



Philadelphia

SPONSORSHIP OPPORTUNITIES 2021-2022



The mission of the Urban Land Institute:
Shape the future of the built environment for transformative
impact in 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 directly supports local activities.

	Urban Visionary \$15,000+*	Leadership Circle** \$7,500	Diamond \$7,500	Platinum \$5,000	Silver \$2,500	Friend*** \$1,200
Presence on ULI website	Exclusive Logo	Logo & Hyperlink	Logo & Hyperlink	Logo	Text	Text
Presence in ULI newsletter & communications	Featured Logo	Logo	Logo	Logo	Text	Text
Views from the Top Highlight	Enhanced Promotion	✓	✓			
Complimentary tickets to ULI events*	31	16	16	12	6	6
Complimentary tickets to exclusive sponsor-only program	5	4	4	3	1	1
Event sponsorship for ULI standard program of choice	✓					
Promotion at ULI programs and events	Featured Logo	Logo	Logo	Logo	Text	Text
Promotion on ULI virtual programs and webinars	Featured Logo	Logo	Logo	Logo	Text	Text
Representation on Advisory Board	✓	✓	✓	✓		✓
Recognition in Annual Publication	✓	✓	✓	✓	✓	✓

* 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.

** Leadership Circle benefits are provided when any combination of program and/or annual sponsorships exceeds \$7,500.

*** For Public Agencies (including nonprofit and academic institutions).

+ Complimentary registrations to Real Estate Forecast limited due to high demand.



ULI Philadelphia provides access to the people, ideas and trends that are shaping our region's built environment. It's an authentic network of leaders who care about advancing our industry and our community.

- Pete Cramer, Director, Development, Wexford Science & Technology

MULTI-YEAR DISCOUNT

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

PROGRAM + EVENT SPONSORSHIPS

COMBINE EVENTS WITH ANNUAL SUPPORT FOR EXTRA RECOGNITION.

Program and Event 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.

	Icon**	Title**	Supporting	Friend*
Signature Programs	\$15,000	\$8,000	\$4,000	\$1,000
Philadelphia Programs	\$4,000	\$2,000	\$1,000	\$500
Regional Programs	\$3,000	\$1,500	\$800	N/A
Logo on marketing materials	Top Billing	Large	Small	Small
Event media (newsletter, social, blog, etc.)	✓	✓	✓	✓
Feature on event collateral	✓	✓	✓	✓
Corporate banner displayed / Logo recognition virtually	✓	✓	✓	✓
Introduce a speaker	✓	✓		
Complimentary registrations	12	8	4	4
Leadership Circle recognition	✓	✓		
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 Breakfast 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
Lifecycle of a Life Sciences Deal
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. As public health conditions continue to improve ULI Philadelphia will offer a mix of in person, virtual and hybrid programs, designed to facilitate the most meaningful exchange of ideas, and expanding opportunity for members to engage from across the region, and around the world.

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

FY21 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

TD Bank

The Flynn Company

The Norwood Company

Silver

AMC Delancey
Ballinger
BB&T
Campus Apartments
City Center Allentown
Coscia Moos Architecture
Econsult Solutions
GMH Capital Partners
Harkins Builder

IMC Construction
INTECH Construction
JKRP Architects
Klehr Harrison Harvey Branzburg LLP
Kitchen & Associates Architects
Larsson & Scheuritzel P.C.
LCOR
MacIntosh Engineering
Pennoni Associates

PNC Real Estate
Post Brothers
Shoemaker Construction Co.
The Harman Group
THA Consulting
University City Science Center
Urban Engineers
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 and web content.

3,500+ attendees
50+ programs

Since March 2020



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

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