



# Indiana

# ULI SPONSORSHIP

CONNECT • INSPIRE • LEAD



## A MESSAGE FROM OUR ULI INDIANA CHAIR, ALETHA DUNSTON

I am extremely honored to serve as chair of ULI Indiana - the premiere organization in our industry - to help support Indiana's development ecosystem in a welcoming and equitable way, leverage the global ULI network, and further establish ULI Indiana as the natural thought leader in the built environment throughout the state.

Through your generous support over the past 15+ years, we have been able to build upon the success of programs like our Real Estate Diversity Initiative (REDI), Urban Plan training program, Technical Assistance Panel consultations, Women's Leadership Initiative (WLI), Young Leaders Group (YLG), and educational programming to further our mission to CONNECT, INSPIRE AND LEAD!

We can only continue to offer this level of quality programming with your support. As a sponsor, your company can choose between a menu of benefits, including opportunities for networking, membership, local and national program registrations, and statewide brand exposure. More importantly, you'll have the satisfaction of helping shape the conversation around the built environment and make a lasting impact in the industry.

I hope you'll consider joining us!

Aletha Dunston, AICP  
Director of Indianapolis Economic Development.

Thanks to our investments from our sponsors, we are proud of our accomplishments in 2023!

## CONNECT

- Provided members an average of 3+ opportunities per month to connect
- Brought back monthly breakfast series and had record attendance!
- Hosted signature TRENDS event with record attendance of 250, expecting over 300 for 2024
- Kicked off a new cohort of members participating in Regional Product Council
- YLG continued “A Round With” series and hosted ULI member-only holiday party
- WLI continued “Hour of Power” series

## INSPIRE

- Brought back popular Breakfast Series, with sold-out attendance
- Continued our successful OnLocation Series, inspiring members by visiting new and exciting projects around Indiana, such as Volumod, The Stutz, Broadripple, Gainbridge, Geist Waterfront Park & West Indy/Back Nine!
- Members participated in national product councils, ULI Health Leaders Network, and more national cohorts
- Completed 2 Technical Assistance Panels
- Offered “Urban Plan for Public Officials” in Spring & Fall (engaging communities about the challenging issues at play in land use decisions)
- Received “Art in Place” grant from ULI Americas

## LEAD

- Membership is on the rise
- New Chair, new Director, and new members participating in leadership roles
- Chair of Mission Advancements led a strategic planning effort to ensure ongoing success of the Indiana District Council Globally recognized National Advisory Services Panel took place in Fort Wayne, IN, with a focus on best practices for major development projects that are rooted in the principles of diversity, equity, and inclusion for other projects nationally to emulate
- Graduated 4th cohort of REDI scholars (largest cohort to date with record number of applications) bringing us to almost 100 REDI grads

About our audience...

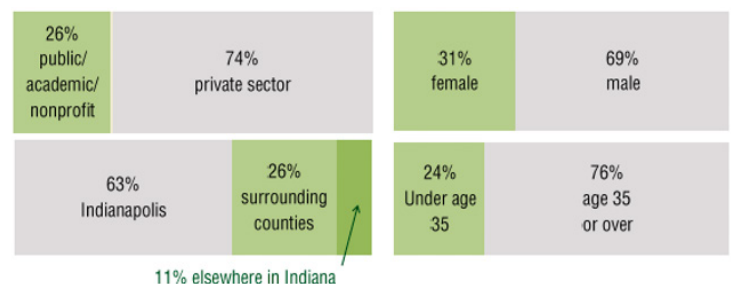
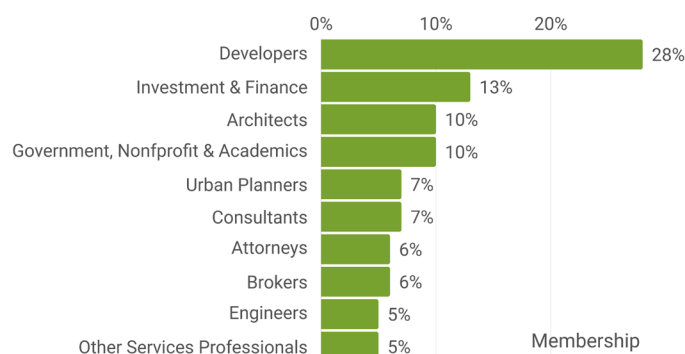
350+/- members

3500 on mailing list

### Membership has been increasing since Fall of 2022

- **74%** of our members have registered for a local event in the last 6 months
- **85%** of 1st-year members that have registered for a local event in the last 6 months

### Other facts about ULI Indiana





## 2024 Sponsorship Levels

Becoming a sustaining sponsor is the best way to support ALL ULI Indiana programs and initiatives! Your sponsorship dollars will support all of our educational events, as well as REDI, WLI, YLG, and more!

SUSTAINING SPONSORS	BENEFACTOR (limited to 1 per year) \$15,000	GOLD \$10,000	SILVER \$6,500	BRONZE \$3,500
Exclusivity: Right of first refusal for future sponsorship opportunities	•			
Invitation to join Full Member Dinner	•			
Complimentary registrations at every ULI event (including TRENDS)	4	3	2	1
Complimentary VIP Table at annual signature event, TRENDS	•			
VIP access to TRENDS speakers	•			
Complimentary registration(s) to ULI Fall or Spring Meeting	Up to 2 per year	1 per year		
Complimentary associate membership for staff	Up to 3 per year	Up to 2 per year	1 per year	
Featured member or project spotlight in newsletter of choice	•	•	•	
Brand placement on all e-blasts and at all events	Logo, top, largest	Logo, 2nd, smaller	Logo, 3rd, smaller	Logo, 4th, smaller
Brand placement on monthly newsletter (2500+ recipients)	Logo, top, largest, link	Logo, 2nd, smaller, link	Logo, 3rd, smaller	Logo, 4th, smaller
Social media exposure	•	•	•	•
Opportunity to promote company and introduce speakers (3 minutes)*	•			
Free Job/RFP/RFQ postings on ULI Indiana website	•	•	•	•
<i>*Events = Breakfast series, OnLocations &amp; Trends</i>				

EVENTS 2024	Presenting	Champion	Investor
<b>Signature Breakfasts (8)</b>	\$5,000	\$3,000	\$1,500
<b>OnLocations (6)</b>	\$5,000	\$3,000	\$1,500
Opportunity to participate in program planning	•		
Opportunity to introduce speakers	•		
Complimentary registrations for event series	4	2	1
Brand placement & size (on email promotion of event and on website)	Logo, top, largest	Logo, 2nd, smaller	Logo, 3rd, smaller
Social media exposure	•	•	•

# Sponsorship Commitment Form

## Payment Options

TOTAL \$ \_\_\_\_\_

SPONSOR LEVEL \_\_\_\_\_

☐ Please invoice me directly

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

☐ I would like to pay by check. Checks payable to:

ULI Indiana District Council  
P.O. Box 501621, Indianapolis, IN 46250

☐ I would like to pay by credit card:

☐ VISA

☐ Master Card

☐ American Express

☐ Discover

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

## Contact Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

*Sponsorships are non-refundable.*

**Send Commitment Forms to: [indiana@uli.org](mailto:indiana@uli.org)**

**ULI Federal Tax ID Number: 53-0159845**



# Indiana

## Questions?

Contact Jennifer Mitchen  
[indiana@uli.org](mailto:indiana@uli.org)