



Photo by Aerial Innovations Southeast

2025 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.

FISCAL YEAR 2024 SUCCESSES – POWERED BY SPONSORSHIP

UPDATED ULI NASHVILLE'S STRATEGIC PLAN

Decarbonization and Net Zero:

- Launch of new Mobility Action Council
- Building Healthy Places Action Council work on models and local success for private sector leadership on public open space.
- BHP first active mobility event, a walking tour of 12th Avenue South's complete and green street redesign.

Increasing Attainable Housing:

- Launch of the *Affordable Housing Working Group* with housing providers and Metro leaders reducing barriers to affordable housing.
- Successful *Power Hours* with ThinkTN on faith-based partnerships; on the link between transit and affordability; and on the Amazon Housing Equity Fund's work in Nashville.

Educating the Next Generation of Diverse Leaders:

Pathways:

- Successful launch of fifth cohort bringing Pathways to a total of 55 ULI Nashville members.
- Inaugural Pathways Luncheon Roundtable open to all ULI Nashville members featuring New Orleans' riverfront developer.

UrbanPlan:

- First UP workshops in two MNPS high school classrooms.
- UP workshops for Metro Planning staff and for Metro Council.
- Third year of UP with UTK students at the Civic Design Center.

Young Leaders: Six Pop Up Tours, Three Leadership Lunches, 25 matched mentor pairs.

NEXT – Three Lunch with a Leader events, Two NEXT Network Exchanges with other ULI cities.

WLI – Two Professional Development programs and expansion of the popular Studio after Dark sessions to nine total.

ULI NASHVILLE 2025 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 Sponsorship Kick Off Celebration (Total Comped Tickets for Event)	2	2	2	1	1
Annual Sponsor Appreciation Event (Total Comped Tickets for Event)	2	2	2	1	1
Emerging Trends in Real Estate 2026 Breakfast (Total Comped Tickets for Event)	2	2	2	1	1
Complimentary Registration for Some ULI Nashville Programs in 2025 (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 2025 EXCELLENCE IN DEVELOPMENT AWARDS EVENT SPONSORSHIP OPPORTUNITIES

ULI Nashville's *Excellence in Development Awards* is a must-attend event, attracting over 700 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, April 30, 2025 | 5:00 to 8:30 p.m. – Reception Followed by Ceremony | Omni Nashville Hotel

2025 EXCELLENCE IN DEVELOPMENT AWARDS SPONSORSHIP BENEFITS	Presenting Sponsor \$15,000 <i>Two 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 2025 ANNUAL SPONSOR PLEDGE FORM



SUBMIT pledge form by **December 13, 2024**.

EMAIL FORM to Kasey Prater (kasey.prater@uli.org) and receive an invoice.

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



PAYMENTS MUST BE MADE BY FRIDAY, FEBRUARY 21, 2025.

Sponsor Representative (Who will represent firm at ULI Nashville, receive invoice, and receive emails regarding comp registrations.)

Company/Organization:

Name:

Title:

Email:

Phone:

Street Address: City/State/Zip:

Company Instagram Account Handle:

Administrative Support to Sponsor (Will receive emails regarding comp registrations. If same as Sponsor Rep above, 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: \$15,000

Premier Sponsor: \$7,500

Supporting Sponsor: \$2,000

East Tennessee Sponsorship Options

Keystone: \$20,000

Founding: \$5,000

Horizon: \$2,500

Skyline \$1,000

2025 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 2025. 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 Only 3 available
Mission Exclusive Benefits		
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
Logo/Name Recognition		
Logo on ULI Nashville Website (and Linked to Sponsor Webpage), Acknowledgement on ULI Nashville Emailers, and Logo on Event Signage and PPT		✓
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 Accounts (Upon Request by Sponsor)		✓
Complimentary ULI Memberships		
Complimentary ULI Associate Membership		2
Complimentary ULI Young Leader Associate Membership		1
Event Registrations		
Annual Sponsorship Kick Off Celebration (Total Comped Tickets for Event)		4
Annual Sponsor Appreciation Event (Total Comped Tickets for Event)		4
Emerging Trends in Real Estate 2026 Breakfast – November, 2025 (Total Comped Tickets for Event)		4
Complimentary Registrations to All ULI Nashville Member-wide Programs in 2025 (Total Comped Tickets Per Event)		4
Excellence in Development Awards (Table Size/Number of Seats)		Full Table (10 Seats)

For more information, contact Jennifer Carlat, Executive Director of ULI Nashville, at 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 supporting 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, for professionals under 35, offers Leadership Luncheons, Pop-Up Project Tours, and the Young Leader Mentor Program.

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



Young Leader Leadership Lunch Panel

2025 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
Sponsor Recognition				
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	✓	✓	✓	✓
Social Media/Digital				
Recognition on Social Media Sites When Affinity Group Events Receive Coverage	✓	✓	✓	✓
Event Registrations				
Complimentary Registration to Each Affinity Group Program	✓	✓*	✓	✓
* 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				

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 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 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.

2025 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

Opportunity to Provide Site Visit, Job Shadow, or other Relevant Workforce Pipeline Opportunity to Interested Students

Opportunity to Host UrbanPlan Workshop or Event at Your Company or Project and Give Opening Remarks

Complimentary Registration to UrbanPlan Social Event

Recognition in UrbanPlan Press Releases

For more information on sponsoring UrbanPlan, contact Madison Allen, Senior Associate, ULI Nashville, at madison.allen@uli.org.

ULI Nashville's Strategic Plan update revealed that members wanted to engage with colleagues in Chattanooga and Knoxville. As a result, ULI Nashville has expanded into East Tennessee, engaging members and partners and hosting programming in both Chattanooga and Knoxville. Support this exciting growth as an East Tennessee sponsor.

East Tennessee sponsorship is available to firms and partner organizations in Chattanooga, Knoxville, and Nashville. Benefits for East Tennessee sponsorship are related to the growth and programming across East Tennessee, with Keystone sponsors also receiving benefits in Nashville and with ULI Americas.



East Tennessee Happy Hour

2025 EAST TENNESSEE SPONSORSHIP	Keystone \$20,000	Founding \$5,000	Horizon \$2,500	Skyline \$1,000
Keystone Only Benefits				
ULI Nashville "Friend" Annual Sponsor Level in Nashville	✓			
In-office Presentation to Keystone Sponsor's Staff on ULI Nashville to Promote Membership and Engagement	✓			
Recognition of Keystone Sponsor on East TN Program PowerPoints	✓			
Logo Prominently Featured and Linked on ULI Nashville Sponsor Webpage	✓			
Ability to Provide Company Marketing Materials at ULI Nashville Events in East Tennessee	✓			
Host a Company/Project Tour	✓			
Complimentary Registrations to ULI Nashville Annual Sponsor Kick Off Celebration - Fall 2025	2			
Complimentary Registrations to ULI Nashville Annual Sponsor Appreciation Party - March 2025	2			
Complimentary Registrations to Nashville Emerging Trends in Real Estate 2026 Event – November 2025	2			
Complimentary Registrations to ULI Nashville Excellence in Development Awards - April 2025	2			
Four Complimentary Registrations to be Used at Other ULI Nashville Events of Your Choice	4			
Registration to ULI Americas In Person Fall Meeting, Spring Meeting, ULI Housing Opportunity Conference, or Virtual Resilience Summit	1			
Logo/Name Recognition				
Logo on ULI Nashville Website, Logo on East TN Event Signage, and Acknowledgment on ULI Nashville E-mailers regarding East Tennessee events	✓	✓	✓	✓
Social Media/Digital				
One "Sponsor Spotlight" feature to be shared on all ULI Nashville social media accounts	✓	✓		
Sponsor's social media posts and stories reposted to ULI Nashville social accounts (upon request by sponsor)	✓	✓		
Complimentary ULI Memberships				
Complimentary ULI Full Membership	1			
Complimentary ULI Associate Membership	1	1	1	
Complimentary ULI Young Leader Associate Membership	1	1		1
Event Registrations				
Knoxville Emerging Trends in Real Estate 2026 Event – Fall/Winter 2025 (Total Comped Tickets for Event)	10	5	2	1
Complimentary Registrations to All ULI East TN Programs in 2025 (Total Comped Tickets Per Event)	4	2	2	1