



Nashville

WHERE THE FUTURE IS BUILT



Photo by Aerial Innovations Southeast

# 2024 ULI NASHVILLE SPONSORSHIP

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

## URBAN LAND INSTITUTE'S MISSION

Shape the future of the built environment for transformative impact in communities worldwide.

## MISSION PRIORITIES



**Decarbonization  
and Net Zero**



**Increasing  
Housing Attainability**



**Educating the Next  
Generation of Diverse Leaders**

## ULI NASHVILLE PURPOSE

ULI Nashville is a trusted convenor, collaborator, and communicator/educator of best practice on all aspects of city building.

ULI NASHVILLE 2024 ANNUAL SPONSORSHIP BENEFITS	Diamond \$12,500	Platinum \$8,000	Gold \$5,500	Silver \$4,000	Friend \$2,000
Logo/Name Recognition					
Logo on ULI Nashville Website, Acknowledgement on ULI Nashville Emailers, and Logo on Event Signage and PPT	✓	✓	✓	✓	✓
Logo Prominently Featured on ULI Nashville Sponsor Webpage and Linked to Sponsor's Webpage	✓	✓			
Social Media/Digital					
One "Sponsor Spotlight" Feature to Be Shared on ULI Nashville's Instagram and LinkedIn	✓	✓			
Sponsor's Social Media Posts and Stories Reposted to ULI Nashville's Instagram and LinkedIn (Upon Request by Sponsor)	✓	✓	✓		
Complimentary ULI Memberships					
Complimentary ULI Associate Membership	2	2	1	1	
Complimentary ULI Young Leader Associate Membership	1				1
Event Registrations					
Annual Sponsor Appreciation Event (Total Comped Tickets for Event)	2	2	2	1	1
Emerging Trends in Real Estate 2024 Breakfast (Total Comped Tickets for Event)	2	2	2	1	1
Complimentary Registration for Some ULI Nashville Programs in 2024 (Total Comped Tickets Per Event)	2	2	2	1	1
Excellence in Development Awards: Table Size and/or Number of Seats	Full Table (10 Seats)	Full Table (10 Seats)	Half Table (5 Seats)	2 Seats	1 Seat

### ULI NASHVILLE 2024 EXCELLENCE IN DEVELOPMENT AWARDS EVENT SPONSORSHIP OPPORTUNITIES

ULI Nashville's *Excellence in Development Awards* is a must-attend event, attracting over 600 real estate and land use industry leaders to celebrate outstanding development projects, the projects' transformational impact on Middle Tennessee, and the real estate and land use professionals that create them.

Wednesday, May 15, 2024 | 5:30 to 9:00 p.m. – Reception Followed by Ceremony | Omni Hotel Nashville

2024 EXCELLENCE IN DEVELOPMENT AWARDS SPONSORSHIP BENEFITS	Presenting Sponsor \$15,000 <i>Only one available</i>	Premier Sponsor \$7,500 <i>Four available</i>	Supporting Sponsor \$2,000 <i>Unlimited available</i>
Opportunity to address the Excellence in Development Awards audience as part of the scripted event	✓		
Table at Excellence in Development Awards	Full Table 10 seats with premium table location	Full Table 10 seats with preferred table location	2 Seats
Logo/Name Recognition			
Email invitation campaign to over 2,500 members and prospects	✓	✓	✓
Logo prominently featured on Awards webpage with Presenting and Premier Sponsors' logos linked to sponsor firms' websites	✓	✓	✓
Logo in event program	✓	✓	✓
Sponsor ad in event program	One Page	Half Page	Quarter Page
Event signage and event PPT playing during reception and event	✓	✓	✓
Ability to choose and name a signature drink for the event (as approved by ULI Nashville)	✓		
Media/Social Media			
Media releases and Social media created by ULI Nashville for the event	✓	✓	✓
"Sponsor Spotlight" feature shared with ULI Nashville members before the event on ULI Nashville's social media accounts	✓	✓	
Takeaways at the Event			
May provide company marketing materials as "takeaways" for the attendees (as approved by ULI Nashville)	✓		

# ULI NASHVILLE 2024 ANNUAL SPONSOR PLEDGE FORM



**SUBMIT** pledge form by **December 8, 2023.**

EMAIL FORM to Jennifer Carlat ([jennifer.carlat@uli.org](mailto:jennifer.carlat@uli.org)) and receive an invoice.

OR COMPLETE ONLINE to pay immediately or request an invoice. Use QR code or click [HERE](#).

☐

*Please invoice and I will pay by check or ACH.*

☐

*Please invoice and I will pay by credit card (3.5% credit card fee will be added to total).*

**PAYMENTS USE BE MADE BY FRIDAY, FEBRUARY 16, 2024.**

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

Company/Organization:

Name:

Title:

Email:

Phone:

Street Address:  City/State/Zip:

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

Name:  Title:

Email:  Phone:

**Marketing Contact** (for Social Media/Digital Sponsor Benefits)

Name:  Title:

Email:  Phone:

## Please Check Sponsorship Level

Mission Sponsor: \$25,000

Diamond Sponsor: \$12,500

Platinum Sponsor: \$8,000

Gold Sponsor: \$5,500

Silver Sponsor: \$4,000

Friend Sponsor: \$2,000

UrbanPlan Sponsor: \$2,000

Affinity Sponsor: \$1,000

☐ YLG ☐ NEXT ☐ Pathways ☐ WLI

## Awards Event Sponsorship Options

Presenting Sponsor: \$20,000

Premier Sponsor: \$10,000

Supporting Sponsor: \$2,000

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. Sponsorship is non-refundable.

# 2024 ULI NASHVILLE MISSION SPONSORSHIP



ULI's mission is to shape the future of the built environment for transformative impact in communities worldwide. Mission sponsors demonstrate their commitment to ULI Nashville's work in the three mission priority areas:



**Decarbonization  
and Net Zero**



**Increasing  
Housing Attainability**



**Educating the Next  
Generation of Diverse Leaders**

*Only three Mission sponsorships will be available in 2024.* In addition to traditional benefits such as name recognition, membership, and event registrations, the Mission sponsorship has several benefits that are unique to this level of commitment to ULI Nashville's work.

MISSION SPONSORSHIP BENEFITS		Mission \$25,000 <i>Only 3 available</i>
<b>Mission Exclusive Benefits</b>		
Complimentary Sponsorship of One ULI Nashville Affinity Group		✓
Complimentary Sponsorship of UrbanPlan		✓
In-office Presentation to Mission Sponsor's Staff on ULI Nashville to Promote Engagement		✓
Ability to Provide Company Marketing Materials at ULI Nashville Events		✓
Registration for One to ULI Americas Fall Meeting, Spring Meeting, ULI Housing Conference, or Virtual Resilience Summit		✓
Host a Company/Project Tour for ULI Nashville Members and Sponsors		✓
Complimentary ULI Full Membership		1
<b>Logo/Name Recognition</b>		
Logo on ULI Nashville Website (and Linked to Sponsor Webpage), Acknowledgement on ULI Nashville Emailers, and Logo on Event Signage and PPT		✓
<b>Social Media/Digital</b>		
One "Sponsor Spotlight" Feature to Be Shared on ULI Nashville's Instagram and LinkedIn		✓
Sponsor's Social Media Posts and Stories Reposted to ULI Nashville's Instagram and LinkedIn Accounts (Upon Request by Sponsor)		✓
<b>Complimentary ULI Memberships</b>		
Complimentary ULI Associate Membership		2
Complimentary ULI Young Leader Associate Membership		1
<b>Event Registrations</b>		
Annual Sponsor Appreciation Event (Total Comped Tickets for Event)		4
Emerging Trends in Real Estate 2024 Event (Total Comped Tickets for Event)		4
Complimentary Registrations to All ULI Nashville Member-wide Programs in 2024 (Total Comped Tickets Per Event)		4
<b>Excellence in Development Awards</b>		
Award Sponsorship: Table Size and/or Number of Seats		Full Table (10 Seats)

*For more information, contact Jennifer Carlat, Executive Director of ULI Nashville, at [jennifer.carlat@uli.org](mailto:jennifer.carlat@uli.org).*

## ULI NASHVILLE HOSTS SEVERAL AFFINITY GROUPS

**Pathways to Inclusion**, committed to increasing the number of diverse professionals who are active ULI members, and support the development of minorities as leaders in ULI and in their professions.

**The Women's Leadership Initiative (WLI)**, hosts a Professional Development series open to all ULI Nashville members and the WLI Coffee Connect and the Studio After Dark series open to ULI Nashville WLI members.

**Young Leaders Group (YLG)**, for professionals under 35, offers Leadership Luncheons, Pop-Up Project Tours, Sports Social Happy Hours, and the Young Leader Mentor Program.

**NEXT**, for mid-career professionals 35 to 45 years old, offers Lunch with a Leader, the NEXT Coffee Club, NEXT Socials and the NEXT Networking Exchange.



Young Leader Mentor Program Open House

2024 AFFINITY GROUP SPONSORSHIP BENEFITS	Pathways to Inclusion \$1,000	Women's Leadership Initiative (WLI) \$1,000	Young Leaders (Under 35) \$1,000	NEXT - Mid-Career Professionals (35-45 years old) \$1,000
<b>Sponsor Recognition</b>				
Logo on ULI Nashville Website Affinity Group Pages	✓	✓	✓	✓
Per Affinity Group Event - Logo on Marketing E-mailers, Event Registration Webpage, Event Signage, and in Program PPTs and/or Noted Verbally	✓	✓	✓	✓
Opportunity to Host an Affinity Group Event or Program at Your Company or Project and Give Opening Remarks	✓	✓	✓	✓
<b>Social Media/Digital</b>				
Recognition on Social Media Sites When Affinity Group Events Receive Coverage	✓	✓	✓	✓
<b>Event Registrations</b>				
Complimentary Registration to Each Affinity Group Program or Event Open to All ULI Nashville Members	✓	✓*	✓	✓
* For WLI's Studio After Dark Series, Sponsors Receive Two Complimentary Registrations to Apply to Each of the Three Studio Sessions for a Total of Six Registrations				

For more information on sponsoring Affinity Groups, contact Kate Hyde, Manager, ULI Nashville, at [kate.hyde@uli.org](mailto:kate.hyde@uli.org).

UrbanPlan introduces the land development process to high school students, college students and community leaders via real world simulation. Guided by a trained instructor, participants engage the land use decision-making process by acting as competing “development firms” during a collaborative workshop.

Throughout the process, ULI Nashville member volunteers serve as facilitators, team advisors and members of a mock City Council for final team presentations, challenging participants to think critically about the UrbanPlan issues and the specific responsibilities of their roles. ULI Nashville volunteers also enjoy professional development and knowledge sharing while interacting with other mission-oriented professionals committed to making a positive impact with community leaders and the next generation of citizens.

UrbanPlan teaches participants the land development process while encouraging:

- Critical thinking about land use and its effect on communities
- Understanding of the various components of urban development, including the roles of decision-makers



Students in UrbanPlan workshop collaborate on development decisions and realistic challenges presented in the case study.

- Working collaboratively with multiple stakeholders in developing equitable, sustainable communities
- Understanding of the multitude of career options in land development

UrbanPlan sponsorship underwrites the cost of materials, instructors, lunches, and staffing to coordinate among schools, teachers, workshop partners and volunteers.

2024 URBANPLAN SPONSORSHIP - \$2,000
Sponsor Benefits
Logo on ULI Nashville UrbanPlan Website
Per UrbanPlan Workshop - Logo on Marketing E-mailers, Event Signage, and Program PPTs
Opportunity to Present the “Case Study” Featured at One UrbanPlan Workshop
Recognition on Social Media Sites with UrbanPlan Workshop Coverage
Acknowledgment in Biannual Newsletter on UrbanPlan Success to All ULI Nashville Members and Partners
Opportunity to Provide Site Visit, Job shadow, or other Relevant Workforce Pipeline Opportunity to Interested Students
Opportunity to Host an UrbanPlan Volunteer and Sponsor Recognition Event at Your Company or Project and Give Opening Remarks
Complimentary Registration to UrbanPlan Sponsor and Volunteer Recognition Event
Recognition in UrbanPlan Press Releases