2021

Enhance your firm’s value in the community through knowledge, networking and recognition.

Become a ULI Nashville Annual Sponsor
WHY SPONSOR ULI NASHVILLE

ULI Nashville Sponsors realize value benefits from visibility, support, and association with the ULI brand and get all the benefits of advertising at a fraction of the cost.

Why your firm should sponsor ULI Nashville:

- Previously demonstrated financial and active support of ULI;
- Works in an industry that ULI resources benefit;
- Name/Logo will be seen in our mailings, marketing, and at events throughout the year;
- Receive cost-savings on membership(s) and event registrations, and:
- Gain access to exclusive networking with industry leaders.

MEMBER TESTIMONIALS

“ULI is my go to organization for all aspects of development best practices as well as unlimited networking opportunities offered through the wonderful local programs plus spring and fall conferences.”

— Jimmy Granbery, Chairman/CEO, H.G.Hill Realty Company

“ULI is engaged and working with city leadership to develop healthy corridors, infrastructure, trail-oriented development, affordable housing and issues of the day. For me, it’s the best networking group in Nashville with relevant content and opportunities to establish working relationships with many members and then reconnect with all during ULI Nashville gatherings.”

— Mark Deutschmann, CEO, Core Development Company

“ULI is a fantastic resource for our team. Locally and nationally, it has a welcoming community that fosters meaningful connections and conversations. Its valuable programming provides insightful content in an enjoyable and educational atmosphere, keeping us informed about the current state of land use development and best practices to create better and more equitable communities.”

— Ed Henley, Founder/Principal, Pillars Development
ABOUT US

THE MISSION
Urban Land Institute provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

WHO WE ARE
Connecting People — Sharing Knowledge

- ULI Nashville is a trusted advisor and facilitates collaboration. ULI Nashville brings together members and community partners to share knowledge and best practices, and exchange ideas on all aspects of city building.

- A member-driven multi-disciplinary organization that represents all the industries that work in real estate, development and the use of land, ULI Nashville facilitates networking and opportunities for connections among its approximately 750 local members.

- ULI Nashville leverages local leadership and global resources to help shape our community and build a better Nashville.

WHAT WE DO
Through programming, initiatives, and outreach activities, ULI Nashville and its members are able to inform, learn and collaborate with fellow community practitioners, stakeholders, decision makers and change-agents. For example, ULI Nashville:

- Hosts a wide variety of timely and relevant MONTHLY EVENTS such as networking socials, member-only programs, project tours, issue/content workshops, ULI Roadshows on Emerging Trends in Real Estate, and the ULI Nashville Excellence in Development Awards;

- As ULI “at-the-local-level,” is a CONDUIT FOR ULI MEMBER BENEFITS such as access to ULI Project Descriptions, complimentary member-only ULI webinars, discounts on ULI publications, and the Urban Land magazine;

- FACILITATES CONVERSATIONS among the different disciplines engaged in land use, real estate, and development;

- PROVIDES MEMBER-ONLY OPPORTUNITIES for engagement in ULI Nashville initiatives and at member-only programs and events;

- Supports our next generation of leaders through YOUNG LEADERS INITIATIVES, such as the Mentor Program and Pop-Up Project Tours;

- Supports programs and initiatives for NEXT (members between 35 – 45 yrs.), the WOMEN IN LEADERSHIP INITIATIVE (WLI) and PATHWAYS to INCLUSION (to increase the diversity of membership);

- Manages a JOB BOARD for local member-firms to post job opportunities;

- Provides orientation for new members (and long-term members who need a refresher!) on benefits and resources of ULI and ULI Nashville, and an introduction to fellow members at the New Member Orientation: CONNECT;

- Collaborates with valued community partners and stakeholders;

- Celebrates and reinforces best practices in development through the annual EXCELLENCE IN DEVELOPMENT AWARDS;

- Provides member-only engagement on important issues of city building through ACTION COUNCILS on: Building Healthy Places, Capital Markets, Housing, and Innovation, and;

- Programs around ULI Grant Award on Resilient Equitable Responses to Heat and Health Threats.
# BENEFITS

## Annual Sponsorship Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond ($10,000)</th>
<th>Platinum ($7500)</th>
<th>Gold ($5000)</th>
<th>Silver ($3500)</th>
<th>Bronze ($2500)</th>
<th>Sustaining** ($1500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on ULI Nashville Website, Logo on Event Signage and Acknowledgment on ULI Nashville E-flyers</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>One Spotlight Feature on the Website with Social Media Posts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>One 5-minute Company or Project Presentation at Event</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Complimentary ULI Membership (Associate Level)</td>
<td>2 tickets ($984 Value)</td>
<td>2 tickets ($984 Value)</td>
<td>1 ticket ($492 Value)</td>
<td>1 ticket ($492 Value)</td>
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<tr>
<td>Complimentary ULI Young Leader Membership (Associate Level)</td>
<td>1 ticket ($290 Value)</td>
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<td>1 ticket ($290 Value)</td>
<td>1 ticket ($290 Value)</td>
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<tr>
<td>Complimentary Registration ULI Fall Meeting 2021 (Chicago)</td>
<td>1 ticket ($1900 Value)</td>
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<td>1 ticket ($290 Value)</td>
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<tr>
<td>Complimentary Registration to Every Program in 2021</td>
<td>3 tickets ($875 Value)</td>
<td>2 tickets ($675 Value)</td>
<td>1 ticket ($375 Value)</td>
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<tr>
<td>Complimentary Registration for Most Programs in 2021. Total Comped Tickets to Use at Programs of Your Choice.</td>
<td>5 tickets ($205 Value)</td>
<td>4 tickets ($185 Value)</td>
<td>3 tickets ($165 Value)</td>
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<tr>
<td>Award Sponsorship (Table Size, if Included)</td>
<td>Diamond Full Table 12 Seats ($2000 Value)</td>
<td>Gold Full Table 10 Seats ($1750 Value)</td>
<td>Silver Half Table 5 Seats ($875 Value)</td>
<td>Listed as Supporter 2 Tickets ($350 Value)</td>
<td>Listed as Supporter 1 Ticket ($175 Value)</td>
<td>Listed as Supporter 1 Ticket ($175 Value)</td>
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<tr>
<td>(Number of Seats or Tickets) (Package Value)</td>
<td>Networking Sponsor Reception</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Virtual Programming Benefits:</td>
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<td>• Feature Projects in Instagram Stories</td>
<td>✓</td>
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<tr>
<td>• Scroll Logos Across Zoom Screen</td>
<td>✓</td>
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<tr>
<td>• Company Logo Featured on Title Slide for Select Virtual Events</td>
<td>✓</td>
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## Cohort Sponsorships:

**2 Available for Each Cohort**

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>WLI (Women's Leadership Initiative)</th>
<th>NEXT (mid-career)</th>
<th>YL (Young Leaders)</th>
<th>Pathways to Inclusion Diversity Initiative</th>
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</thead>
<tbody>
<tr>
<td>Sponsor Sign at Cohort's Events and Posted on Cohort’s ULI Nashville Website Page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Ticket(s) to All Programming of that Cohort</td>
<td>2 Tickets</td>
<td>2 Tickets</td>
<td>2 Tickets</td>
<td>2 Tickets</td>
</tr>
</tbody>
</table>

**YL Business Sponsorship — email nashville@uli.org**

*Women’s Leadership Initiative (WLI), NEXT mid-career (35–45 yrs old), Young Leaders (younger than 35 yrs.)*
ULI Nashville 2021 Annual Sponsor PLEDGE PAGE

**Sponsor Representative** (who will represent firm at ULI Nashville)

Company/Organization: _______________________________________________________________________________________

Contact Name: ________________________________________________________________________________________________

Title: ______________________________________________________________________________________________________

Email: _____________________________________________________________________________________________________

Phone: _____________________________________________________________________________________________________

Street Address: _______________________________________________________________________________________________

City/State/Zip: ______________________________________________________________________________________________

**Administrative Support to Sponsor** (If same as Sponsor Rep above, just write “See Above.”)

Contact Name: ________________________________________________________________________________________________

Title: ______________________________________________________________________________________________________

Email: _____________________________________________________________________________________________________

Phone: _____________________________________________________________________________________________________

**Please Check Sponsorship Level** — Full Payment by ULI Invoice* Due December 14, 2020

- Diamond Sponsor: $10,000
- Platinum Sponsor: $7500
- Gold Sponsor: $5000
- Silver Sponsor: $3500
- Bronze Sponsor: $2500
- Sustaining Sponsor: $1500
- Cohort Sponsor: $1000 — Two (2) Sponsorships available for each Member Cohort
- YL Business Sustaining Sponsor: $750 — (Available only to YL-owned businesses for Sustaining level benefits)

**EMAIL this Pledge Page to nashville@uli.org NO LATER than December 1, 2020. You will then be issued a ULI Invoice* to make your sponsor payment to ULI, which is due by December 14, 2020.**

The Urban Land Institute (ULI) is a 501(c)(3) nonprofit research and education organization supported by its members worldwide. ULI neither lobbies nor acts as an advocate for any single industry.