



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](mailto: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*
<b>Signature Programs</b>	<b>\$15,000</b>	<b>\$8,000</b>	<b>\$4,000</b>	<b>\$1,000</b>
<b>Philadelphia Programs</b>	<b>\$4,000</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>\$500</b>
<b>Regional Programs</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$800</b>	<b>N/A</b>
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

LAURA SLUTSKY, Executive Director

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

W: [philadelphia.uli.org](http://philadelphia.uli.org)  
E: [philadelphia@uli.org](mailto:philadelphia@uli.org)