THIRD</td>
</tr>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**ULI On Location**

**$2,500**

<table>
<thead>
<tr>
<th>Opportunity to introduce speakers</th>
<th>✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary registrations to each event in series</td>
<td>2</td>
</tr>
<tr>
<td>Logo placement on-site at events in this series</td>
<td>Top Level</td>
</tr>
<tr>
<td>Logo placement (with link) on weekly eblasts related to this series (2,200+ recipients/week)</td>
<td>Top Level</td>
</tr>
<tr>
<td>Logo placement (with link) on program page at Indiana.uli.org</td>
<td>Top Level</td>
</tr>
<tr>
<td>Social media exposure</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Armchair Tours**

**$2,500**

<table>
<thead>
<tr>
<th>Opportunity to introduce speakers</th>
<th>✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary registrations to each event in series</td>
<td>2</td>
</tr>
<tr>
<td>Logo placement at events in this series</td>
<td>Top Level</td>
</tr>
<tr>
<td>Logo placement (with link) on weekly eblasts related to this series (2,200+ recipients/week)</td>
<td>Top Level</td>
</tr>
<tr>
<td>Logo placement (with link) on program page at Indiana.uli.org</td>
<td>Top Level</td>
</tr>
<tr>
<td>Social media exposure</td>
<td>✓</td>
</tr>
</tbody>
</table>
**Program Sponsorships**

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

<table>
<thead>
<tr>
<th></th>
<th>Program Sponsor $10,000</th>
<th>Session Sponsor $1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to attend a class session/be recognized</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to nominate a class instructor/speaker</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition on program marketing materials</td>
<td>Top Level</td>
<td>Second Level</td>
</tr>
<tr>
<td>Logo placement (with link) on weekly eblasts related to this program (2,200+ recipients/week)</td>
<td>Top Level</td>
<td>Second Level</td>
</tr>
<tr>
<td>Logo placement (with link) on program page at Indiana.uli.org</td>
<td>First</td>
<td>Second</td>
</tr>
<tr>
<td>Social media exposure</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Affinity Groups

<table>
<thead>
<tr>
<th></th>
<th>Women’s Leadership Initiative $1,500</th>
<th>Young Leaders Group $1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to participate in Steering Committee</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary registrations to any paid event</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Logo placement (with link) on weekly eblasts related to this program (2,200+ recipients/week)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo placement (with link) on program page at Indiana.uli.org</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media exposure</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Ask us how you can support UrbanPlan, Regional Initiatives, or food & beverage service at select events.
(VIRTUAL, REGIONAL)
REAL ESTATE TRENDS 2021

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.

December 8
12-1:30pm EST
Moderated topical panels, featuring panelists from each District Council, will dive deeper into the Trends for 2021
Regional response panel
Four local response panels

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

SOLD
Presenting $3,000
Supporting $1,500
Associate $750
6 available
4
10 available
2

First
Second
Third

Logo, Top Level
Top Level
Second Level
Name Only, Third Level

To learn more, contact your local ULI District Council.