



# 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!

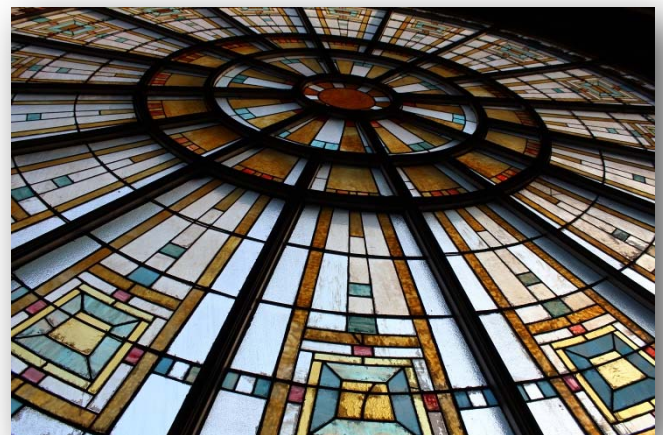
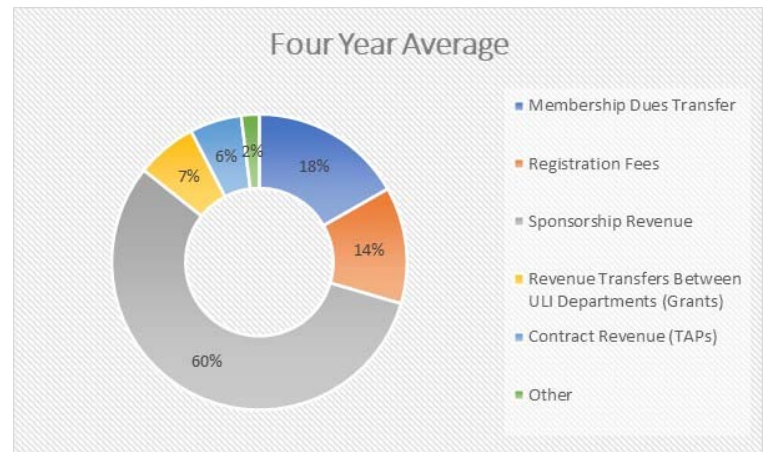
**FEE-FOR-SERVICE PROGRAMS** | Like many other non-profits, ULI hopes to expand our revenue by leveraging our expertise.

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



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](http://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	√	√	√	√
<b>Multi-year discounts—10% off with 3-year commitment</b>	\$10,800/yr	\$7,200/yr	\$5,400/yr	\$3,150/yr
<b>Installment billing available</b>	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)



# 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
<b>SOLD</b>	<b>6 available</b>	<b>10 available</b>
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.