

ANNUAL SPONSORSHIPS

ULI PHILADELPHIA WOULD NOT EXIST WITHOUT THE GENEROUS SUPPORT OF OUR SPONSORS.

Along with membership, it is the most meaningful way to align your brand and to support our mission. Annual sponsors receive year-round recognition and all revenue goes directly to local activities.

| Annual Sponsorship | Urban Visionary \$15,000+* | Diamond \$7,500 | Platinum \$5,000 | Gold \$3,500 | Silver \$2,500 | Friend** \$1,200 |
|---|----------------------------------|------------------------|---------------------|-----------------|-------------------|---------------------|
| Presence on ULI website | Exclusive Feature | Feature & Hyperlink | Feature | Name | Name | Name |
| Presence in ULI newsletter & communications | Logo | Logo | Logo | Name | Name | Name |
| Views from the Top Highlight | Exclusive | Feature | | | | |
| Complimentary tickets to apply to ULI events*** | 31 | 16 | 12 | 8 | 6 | 6 |
| Complimentary tickets to exclusive sponsors-only program(s) | 5 | 4 | 3 | 2 | 1 | 1 |
| Event sponsorship for ULI standard program of choice | Х | | | | | |
| Promotion at ULI programs and events | Feature Logo | Logo | Logo | Х | Х | Х |
| Promotion on ULI virtual programs and webinars | Feature Logo | Logo | Logo | Х | Х | Х |
| Representation on Advisory Board | Х | х | Х | | | х |
| Recognition in Annual Publication | X | Х | X | Х | Х | Х |

^{*} The Urban Visionary sponsorship is tailored exclusively to the interests of your firm. ULI will work closely with you to customize it to best suit your organization.



It was one of the most interesting and topical webinars I have ever been on!

- Patty Elkis, Director of Planning, Delaware Valley Regional Planning Commission

MULTI-YEAR DISCOUNT

Incentives available for sponsors interested in committing to multi-year agreements. Please contact philadelphia@uli.org to learn more.

^{**} For Public Agencies (including nonprofit institutions).

^{***} Complimentary registrations to Real Estate Forecast limited due to high demand.

PROGRAM SPONSORSHIPS

COMBINE EVENTS WITH ANNUAL SUPPORT FOR EXTRA RECOGNITION.

Program Sponsorships are available for all public events ULI Philadelphia produces. Plan ahead and commit to multiple events, or combine with an annual support, **to be recognized in the Leadership Circle,** receiving year-round recognition in addition to event-specific benefits!

| Program Sponsorship | lcon** | Title** | Supporting | Friend* | | | |
|---|---|---------|------------|---------|--|--|--|
| Signature Programs | \$12,000 | \$8,000 | \$4,000 | \$1,000 | | | |
| Philadelphia Programs | \$4,000 | \$2,000 | \$1,000 | \$500 | | | |
| Regional Programs | \$3,000 | \$1,500 | \$800 | | | | |
| Virtual Program | For virtual program pricing, please contact us. | | | | | | |
| Logo on marketing materials | Top Billing | Large | Small | Small | | | |
| Event Media (newsletter, social, blog) | X | X | X | Χ | | | |
| Feature on event collateral | X | X | X | Χ | | | |
| Corporate banner displayed | X | X | X | X | | | |
| Introduce a speaker | Χ | Χ | | | | | |
| Complimentary registrations | 12 | 8 | 4 | 4 | | | |
| Leadership Circle recognition (annual benefits) | Х | Х | | | | | |
| Tickets to exclusive sponsor only program | 3 | 2 | 1 | | | | |
| | | | | | | | |

^{*} For Public Agencies (including nonprofit institutions).

SIGNATURE PROGRAMS

are highly attended, regularly scheduled offerings . Some examples include:

Annual Real Estate Forecast - the largest annual event with nearly 700 attendees!

Additional sponsorship opportunities include breakout rooms, tables and more.

Awards for Excellence - recognizing the most impressive regional land use projects.

Member Series - the almost-monthly opportunity for ULI members to connect.

UrbanPlan - interactive program for students and community leaders to learn about real estate fundamentals.

PHILADELPHIA PROGRAMS

are planned by our councils and committees. Example of past and recurring events include

Shark Tank
Neighborhood Tours
Housing Policy (Multifamily 3.0)
Inside the Urbanist Studio
ULI Open Houses

REGIONAL PROGRAMS

leverage ULI expertise in Central PA, Delaware, the Lehigh Valley and Southern New Jersey to explore the real estate issues affecting these communities. Past events have included:

Mayor's Forum
Developers Forum
Sacred Spaces
Project and Neighborhood Tours

VIRTUAL PROGRAMS

Responding to COVID-19, ULI Philadelphia pivoted quickly to offer programming and networking opportunities in a virtual environment. We hosted seven webinars, and 12+ virtual events, covering topics such as **Life Sciences and Economic Resiliency**, **Capital Markets**, **Public Assets**, and **Affordable Housing** while welcoming over 2,000 registrants.

^{**} When feasible, additional benefits will be available for Icon and Title level sponsors.

FY20 Annual Sponsors

Thank you!

ULI Philadelphia is grateful for the generous support of our Annual and Event Sponsors. We appreciate that they have chosen to stand with ULI in representing the industry leaders committed to providing best practices, creating enduring value and an impact on our communities.

Urban Visionary







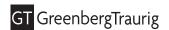
D)amond











LANGAN

Leadership Circle











Platinum







































Golo

Archer & Greiner **INTECH Construction** Kitchen & Associates

Silver

Aegis Property Group AMC Delancey BB&T Campus Apartments Coscia Moos Architecture **Econsult Solutions Fauus Capital Partners** Fineman Krekstein & Harris Harkins Builders

TD Bank The Flynn Company The Norwood Company

High Real Estate Group **JDAVIS** JKRP Architects Khler Harrison Harvey Branzburg LCOR, Inc. LF Driscoll MacIntosh Engineering Pennoni Associates **PNC Real Estate**

Turner Construction Urban Engineers Wexford Science + Technology

Saul Ewing T&M Associates Timothy Haas & Associates The Harman Group Torcon University City Science Center Wohlsen Construction Company WSFS

Friend

Delaware Valley Regional Planning Commission

Philadelphia Industrial Development Corporation

ULI PHILADEL PHIA REACH



Email Distribution

6.500+ distribution 25% email open rate



Events

Sponsors are featured in event collateral, marketing and web content.

3,900+ attendees

30+ programs

2,000 webinar attendees in first month



🖧 Social Media

Social media aligns sponsors' brands with ULI's online audience.

Monthly Twitter impressions up to 52k

Monthly LinkedIn impressions up to 6.5k



Website

ULI website redesign completed Spring 2019. New digital tools to enhance online user experience include: The Membership Directory; Knowledge Finder; and Navigator.