New Signature Event



AUGUST 26, 2026
1:30 pm – 6:30 pm

LUMEN
11355 W. Olympic Blvd.



Event Overview

- Event Co-Chairs



Darcy L. Coleman

Vice President,
Alagem Capital Group |
Co-Chair, ULI LA
Hospitality and
Entertainment
Development Council



Ron Frierson

CEO, Hollywood
Chamber of Commerce |
Co-Chair, ULI LA
Hospitality and
Entertainment
Development Council

- Half-day Conference Agenda
  - Keynote Address
  - Industry Leaders Fireside Chat
  - Opening Plenary Session – City Leaders, Public Private Partnership
  - General Session
  - Closing Plenary Session – Development Leaders, Project Delivery
  - Projects Showcase
  - Cocktail Reception

VENUE *Layout*



CONFERENCE *Center*













PRIVATE *Cabanas*













Sponsorship Offerings

	Platinum* $7,500	Gold $3,500	Silver $2,500	Bronze $1,500
Event Tickets	10	6	4	2
Seating	Reserved	Reserved	-	-
Premier Cabana (only 4)	■	-	-	-
Tabletop Collateral Display	-	■	■	■
Eblasts to 10K	Logo	Logo	Logo	Name
Website	Logo	Logo	Logo	Name
Full-Color Ad in Program	Full Page	1/2 Page	1/4 Page	1/8 Page
Recognized in Remarks	Yes	Yes	Yes	Yes
Sponsor Reception Tickets	4	3	2	1

*** Platinum - Limited quantity available, maximum 4**

Next Steps

I. Select your Sponsorship Package

II. Complete Sponsorship Form

III. ULI Team will follow up with you directly

Click here to access sponsor form

Thank You