



Urban Land **Nashville**
Institute



SPONSORSHIP

2021

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

Become a **ULI Nashville Annual Sponsor**



SPONSORSHIP

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

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

Cohort Sponsorships: 2 Available for Each Cohort

	WLI	NEXT (mid-career)	YL	Pathways to Inclusion Diversity Initiative
Sponsor Sign at Cohort's Events and Posted on Cohort's ULI Nashville Website Page	✓	✓	✓	✓
Complimentary Ticket(s) to All Programming of that Cohort	2 Tickets	2 Tickets	2 Tickets	2 Tickets

**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.