



St. Louis 2025 SPONSORSHIP GUIDE

Shaping the future of the built environment for transformative impact in communities throughout St. Louis



ULI Mission Priorities:

- Housing attainability
- Decarbonization
- Diversifying the next generation of real estate leaders



St. Louis

The Urban Land Institute St. Louis (ULI St. Louis) is a trusted network of leaders across the bi-state region, committed to promoting responsible land use and development. Our dedicated members include urban planners, architects, developers, financiers, legal and accounting professionals, builders, and more.

As key connectors in the region, we share real-world knowledge and best practices through diverse programs, educational opportunities, committees, and resources for our members. Through community partnerships, we bring real estate and economic development education and training to schools and communities across the St. Louis area.



A Message from Our Chair Christie Brinkman, Castle Contracting LLC

When I consider my reasons for being involved with ULI, it revolves around the impact. The efforts of ULI STL, both locally and nationally, aim at creating transformative changes in communities. But what does that really entail? In the St. Louis Bi-State Region, it includes educating and empowering the next generation of diverse leaders in Real Estate Development, engaging with community and business leaders to reinvest in neighborhoods and revitalize underdeveloped areas, and collaborating with civic leaders on plans and policies that positively influence real estate investment. Believing in the potential of our region and having optimism for its future is what fuels the mission of ULI St. Louis and makes us a key part of an effective solution to significant regional challenges. Our sponsors are essential to making St. Louis a place we can all be proud of, fostering a vibrant and diverse real estate community that engages with our civic leaders. This is an opportunity to make a substantial difference, and we are very grateful for our sponsors who support and participate in this positive change.



Why Support ULI St. Louis?

ULI St. Louis relies heavily on the support of Annual Sponsors—organizations and companies within the real estate development industry. As a sponsor, your support funds real-world problem-solving, industry education, leadership development, and community uplift. This sponsorship enables ULI St. Louis to run programs, events, and educational initiatives that promote responsible land use and sustainable development in the region.



- Demonstrate your innovation and expertise in the market by aligning with and participating in ULI content
- Deepen your engagement with the largest network of cross-disciplinary real estate and land use experts
- Showcase yourself as an industry leader by supporting best practices in the land use environment
- Support local community-based real estate education opportunities
- Connect with ULI members globally and locally
- Gain access to key resources:
 - Global Member Directory: Connect with over 49,000 ULI members worldwide for valuable networking across real estate and urban development sectors.
 - Knowledge Finder: Access ULI's vast repository of global knowledge, insights, trends, and best practices to stay informed and ahead of industry developments.

What We Do

CONNECT

Bringing together leaders from across the fields of real estate and land use policy to foster collaboration within and beyond ULI's membership

INSPIRE

Exploring issues and sharing knowledge around urbanization, conservation, land use, capital formation, regeneration, and equitable development

LEAD

Working to advance best practices in real estate, build land use knowledge, and increase development capacity in both classrooms and communities – all to raise up St. Louis

Events & Programming

Annual ULI Trends Event

Our signature event unveiling key real estate data and trends, bringing together hundreds of industry professionals.

Events & Tours

Dynamic public events and tours focused on local and national development topics.

Affinity Groups & Programming

- Women's Leadership Initiative (WLI)
- Young Leaders Group (YLG)
- MetroEast Committee

Technical Assistance Program

Provides expert guidance to community stakeholders, municipalities, and nonprofits on land use challenges.

UrbanPlan Program

A hands-on curriculum for high schools, universities, and community leaders, designed to educate and inspire the next generation of real estate professionals.

Real Estate Diversity Initiative (REDI)

A program for women and professionals of color, focused on building skills and knowledge in real estate development to advance careers in the industry.

Fundamentals of Economic Development

An 8-week Chancellor's Certificate course, co-hosted with UMSL, offering essential tools for non-professionals to work with economic developers.

Annual Sponsor Reception

An exclusive event for sponsors often featuring an intimate conversation with a project founder or a behind-the-scenes tour.



Sponsorship Level	Visionary (\$15,000)	Champion (\$10,000)	Impact (\$6,000)	Advocate (\$3,500)	Supporting (\$2,500)
Receive a 10% Discount with 3-year commitment	\$13,500/yr	\$9,000/yr	\$5,400/yr	\$3,150/yr	\$2,250/yr
Company Recognition Website	Company highlight, logo	Logo	Logo	Logo	List
Complimentary Membership(s)	2 YLG & 2 Associate or 1 Full	2 YLG & 1 Associate	2 YLG or 1 Associate	2 YLG or 1 Associate	1 YLG
Complimentary Registration	Unlimited	24	18	8	6
General Marketing/Email/Event	Presenting	Champion	Logo	Logo	List
Social Media Highlight	Individual	Individual	Individual	Group	Group
Priority to Host/Introduce Events	✓	✓	✓	Yes, provided the sponsor sponsors the event as well	Yes, provided the sponsor sponsors the event as well
Other (Events)	Sole “The Trends” sponsor, including the ability to host The Trends and have speaker	Ability to have Speaker at The Trends	-	-	-

Support Diversity, Equity, and Inclusion (DEI) at ULI St.Louis! Add an additional contribution to your annual sponsorship to support programs, policies, and best practices that increase DEI efforts within ULI St.Louis and the real estate and land use sectors.

Your contribution supports our programming at the local level. Last year, the support we received from our sponsors allowed us to continue and expand upon our work.



Our Leadership

EXECUTIVE LEADERSHIP

- Christie Brinkman, Castle Contracting LLC, ULI STL Chair
- Aaron Williams, Penn Services, ULI STL Governance Chair
- Hallie Nolan, Lamar Johnson Collaborative, ULI STL Chair for Mission Advancement
- Joel Fuoss, Trivers, ULI STL Treasurer
- Beth Letscher, ULI St. Louis Executive Director

COMMITTEE CHAIRS

- Kyle Wilson, Kadean Construction, Advocacy Chair
- Caressa Davis, St. Louis Development Corporation, Communications Chair
- Andrew Bradley, Hayat Brown LLC, Education Chair
- Michelle Biedermann, Brinkmann Constructors, Engagement Chair
- Jacob Surratt, Steadfast City Economic & Community Partners, Metro East Chair
- Sarah Davis, Husch Blackwell, Sponsorship Chair
- Cristen Hardin, PGAV Planners, TAP Chair
- Adrienne Sommer, Cushman Wakefield, Women's Leadership Initiative Chair
- Susie Bonwich, PGAV Planners, Young Leaders Group Chair

*Past ULI St. Louis Chair

**Past ULI St. Louis Executive Director

ADVISORY BOARD

- Yemi Akande-Bartsch, FOCUS St. Louis
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- Margaret McDonald, HOK
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- David Noble, Paramount Bank
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- Travis Sheridan, Wexford Science and Technology
- Jill Starrs, UHY Advisors
- Susan Trautman, Great Rivers Greenway
- Jacob Trimble, St. Louis County
- Henry Webber, Urban Impact Advisors
- Stephen Westbrook, IFF
- Matt Wetli, Development Strategies

Thank You to Our 2024 Annual Sponsors

Diamond



Gold



Silver



A Note from Our Executive Director

I invite you to partner with us as we shape the future of our region. Your sponsorship is not just an investment in our organization; it is a commitment to creating vibrant, sustainable communities. Together, we can drive impactful change and foster innovation that will benefit St. Louis for generations to come.

-Beth Letscher, ULI St. Louis Executive Director

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