





**SPONSORSHIP PROSPECTUS** 

# THE MISSION OF THE URBAN LAND INSTITUTE

Shape the future of the built environment for transformative impact in communities worldwide. We are a global network of professionals in every sector of real estate development and land use, from private enterprise to public service.

# WHY SPONSOR?

# BRAND **VISIBILITY**

With dozens of 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

July: Mid-Year Economic Update

August: Summer Happy Hour with ACRE

October: Connecting the Dots: Advancing Seamless & Sustainable Mobility for Birmingham

December: ULI Emerging Trends in Real Estate

# **JOIN US IN LEADING THE CONVERSATION**

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 \$1,750 3-program commitment	
PRE-EVENT MARKETING							
ULI Alabama website recognition	$\otimes$	$\otimes$	$\otimes$	$\otimes$	$\otimes$	$\bigcirc$	
ULI Alabama event marketing email campaign recognition (2,500+ local industry leaders)	$\otimes$	$\bigcirc$	$\otimes$	$\otimes$	$\otimes$	$\bigcirc$	
Recognition on ULI Alabama's social media promoting events	$\bigcirc$	$\bigcirc$	$\otimes$	$\otimes$		$\otimes$	
ON-SITE EVENT MARKETING							
Verbal or visual recognition during program	$\otimes$	$\bigcirc$	$\otimes$	$\otimes$	$\otimes$	$\bigcirc$	
Opportunity to Introduce an event speaker or topic	$\otimes$	$\bigcirc$	$\otimes$	$\otimes$			
Opportunity to moderate an event panel	$\bigcirc$	$\bigcirc$	$\bigcirc$				
ADDITIONAL BENEFITS							
Invitation to member-only events	$\bigcirc$	$\otimes$	$\otimes$	$\bigcirc$			
Invitation to join ULI Alabama Leadership	$\otimes$	$\bigcirc$	$\bigcirc$				
Four registrations per event	$\otimes$	$\bigcirc$					
Associate Membership included with sponsorship	$\bigcirc$						

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.

# **ANNUAL SPONSORSHIP**

SIGN ME UP AS Uli Alabama annual		SIGN ME UP FOR 3 YEARS AS A ULI ALABAMA ANNUAL SPONSOR						
☐ Leadership Circle	\$15,000	☐ Leadership Circle	\$12,000					
☐ Premiere Sponsor	\$8,000	□ Premiere Sponsor	\$7,000					
☐ Senior Sponsor	\$6,000	☐ Senior Sponsor	\$5,000					
☐ Supporting Sponsor	\$4,000	□ Supporting Sponsor	\$3,500					
☐ Friend Sponsor	\$2,500	□ Friend Sponsor	\$2,000					
☐ Program Sponsor	\$750	☐ Program Sponsor	\$1,750 for 3					
	PAYN	IENT OPTIONS						
Pay by credit card in the amount of \$								
□ Visa □ Mastercard	□ America	n 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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# **Emily Cannon, CPSM**

Corporate Marketing Director Brasfield & Gorrie Chair

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Vice President Daniel Communities

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Director of Development A&R Development Group Chair, Coastal Alabama Organizing Committee





# **FRIEND SPONSORS**





















# **ABOUT THE URBAN LAND INSTITUTE**

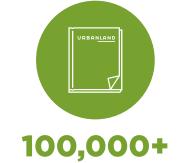
ULI is the oldest and largest network of cross-disciplinary real estate and land use experts in the world. ULI is its members—delivering the mission, shaping the future of the built environment for transformative impact in communities worldwide.



45,000+ ULI members, representing over 81 countries



2,300+ programs, including 52 district councils and 64 product councils



people receive Urban Land by email weekly



300,000 followers make up ULI's social media **network** across all four platforms