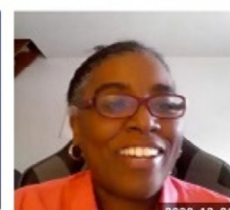
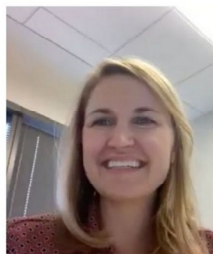




# SPONSORSHIP AND GIVING PACKET



**2020 Highlights** | 1: Technical Advisory Panel for the Indianapolis Near South Side; 2: Restarting Our Engines Virtual Event; 3 & 4: Real Estate Diversity Initiative graduation celebration; 5 & 6: ULI On Location at Hotel Carmichael; 7 & 8: Delivering UrbanPlan to Ball State University PLAN 100 class; 9 & 10: Virtual, Regional Real Estate Trends Event



## Indiana

ULI Indiana was founded in 2007 and has 350+/- members.

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.

Locally, 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

### Top participation organizations:

#### PUBLIC

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

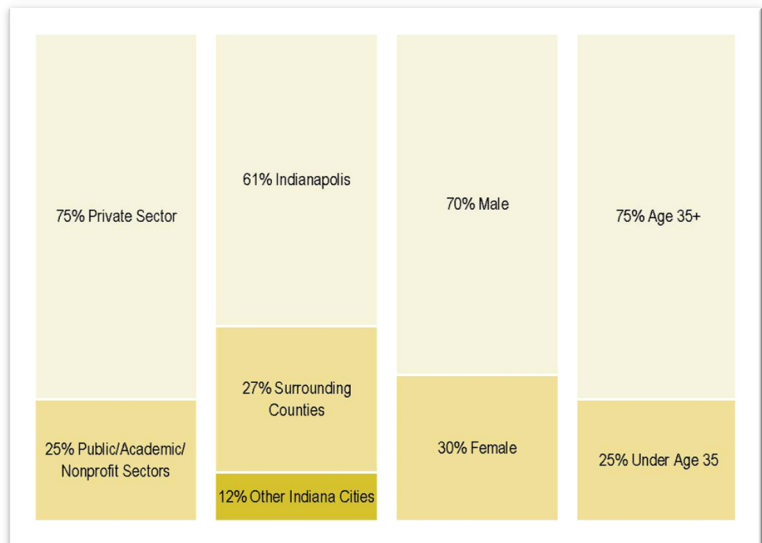
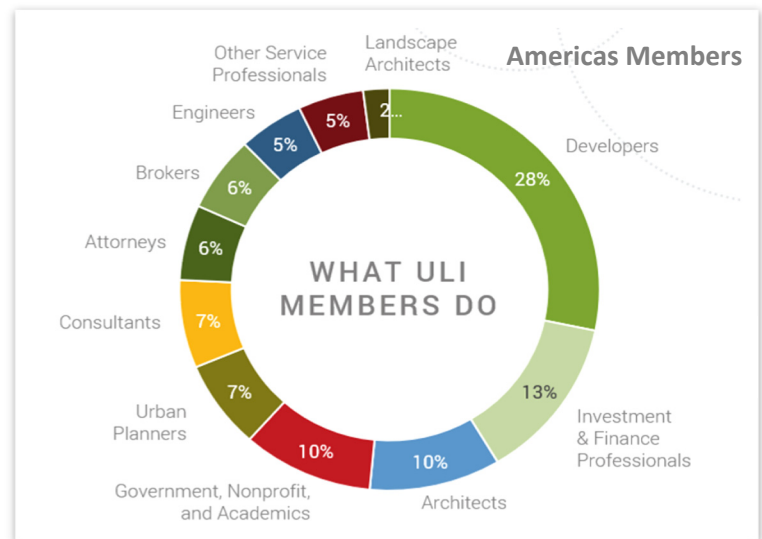
#### PRIVATE

Buckingham Companies<sup>^^</sup>  
 JLL<sup>^^</sup>  
 Katz, Sapper & Miller<sup>^^</sup>  
 Krieg DeVault<sup>^^</sup>  
 Walker Consultants<sup>^^</sup>  
 Wooden McLaughlin/Dinsmore & Shohl<sup>^^</sup>  
 Faegre Drinker<sup>^^</sup>  
 Rundell Ernstberger Associates<sup>^^</sup>  
 Trinitas Ventures<sup>^^</sup>  
 American Structurepoint<sup>^^</sup>  
 Browning Day  
 Cityscape Residential<sup>^^</sup>  
 Civil & Environmental Consultants<sup>^^</sup>  
 Dentons Bingham Greenebaum<sup>^^</sup>  
 Gershman Partners  
 Greenstreet, Ltd.  
 Ice Miller<sup>^^</sup>  
 Kimley-Horn<sup>^^</sup>  
 Onyx + East<sup>^^</sup>  
 RATIO<sup>^^</sup>  
 Scannell Properties<sup>^^</sup>  
 Taft Law Firm<sup>^^</sup>  
 TWG Development<sup>^^</sup>  
 V3 Companies<sup>^^</sup>  
 Woolpert<sup>^^</sup>

<sup>^</sup>denotes organizations with multiple locations in Indiana

<sup>^^</sup>denotes organizations with multiple locations in the US

## OUR MEMBERS: YOUR AUDIENCE



## DELIVERING MEMBER VALUE



**Membership Renewals** | ULI Indiana ranks **3rd** out of 55 district councils, based on the last 6 quarters.



**Membership Engagement** | We rank **3rd** in the number of events attended by members.



**Membership Engagement During the Pandemic** | We rank **12th**, based on the last 6 months.

**350+/-**

**Membership Numbers** | Our membership is a diverse blend of real estate & land use professionals from the public & private sectors.

data as of December 2020



# FUELING OUR PROGRAMS

**What does ULI Indiana produce?** ULI's mission is to shape the future of the built environment for transformative impact worldwide. This is accomplished through three mission commitments: connect, inspire and lead. Locally, ULI Indiana staff and contractors (one full-time and two part-time) support this work by delivering programs, coordinating volunteers, and promoting member and sponsor satisfaction and engagement. **Here's how that breaks down by the numbers:**

Official events	Number of registrants impacted	Estimated support hours
Annual events—35/year (based on 3-year average)	1,378/year (based on 3-year average)	630
Communications	Number of email recipients/social media audience	Estimated support hours
Weekly Update newsletters— 50/year	Emails: 2,550/week or 112,500/year; Social Media Followers: Twitter (950), Instagram (670), Facebook (390), LinkedIn (300)	250
Content development, social media, and other communication strategies		200
Real Estate Diversity Initiative	Volunteer engagement hours	Estimated support hours
Program Graduates— 10 in 2020 + 28 enrolled in 2021 = 38 people of color and women graduated by 4/15/21	3 hrs/week x 15 weeks = 45 classroom hours; 50 total volunteers; 150+ volunteer hours	450
Advisory services	Volunteer engagement hours	Estimated support hours
Length of each Technical Assistance Panel = 15 hours +/-	5 panelists x 15 hours = 75 hours; 3 event hosts x 5 hours = 15 hours; 3 focus groups x 12 people x 1 hour = 36 hours; total 126 contact hours	315
UrbanPlan	Volunteer engagement hours	Estimated support hours
UrbanPlan for Universities— 100 students/semester or 200 students/year	28 volunteer slots per semester x 1.25 hrs = 35 hours/semester or 70 hours/year	245
Volunteer training and maintenance— 16 volunteers/year	16 volunteers per year x 8 hours = 48 hours/year	56
Leadership/Management/Administration		Estimated support hours
Committees and affinity groups (WLI, YLG)	Membership development and engagement	700
Community partnerships	Sponsorship and fundraising	
ULI network and knowledge-sharing	Customer service	

**Annual budget for these services: \$170,000.** Sadly, if we fail to raise these funds, we will have to reduce the program support described above. But you can help us meet our mission *and* get additional benefits. Options include:

- **Corporate sponsorships**
- **Individual or corporate giving**
- **Fee-for-service contracts:** Communities are complicated, but ULI can help! Examples of our services include UrbanPlan workshops and Advisory services.

# GIVING OPPORTUNITIES BY TYPE AND PRICE LEVEL

You can provide financial support for ULI Indiana in multiple ways:

- **Corporate sponsorships** provide benefits for your company and are tax deductible minus the value of benefits received.
- **Individual or corporate giving** is 100% tax-deductible, and ULI Indiana will list you with sponsors of equivalent value.
- **Fee-for-service contracts** allow you to hire ULI Indiana for contract engagements such as TAPs and UrbanPlan workshops.

Investment Level	Corporate Sponsorships		Individual or Corporate Giving— Recognition Level	Fee-for-Service Contracts— Types Available & Costs
	Types Available	Costs & Exclusivity		
\$10,000-25,000	Benefactor	\$25,000/year	Logo or name recognition as Benefactor	
				Technical Advisory Panels (TAPs) - \$15,000 for 15-hour engagement with five panelists
	Sustainer—Founder (not available)	\$12,000 per year or \$10,800 with 3-year commitment; industry exclusivity		
	Real Estate Diversity Initiative—Program Sponsor	\$10,000/year		
\$3,000-9,999	Sustainer—Platinum	\$8,000/year or \$7,200 with 3-year commitment; industry exclusivity	Logo or name recognition as Sustainer	
	Sustainer—Gold	\$6,000/year or \$5,400 with 3-year commitment		
	Sustainer—Silver	\$3,500/year or \$3,150 with 3-year commitment		
\$1,000-2,999	ULI On Location—Series Sponsor	\$2,500/year; industry exclusivity	Name recognition as Supporter	UrbanPlan workshop- \$2,500 for 25 people; 5-hours of volunteer engagement
	Online Breakfast Series—Series Sponsor	\$1,500/year; industry exclusivity		
	Real Estate Diversity Initiative—Session Sponsor	\$1,500/year		
	Women's Leadership Initiative Sponsor	\$1,500/year; industry exclusivity		
	Young Leader's Group Sponsor	\$1,500/year; industry exclusivity		
	Sustainer—Bridge (2021)	\$1000/year		
\$200-999	ULI On Location—Event Host	\$500 per event from each participating organization	Name recognition as Friend	
	Virtual Event Sponsor	\$300 per event from each participating organization		

Don't see what you're looking for? Just ask!



Indiana

# SUSTAINING SPONSORSHIPS

**Sustaining Sponsors** support ULI Indiana's mission and operations across our breadth of programs and reach the broadest possible audience.

## Estimated exposure:

### Events

- 35 events/year
- 1,400 registrants

### Weekly Update

- 2,250 recipients/week

Other: Ask for 10% of your sponsorship to be directed to a particular program (pending availability) and be listed beneath the program sponsors.

## 2021 Bridge Sponsorships

Because of ongoing challenges with in-person meetings, some past sponsors have missed their usual opportunities, while others have reduced ability to sponsor. Based on this unique time, ULI Indiana is offering a temporary opportunity to join us as a Bridge Sponsor for 2021 for just \$1,000. Bridge Sponsors will be listed beneath Silver sponsors in all communications and receive one complimentary registration for each online event.

	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 (2,500+ 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** support a specific aspect of ULI Indiana's programming and/or audience.

## VIRTUAL EVENTS

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.

Complimentary registrations

Verbal recognition

Logo placement (with link) on weekly eblasts related to this series (2,500+ recipients/week)

Social media exposure

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

### ONLINE BREAKFAST SERIES

\$1,500

2 for each event of the series

At each event in this series

✓

✓

✓

From time to time ULI Indiana may offer other virtual events. We welcome sponsors for these events based on these guidelines.

Complimentary registrations

Verbal recognition

Logo placement (with link) on weekly eblasts related to the event (2,500+ recipients/week)

Social media exposure

### VIRTUAL EVENT SPONSOR

\$300

2 for the sponsored event

At the sponsored event

✓

✓

## IN-PERSON EVENTS

Enjoy after-work, in-person tours of new projects focused on Indianapolis and nearby suburbs. For health and safety, we'll focus on outdoor spaces and lofty spaces, and limit tour groups to 25 each.

Opportunity to introduce speakers

Opportunity to address the audience

Complimentary registrations

Logo placement on-site

Logo placement (with link) on weekly eblasts related to this series (2,500+ recipients/week)

Social media exposure

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

### ULI ON LOCATION

#### SERIES SPONSORS \$2,500

✓

2 for each event in series

Top Level, at all events in this series

Top Level, for all events in this series

✓

✓

#### EVENT HOSTS \$500

✓

2 for the hosted event only

Second Level, at the hosted event only

Second Level, for the hosted event only

✓

# PROGRAM SPONSORSHIPS (AUDIENCE-BASED)

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

**Support this program, which prepares a new generation of developers—people of color and women—for opportunities in Indiana.**

Opportunity to attend a class session/be recognized

Opportunity to nominate a class instructor/speaker

Recognition on program marketing materials

Logo placement (with link) on weekly eblasts related to this program (2,500+ recipients/week)

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

Social media exposure

## REAL ESTATE DIVERSITY INITIATIVE

Program Sponsor  
\$10,000

Session Sponsor  
\$1,500

✓

✓

✓

✓

Top Level

Second Level

Top Level

Second Level

First

Second

✓

✓



**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.**

Opportunity to participate in Steering Committee

Complimentary registrations to any paid event

Logo placement (with link) on weekly eblasts related to this program (2,500+ recipients/week)

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

Social media exposure

## AFFINITY GROUPS

Women's Leadership Initiative  
\$1,500

Young Leaders Group  
\$1,500

✓

✓

1

1

✓

✓

✓

✓

✓

✓

