

UrbanPlan

2024 Sponsorship Levels

Generate more positive and informed dialogue about land use at the local level through education.

About UrbanPlan

UrbanPlan (UP) is a project-based learning curriculum unit for high schools, universities, public agencies, and non-profit organizations. Bringing together disciplines such as economics, city government, real estate, and urban planning, UrbanPlan engages students, elected or appointed officials, and community members to consider the myriad complex decisions that shape our built environment.

Why Sponsor UrbanPlan?

Where and how will we live, work, shop, and commute impacts the character and vibrancy of our neighborhoods. Yet, our students are rarely educated about the interactions of local government with our market economy, and how these forces join to create the built environment – the foundation for any informed land use discussion. Our program provides our future leaders with the necessary skills and understanding to meet the challenges of accommodating growth and improving quality of life. That is the power of UrbanPlan.

Join us today as an UrbanPlan supporter and help us engage and inform the next generation of land use decisionmakers and community advocates. Your support will help provide the necessary materials for the UrbanPlan deliveries. (LEGO Kits, handbooks, site plans, etc.)

What professors & students are saying...

“UrbanPlan was the most hands-on experience I have had in my MBA degree program. It was an eye-opener for what city planners and developers go through, and it was a great learning experience presenting to industry professionals who acted as a mock City Council.”

– Mike Herbison
MBA student, University of Calgary



2024 Sponsorship Levels

2024 UrbanPlan Sponsorship packages include a variety of benefits to supporters in the San Diego-Tijuana district.

Benefits	\$5,000	\$2,500	\$1,500	\$1,000	\$500
Recognition as UrbanPlan Supporter on ULI SDTJ Website	X	X	X	X	X
Recognition as UrbanPlan Supporter on UP Event Signage	X	X	X	X	X
Quarterly Message in ULI SDTJ Social Channels	X	X	X	X	X
Once Annual ULI Sponsor Spotlight Email	X	X	X	X	
Corporate Branding Included on UrbanPlan Materials for Public Officials	X	X	X		
Speaking Role - Public Officials Presentation	X	X	X		
Ticket to any ULI SDTJ Event	2	1	1		
ULI Annual Sponsor Benefits	Advisor Level	Friend Level			
Complimentary Ticket to ULI National Conference (\$1,800 Value)	1				
ULI SDTJ Advisory Board Seat	X				

Note: the top two tiers include benefits as ULI SDTJ Annual Sponsors. These include credit back to your firm to attend ULI events or renew local memberships. Advisor Level sponsors receive \$1500 annually in credit while Friend Level Sponsors receive \$1,000.

High School Students

High school juniors and seniors learn the roles, issues, tradeoffs, and economics involved in urban development. It provides our future voters, colleagues, community leaders, and neighbors with a hands-on experience in developing realistic land use solutions to vexing urban growth challenges.

While participating in the UrbanPlan program, students interact with professionals from the public and private sectors in the field of land use. This is also an opportunity for them to learn about possible career paths in this industry.

University Students

UrbanPlan prepares students for the reality and challenge of the multi-disciplinary teams, the client environments in which they will practice, and land use problems as they present in the “real world.”

Additionally, UrbanPlan provides professional opportunities for students. They interact and develop relationships with leading real estate practitioners in their community who act as classroom “facilitators” and “city council members”.

Public Officials & Community Groups

UrbanPlan one-day workshops are ideal for local decision makers who would like to learn more about the fundamental forces that shape and affect the built environment and the important leadership roles that elected and appointed officials as well as community members and leaders play in the real estate development process.



San Diego/
Tijuana

Learn More about UrbanPlan

For more information about the program go to: <https://sandiego-tijuana.uli.org/get-involved/urbanplan/>