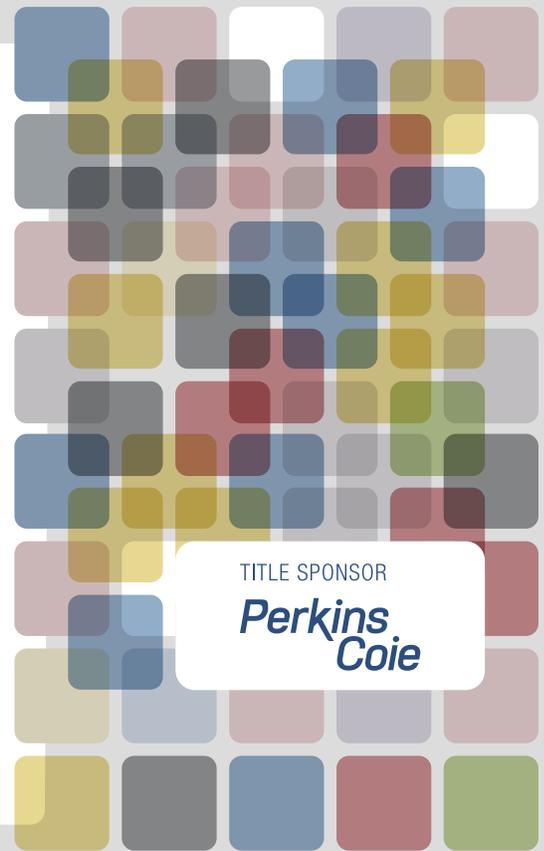




21st Annual  
**TRENDS DAY**  
 FRIDAY, FEBRUARY 20, 2026  
 JW MARRIOTT DESERT RIDGE | 7:00am–5:00pm



TITLE SPONSOR  
**Perkins  
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# SPONSORSHIP

This year marks ULI Arizona's 21st Annual Trends Day.

ULI Arizona Trends Day is a one-day deep dive bringing together 30+ top industry experts to discuss the most current state and national real estate trends, with a focus on what to expect in the future, where the best opportunities can be found, and how these components affect both public and private sector partners. Trends Day is certainly the best “state of the state” conference with over 1,000 attendees.

[www.arizona.uli.org](http://www.arizona.uli.org) | [arizona@uli.org](mailto:arizona@uli.org)

## Become a Trends Day Sponsor Today!

**Charley Freericks**

[charley.freericks@howardhughes.com](mailto:charley.freericks@howardhughes.com)

**Tom Johnston**

[tjohnston@asu.edu](mailto:tjohnston@asu.edu)

**Cristina Fernbach**

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**Kirk Fonfara**

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**Stephanie Handley**

[sahandley@pcl.com](mailto:sahandley@pcl.com)

**Laurel Lewis**

[laurel.lewis@naihorizon.com](mailto:laurel.lewis@naihorizon.com)



# TRENDS DAY 2026 SPONSORSHIP PACKAGES AND BENEFITS

**TITLE** \$20,000

**SOLD**

**Perkins  
Coie**

**MAJOR** \$12,000

## Benefits:

- Eight (8) Trends Day registrations (\$2,800 value)
- One annual ULI Associate membership (\$540 value)
- A 10' x 10' display space in a prominent location
- Half-page ad in Trends Day virtual program

**SOLD**

## Breakfast *additional benefits:*

- Logo on specific Breakfast Sponsor signage placed throughout the venue.
- Exclusive recognition as Breakfast Sponsor with logo prominently displayed on all marketing materials, website and PowerPoint

**SOLD**

## Lunch *additional benefits:*

- Logo on specific Networking Lunch signage placed throughout the venue
- Exclusive recognition as Networking Lunch Sponsor with logo prominently displayed on all marketing materials, website, and PowerPoint

**SOLD**

## Keynote *additional benefits:*

- Logo on specific Keynote Sponsor signage placed throughout the venue
- Exclusive recognition as keynote sponsor with logo prominently displayed on all marketing materials, website, and PowerPoint

**SOLD**

## Debate *additional benefits:*

- Exclusive recognition as Debate Sponsor with logo prominently displayed on all marketing materials, website and PowerPoint.

## Networking Reception *additional benefits:*

- Logo on specific Networking Reception signage placed throughout the venue
- Exclusive recognition as Networking Reception sponsor with logo prominently displayed on all marketing materials, website, and PowerPoint

**SOLD**

## Digital Media *additional benefits:*

- Pre-event communications - QR Code with branded mentions
- Branded QR Code on printed brochures
- Recognition as digital media sponsor

**ECONOMIC OUTLOOK** \$10,000

- Six (6) Trends Day registrations
- One annual ULI Associate Under 35 Membership (\$264 value)
- Logo displayed on all marketing materials, website, and Powerpoint
- A 10' x 10' display space in a prominent location

**SPECIALTY** \$8,000

## Green Room, VIP Lunch, VIP Reception

- Five (5) Trends Day registrations
- Logo displayed on all marketing materials, website, and PowerPoint
- A 10' x 10' display space in a prominent location

**SESSION** \$7,000

- Four (4) Trends Day registrations
- Logo displayed on all marketing materials, website, and PowerPoint
- A 10' x 10' display space in a prominent location

**QUICK HIT** \$5,000

- Three (3) Trends Day registrations
- Logo displayed on all marketing materials, website, and PowerPoint
- A 10' x 10' display space

**EVENT** \$3,000

- Company name displayed on all marketing materials, website, and PowerPoint
- Two (2) Trends Day registrations
- A 10' x 10' display space (available on a first-come, first-serve basis)

## Become a Trends Day Sponsor Today!

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