



2023

ULI ALABAMA

SPONSORSHIP PROSPECTUS

ABOUT ULI ALABAMA

ULI Alabama gathers together influencers from across the state and a wide array of disciplines, from development to design and construction, finance, legal, planning, engineering, and more. No other organization brings richer, more diverse cross-disciplinary networking joined with conversations about the trends and topics impacting our cities and regions the way that ULI is committed to doing.

WHY SPONSOR?

BRAND VISIBILITY

With 22 events in just the last year, this is your opportunity to gain recognition and showcase your firm among the leaders in real estate development from around the state.

ULI ENGAGEMENT

Deepen your engagement with the **largest network of cross-disciplinary** real estate and land use experts.

THOUGHT LEADERSHIP

Your sponsorship ensures that ULI Alabama is able to deliver its mission of providing leadership in the responsible use of land and in **creating and sustaining thriving communities.**

For more information about membership and how to get involved with ULI Alabama, contact alabama@uli.org or visit alabama.uli.org.

RECENT AND UPCOMING PROGRAMMING, IN REVIEW

2022

- February: Regional Spotlight - Auburn Economic Development
- March: Historic Preservation + Adaptive Reuse: Birmingham's Greyhound Bus Terminal
- April: Broadband: Digital Equity and Access in Alabama
- June: Today's Healthcare Campus: Children's of Alabama walking tour
- June: Retail Strategies: COVID-19's Disruption & Acceleration on Retail and Community Development
- August: ULI Coastal Alabama Mixer
- August: Summer Social with Adam Evans at Automatic Seafood
- September: Historic Preservation: Bessemer Train Depot and Neighborhood Restoration
- September: Huntsville Affordable Housing Summit
- October: CityWalk tour with ALDOT | The Future of Programming a Placemaker
- October: Huntsville Workforce and Attainable Housing
- October: Coastal Alabama Coffee & Conversation - Mobile, AL
- November: Transit-Oriented Development Panel
- December: ULI Emerging Trends in Real Estate

2023

- February: ULI Alabama welcomes Greenville, SC, Mayor Knox White
- March: Project Tour: IN8Bio's Birmingham Research Center
- April: Connecting City to Nature
- June: Progressing T.O.D. Efforts with The Empowerment Center

BE PART OF WHAT WE'RE BUILDING

With a membership base consisting of local decision makers, influencers, and placemakers, your firm's sponsorship dollars position you squarely in front of the state's business leaders. Thought leadership and partnership across every sector of the real estate industry are what set ULI Alabama apart from other professional organizations.

ULI ALABAMA SPONSORSHIP BENEFITS	LEADERSHIP CIRCLE \$15,000 \$12,000 with 3-year commitment	PREMIERE SPONSOR \$8,000 \$7,000 with 3-year commitment	SENIOR SPONSOR \$6,000 \$5,000 with 3-year commitment	SUPPORTING SPONSOR \$4,000 \$3,500 with 3-year commitment	FRIEND SPONSOR \$2,500 \$2,000 with 3-year commitment	PROGRAM SPONSOR \$750 per program \$1,500 3-program commitment
PRE-EVENT MARKETING						
ULI Alabama website recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ULI Alabama event marketing email campaign recognition (2,500+ local industry leaders)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Recognition on ULI Alabama's social media promoting events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
ON-SITE EVENT MARKETING						
Verbal or visual recognition during program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to Introduce an event speaker or topic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Opportunity to moderate an event panel	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
ADDITIONAL BENEFITS						
Invitation to member-only events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Invitation to join ULI Alabama Leadership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Four registrations per event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Associate Membership included with sponsorship	<input checked="" type="checkbox"/>					

ANNUAL SPONSORSHIP

SIGN ME UP AS A ULI ALABAMA ANNUAL SPONSOR

- | | |
|---|----------|
| <input type="checkbox"/> Leadership Circle | \$15,000 |
| <input type="checkbox"/> Premiere Sponsor | \$8,000 |
| <input type="checkbox"/> Senior Sponsor | \$6,000 |
| <input type="checkbox"/> Supporting Sponsor | \$4,000 |
| <input type="checkbox"/> Friend Sponsor | \$2,500 |
| <input type="checkbox"/> Program Sponsor | \$1,000 |

SIGN ME UP FOR 3 YEARS AS A ULI ALABAMA ANNUAL SPONSOR

- | | |
|---|---------------|
| <input type="checkbox"/> Leadership Circle | \$12,000 |
| <input type="checkbox"/> Premiere Sponsor | \$7,000 |
| <input type="checkbox"/> Senior Sponsor | \$5,000 |
| <input type="checkbox"/> Supporting Sponsor | \$3,500 |
| <input type="checkbox"/> Friend Sponsor | \$2,000 |
| <input type="checkbox"/> Program Sponsor | \$2,500 for 3 |

PAYMENT OPTIONS

Pay by credit card in the amount of \$_____

- Visa Mastercard American Express Discover

Card number _____ Exp. date _____ CVV _____

Signature _____ Billing Zip _____

CONTACT INFORMATION

Name _____ Title _____

Company (as you'd like it to appear on materials) _____

Email _____ Phone _____

Address _____

To pay by check, contact alabama@uli.org

Thank you for your support!

ULI ALABAMA LEADERSHIP

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Sloss Real Estate Company
Chair

Emily Cannon, CPSM

Corporate Marketing Director
Brasfield & Gorrie
Co-Chair

Amelia Muller

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Department of Accounting and
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COLLAT School of Business
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Opportunity Alabama

Lacy Beasley

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Elliott Cook

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Christopher Hatcher

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SUPPORTING SPONSORS



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FRIEND SPONSORS



ABOUT THE URBAN LAND INSTITUTE

ULI is the oldest and largest network of cross-disciplinary real estate and land use experts in the world. **ULI is its members**—delivering the mission, shaping the future of the built environment for transformative impact in communities worldwide.



45,000+

ULI members, representing
over 81 countries



2,300+

programs, including **52 district councils**
and **64 product councils**



100,000+

people receive **Urban Land**
by email weekly



300,000

followers make up ULI's **social media**
network across all four platforms