

# Make a Local Impact

**Sponsorship Opportunities**



Louisiana

# Join the Ranks of Our 2021 ANNUAL CORPORATE SPONSORS

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IBERIABANK

MASTER OF SUSTAINABLE  
REAL ESTATE DEVELOPMENT



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# Annual ULI Louisiana Support



## What We Do:

1. Thoughtful, detailed programming that convenes leaders and decision makers in the real estate industry and beyond, and provides useful take home value
2. Exploration of the most important issues impacting land use today including infrastructure, access to capital, regional growth, public-private partnerships, and sustainability, among others
3. Association with a strong real estate organization that crosses all disciplines, sectors and product types throughout the Louisiana region
4. A professional staff that makes sure you get the most out of your investment in the district council
5. ULI Louisiana depends on sponsorship to fund over 50% of its operating budget for the year.

## Why We Do It: The Mission

The mission of the Urban Land Institute is to shape the future of the built environment for transformative impact in communities worldwide. At a local level, ULI Louisiana brings together a thriving and dedicated multi-disciplinary community of professionals that deliver market-based, innovative and implementable solutions throughout the state of Louisiana.

***A portion of your sponsorship may be tax deductible. Please check with your tax advisor for more information.***

## How We Do It:

- » **Unbeatable Programming:** first looks and behind-the-scenes site tours to monthly breakfast meetings & happy hours for members.
- » **Multidisciplinary Networking:** Our members are developers, brokers, bankers, financiers, attorneys, architects, engineers, designers, academics, nonprofit partners, and government leaders. ULI is over 45,000 members strong. We are one ULI. Once a member, you have access to events and resources from your local district council here in Louisiana to all others around the country and globe. ULI travels with you.
- » **UrbanPlan:** In partnership with Tulane University, LSU, and Isidore Newman School, ULI Louisiana has launched this program to help students understand the relationship among community growth, development, and economic vitality. Our members act as facilitators for the course and we are continuing to grow the program statewide.
- » **Women's Leadership Initiative (WLI):** Launched in the spring of 2017, WLI Louisiana brings together female members in intimate roundtables to discuss best practices in land use and to promote and grow women as leaders in the real estate industry.
- » **Technical Assistance Panels:** Members can serve as panelists for these one- to two-day work sessions that address land use challenges requiring local knowledge to resolve. An objective team of seasoned professionals forms the panel, and its recommendations often build upon the community's existing accomplishments. As always, the outcome is of the high quality for which ULI is known.
- » **Local Product Councils:** Launched in the fall of 2017, ULI Louisiana's Local Product Council Program aims to provide opportunities for local members in specific development disciplines to study issues in-depth, share information, and network with other professionals in similar industry sectors. The program is based on selective and committed membership and intensive, high quality programming created to emulate ULI's National Product Council Program.

# Sponsorship Opportunities

## Annual ULI Louisiana Sponsorship

<b>VISIONARY</b>	\$10,000 for one year/\$17,000 for two years
<b>PLATINUM</b>	\$7,500 for one year/\$12,500 for two years
<b>GOLD</b>	\$5,000 for one year/\$9,000 for two years
<b>SILVER</b>	\$2,500 for one year/\$4,500 for two years
<b>FRIEND</b>	\$1,000 for one year/\$1,800 for two years

## Events and Initiatives Sponsorship

### Emerging Trends In Real Estate

Emerging Trends in Real Estate® is a trends and forecast publication now in its 42nd edition, undertaken jointly by PwC and the Urban Land Institute. The report provides an outlook on real estate investment and development trends, real estate finance and capital markets, property sectors, metropolitan areas, and other real estate issues throughout the United States and Canada. At a local level, the Louisiana District Council presents an annual conference presentation engaging a speaker from PwC to present their findings and showcases local projects that reflect these trends. The conference is a marquee event for the chapter and takes place early in the calendar year.

### Young Leaders Group

ULI encourages new professionals to become involved early in their career so they can begin building key relationships with industry leaders. To make this an easy first step, ULI offers this special membership category for people under 35. Young Leaders Group members enjoy all the local and national benefits of a ULI membership. The Young Leaders Group is in the process of developing a number of content-rich programs for YLG members, so that young professionals can discuss the latest trends in land use, learn from industry icons, examine real deals, and develop their skillset – all while strengthening their relationships with their peers and finding new opportunities.

### UrbanPlan

UrbanPlan is an engaging and interactive curriculum in which participants learn about the fundamental forces, complex tradeoffs, and social risk that affect real estate development in communities everywhere. Participants experience how jurisdictions and developers have to grapple with economics, design, and community as they negotiated deals. Trained ULI volunteers engage in the program at key points to challenge the teams and select the winner of the RFP.

### Diversity Initiative Sponsor

The Diversity Committee is dedicated to sustaining a thriving Louisiana community by promoting the advancement, visibility, representation, and opportunities available to the full breadth of diverse professionals associated with the responsible use of land. The committee oversees the chapter's ongoing diversity initiative to have a membership and volunteer base that truly reflects the diversity of the real estate industry at large.

### REDI Program

The Real Estate Diversity Initiative (REDI) is a comprehensive, 15-session curriculum designed to advance the real estate careers of professionals of color and women. Thirty participants step into the role of a real estate developer, gaining direct knowledge and experience working in teams to produce a development plan, pro-forma, and marketing plan for a real project. Participants are taught by a volunteer faculty of experienced, multidisciplinary, top-tier practicing real estate professionals serving as instructors, mentors and facilitators who share market-based knowledge and the wisdom from their experience.

## Annual ULI Louisiana Sponsorship

These commitments provide general operating revenue to ULI Louisiana and offer broad identity with the district council.

Our sponsor companies comprise the leading real estate industry companies in the region. Corporate sponsors receive the following benefits for their contributions, in addition to

the satisfaction of knowing that 100% of their funds are going to support ULI's local programs, educational activities, and research.

Please call or email Nicole DePietro (504-867-9942 or nicole.depietro@uli.org) to discuss sponsorship package options.

Benefits	VISIONARY	PLATINUM	GOLD	SILVER	FRIEND
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
	\$17,000	\$12,500	\$9,000	\$4,500	\$1,800
Acknowledgement on ULI Louisiana Website	Logo	Logo	Logo	Name	Name
Acknowledgement on ULI Louisiana Emails	Logo	Logo	Logo	Name	-
Acknowledgement on Event Materials	Logo	Logo	Logo	Name	Name
Tickets to standard ULI Louisiana Programs*	No Limit	6	4	2	1
Tickets to Emerging Trends in Real Estate	6	4	2	-	-
Opportunity to highlight company/employee on ULI Louisiana Social Media initiatives	✓	✓	✓	✓	✓
Complimentary Full Membership	1 or	-	-	-	-
Complimentary Associate Membership	2	1	1	-	-
Complimentary Young Leader Membership	1	2	1	1	-

\*Complimentary tickets may be used by any person of your choosing, including, but not limited to: clients, company employees, family members, etc.

\*5% of all sponsorship dollars will be contributed to ULI Louisiana's UrbanPlan



2022

ULI Louisiana

# EMERGING TRENDS IN REAL ESTATE

Celebrating our 13th year, *ULI Louisiana's Emerging Trends in Real Estate* has grown to host over 300 real estate professionals from across the region, providing attendees with exclusive content and networking opportunities. Below are ways for your organization to be involved with our upcoming event, coming up in January 2022.



## **PRESENTING SPONSOR // \$7,500**

Reserved for one (1) commitment

### **Speaking Opportunity:**

Introduction of the  
Keynote Presentation  
Opportunity to serve as panelist and  
give remarks during event  
Recognition at private cocktail  
party before event

### **Marketing Opportunity:**

Exclusive Presenting Sponsor  
Recognition throughout  
the event  
Company logo on all print  
and digital media  
Opportunity to set up marketing  
collateral in  
networking lobby  
(priority placement)  
Three (3) social media posts  
leading up to event  
& one (1) recap post

### **Attendance Opportunity:**

Access to private cocktail party  
night before event  
Ten (10) tickets to the  
2022 Emerging Trends event

## **COCKTAIL SPONSOR // \$3,000**

Reserved for one (1) commitment

### **Speaking Opportunity:**

Opportunity to serve as panelist  
and/or present during event  
Recognition at private cocktail  
party before event

### **Marketing Opportunity:**

Recognition throughout  
the event  
Company logo on all print  
and digital media  
Opportunity to set up marketing  
collateral in  
networking lobby  
(priority placement)

### **Attendance Opportunity:**

Access to private cocktail party  
night before event  
Six (6) tickets to the  
2022 Emerging Trends event

## **PANEL SPONSOR // \$1,000**

Multiple opportunities available

### **Marketing Opportunity:**

Opportunity to serve as a panelist  
Company logo on all print  
and digital media  
Opportunity to set up marketing  
collateral in networking lobby

### **Attendance Opportunity:**

Four (4) tickets to the  
2022 Emerging Trends event

## **TRENDS SPONSOR // \$500**

Multiple opportunities available

### **Marketing Opportunity:**

Company name on all print  
and digital media  
Opportunity to set up marketing  
collateral in networking lobby

### **Attendance Opportunity:**

Two (2) tickets to the  
2022 Emerging Trends event

# Initiative Sponsorship Opportunities

## Young Leaders Group (YLG):

### YLG Mentorship Program Sponsor (\$1300)

- Recognition on YLG Emails
- Recognition on YLG Website
- Logo on YLG Happy Hour Emails
- Opportunity to highlight company or employee in ULI Louisiana Instagram Takeover

### YLG/ICSC NextGen Development 360 Series (\$1000 Presenting/\$250 Individual Panel)

- Recognition on Development 360 Emails and Marketing
- Opportunity to introduce program
- Opportunity to serve as panelist
- Opportunity to highlight company or employee in ULI Louisiana Instagram Takeover

### YLG Monthly Happy Hour Events (Quarterly \$500/Individual \$200)

- Recognition on YLG Emails
  - Recognition on YLG Website
  - Logo on YLG Happy Hour Emails
  - Opportunity to highlight company or employee in ULI Louisiana Instagram Takeover
- 

## UrbanPlan:

### School Startup Sponsor (\$3000)

- Sponsor the beginning of an UrbanPlan program at a school in need
- Covers the cost of teacher training, and program material
- Invitation to attend networking dinners with National ULI Leaders

### Volunteer Training Sponsor (\$1700)

- Sponsor one of our two annual UrbanPlan Volunteer Training Opportunities
  - Covers the cost of the trainer, program material, and training meals and venue
  - Company Logo featured on all Volunteer Training Marketing Materials
  - Year Long recognition as a Silver Sponsor
- 

## Diversity:

### Diversity Initiative Presenting Sponsor (\$7500)

- Provide the operating budget for the diversity initiative for chapter
- Logo displayed on the diversity committee website
- Yearlong recognition as a Gold Sponsor

### Real Estate Diversity Initiative (REDI) Program:

### REDI Presenting Sponsor (\$7500)

- Provide the operating budget for the REDI Program
- Logo displayed on all REDI emails and marketing materials
- Opportunity to serve on the Dolphin Tank with REDI students
- Yearlong recognition as a Gold Sponsor

# MEMBERSHIP



## **Connect. Learn. Give back. Become a member of ULI.**

The Urban Land Institute stands at the forefront of the land use and real estate industry, a steadfast leader in the best practices for a changing world. For over seven decades, ULI has been a unique and trusted forum where members come together to share and exchange ideas, information and experiences—to shape tomorrow's horizon and improve the way communities grow.

### **Associate Membership (\$492 Annually)**

The most popular type of membership, Associate Membership is open to all and enables you to gain access to many of the benefits ULI has to offer.

### **Full Membership (\$1220 Annually)**

Full Membership is selective and specifically aimed at senior industry professionals. Full Members have added leadership and participation benefits in addition to the benefits Associate Members receive.

### **Public Agency Membership (\$600 Annually)**

- » Three memberships at a discounted rate for government, nonprofit, or academic institutions.
- » Additional discounted rate on ULI Memberships.
- » If an employee member leaves the company, the membership may be transferred to another employee.
- » All current members will be prorated so they have the same start date.
- » Master billing.

**To join ULI please visit [ULI.org/join](http://ULI.org/join)**



## ULI Membership Benefits and Dues

Benefits	Associate Membership \$492/YEAR	Full Membership \$1,220/YEAR
Access to the global online Member Directory	✓	✓
Significant discounts on conferences, workshops, and other ULI events	✓	✓
Discount of 25% or more in the ULI Bookstore	✓	✓
Subscription to <i>Urban Land</i> magazine's print and online editions and mobile app	✓	✓
Access to hundreds of job listings and candidates through ULI's Career Center	✓	✓
Access to complimentary, members-only webinars	✓	✓
Complete access to Case Studies and online reports	✓	✓
Eligibility for local ULI leadership positions	✓	✓
Volunteer opportunities at the local and national levels	✓	✓
Volunteer opportunities at the international level		✓
Eligibility for selection for an exclusive, Full Member-only Product Council membership		✓
Invitations to exclusive events, webinars, and reports limited to Full Members		✓
Discounts	50% off under 35  75% off student  75% off Retired (Retired from real estate industry, 65+ years of age, 10+ years of ULI membership)  50% off Nonprofit, government, academic institution	50% off under 35  N/A  75% off Retired (Retired from real estate industry, 65+ years of age, 10+ years of ULI membership)  75% off Nonprofit, government, academic institution

## SPONSOR INFORMATION

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

COMPLIMENTARY MEMBERSHIP RECIPIENT NAME(S) & EMAIL(S) (IF APPLICABLE) \_\_\_\_\_  
\_\_\_\_\_

MARKETING MATERIALS CONTACT NAME \_\_\_\_\_

MARKETING MATERIALS CONTACT EMAIL & PHONE \_\_\_\_\_

## PAYMENT

SPONSORSHIP TYPE(S): \_\_\_\_\_ TOTAL \$ \_\_\_\_\_

☐ PLEASE SEND INVOICE TO (EMAIL OR PHYSICAL ADDRESS): \_\_\_\_\_

☐ I WOULD LIKE TO PAY BY CHECK. CHECKS PAYABLE TO:

ULI Louisiana District Council, 900 Camp Street, Suite 332, New Orleans, LA 70130

☐ I WOULD LIKE TO PAY BY CREDIT CARD:

☐ VISA

☐ MASTER CARD

☐ DISCOVER

☐ AMEX

CARD NUMBER \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

## LOGO SUBMISSION INSTRUCTIONS FOR ALL SPONSORS

Scan and send by email to Nicole DePietro ([nicole.depietro@uli.org](mailto:nicole.depietro@uli.org)) or send by mail to ULI Louisiana District Council, 900 Camp Street, Suite 3C15, New Orleans, LA 70130. Please include a high resolution image (PNG, EPS, JPEG) of your company's logo in your email, or email it separately if mailing a check.



ULI FEDERAL TAX ID NUMBER: 53-0159845