



**Philadelphia**

## **SPONSORSHIP OPPORTUNITIES 2020 - 2021**

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.



# 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
<i>Views from the Top Highlight</i>	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	x					
Promotion at ULI programs and events	Feature Logo	Logo	Logo	x	x	x
Promotion on ULI virtual programs and webinars	Feature Logo	Logo	Logo	x	x	x
Representation on Advisory Board	x	x	x			x
Recognition in Annual Publication	x	x	x	x	x	x

\* 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.

\*\* For Public Agencies (including nonprofit institutions).

\*\*\* Complimentary registrations to Real Estate Forecast limited due to high demand.



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

- Patty Elkins, 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](mailto:philadelphia@uli.org) to learn more.

# 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	Icon**	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	
Logo on marketing materials	Top Billing	Large	Small	Small
Event Media (newsletter, social, blog)	X	X	X	X
Feature on event collateral	X	X	X	X
Corporate banner displayed / Logo recognition in virtual presentation	X	X	X	X
Introduce a speaker	X	X		
Complimentary registrations	12	8	4	4
Leadership Circle recognition (annual benefits for signature programs)	X	X		
Tickets to exclusive sponsor only program	3	2	1	

\* For Public Agencies (including nonprofit institutions).

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

### 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**

### 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.

### 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**

# 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



## Diamond



## Leadership Circle



## Platinum



## Gold

Archer & Greiner  
INTECH Construction  
Kitchen & Associates

TD Bank  
The Flynn Company  
The Norwood Company

Turner Construction  
Urban Engineers  
Wexford Science + Technology

## Silver

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

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

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 PHILADELPHIA 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.



Philadelphia

**LAURA SLUTSKY**, Executive Director

ULI Philadelphia  
1818 Market Street, Suite 3300  
Philadelphia, PA 19103

**W:** philadelphia.uli.org  
**E:** philadelphia@uli.org