

A photograph of the Nashville skyline at dusk or dawn. The AT&T Building is the central focus, its glass facade reflecting the sky. Below it are older brick buildings. In the foreground, the Cumberland River flows, with a grassy bank and a wooden walkway. The sky is filled with soft, colorful clouds.

2026

ULI SPRING MEETING SPONSORSHIP GUIDE

May 5-7, 2026 | Nashville, TN



**Urban Land
Institute**



QUICK FACTS

DATE

May 5-7, 2026

LOCATION

Nashville, TN

VENUE

Music City Center

WEBSITE

spring.uli.org

SPONSORSHIP CONTACT

Jennifer Johnson

Vice President

Business Development

jennifer.johnson@uli.org

ABOUT SPRING MEETING REAL ESTATE'S PREMIER EVENT

The ULI Spring Meeting, a global stage for real estate, connects cross-disciplinary land use professionals worldwide. Over three days, engage with influential decision-makers and industry experts, gaining insights through thought-provoking sessions, interactive workshops, and collaborative forums. Together, we will explore innovative solutions to the pressing issues affecting our cities and communities.

Join thousands of decision-makers convening in Nashville from May 5-7 at the 2026 ULI Spring Meeting—the only event uniting every sector of the real estate industry. Attend to build relationships with top professionals and acquire cutting-edge information for your business.

GET STARTED TODAY, CONTACT JENNIFER.JOHNSON@ULI.ORG

WHY SPONSOR?

INNOVATE. COLLABORATE. CONNECT.



ALIGN YOUR COMPANY WITH INDUSTRY EVOLUTION.

Directly align your company with the mission priorities of ULI, focusing on key initiatives such as decarbonization and achieving net-zero, increasing housing attainability, and educating the next generation of diverse leaders. Investing in ULI allows your brand to champion these crucial objectives, reinforcing your commitment to sustainable practices, housing accessibility, and fostering diverse leadership in the real estate sector.



STRENGTHEN YOUR NETWORK.

Build meaningful connections, establish valuable relationships, and create opportunities for growth. Sponsoring allows companies to be an integral part of a community that values meaningful connections in the realm of real estate and land use.



ELEVATE YOUR COMPANY'S THOUGHT LEADERSHIP.

Showcase your innovative solutions, engage in discussions with industry leaders, and position your brand at the forefront of real estate innovation. It's a unique opportunity to contribute to and lead conversations that shape the future of the industry.

Connect with the World of Real Estate

- Developers
- Engineers
- Financial Analysts
- Venture Capitalists
- Commercial
- Architects
- Investors
- Industrial
- Mixed-use
- Government
- Urban Planners
- Placemakers
- Academic
- Nonprofit
- Technology



5,000+

Real Estate
Professionals

45+

Sessions

25+

Tours

80+

Networking
Events

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TRACK RECORD OF REACH & IMPACT FOR SPONSORS

Our latest large-scale gatherings set the standard for the industry, with exceptional turnout and global influence, creating high-impact opportunities for sponsor exposure.



COMBINED
ATTENDANCE

15,000+

ACROSS THREE
MAJOR MEETINGS



GLOBAL
REACH

27+

COUNTRIES
REPRESENTED



ORGANIZATION
ATTENDANCE

9,000+

UNIQUE COMPANIES
& FIRMS



US
COVERAGE

50/50

ALL STATES
REPRESENTED

ULI meetings bring together the brightest minds in real estate from around the world. The quality of conversations and connections made here are unmatched in our industry. It's where strategy is shaped and partnerships are forged.

INDUSTRY EXECUTIVE, ULI MEMBER,
MAJOR ORGANIZATION

 **CONSISTENT EXECUTIVE EXPOSURE:** WITH **50%+ EXECUTIVE PARTICIPATION**, SPONSORS GAIN DIRECT VISIBILITY AMONG LEADERS SPANNING MULTIPLE INDUSTRIES AND INTERESTS.

TOP INDUSTRIES

DEVELOPMENT
INVESTMENT & OWNERSHIP
PROFESSIONAL SERVICES
DESIGN & PLANNING
ACADEMIC

TOP JOB TITLES

PRINCIPAL
MANAGING DIRECTOR
DIRECTOR
PRESIDENT
CEO

TOP INTERESTS

URBAN INNOVATION & TECHNOLOGY
AFFORDABLE HOUSING
CAPITAL MARKETS
SUSTAINABILITY & RESILIENCE
PLACEMAKING & DESIGN

TOP CHOICES FOR SPONSORSHIPS

Short Session: Spotlight your expertise and thought leadership in a focused, high-impact presentation.

Full Member Networking Lunch: Connect with ULI members in an informal setting over lunch.

An Evening with WLI: Curated Conversations Dine Arounds: Foster networking for the Women's Leadership Initiative.

New Member Breakfast: Welcome and introduce new ULI members to the network.

Barista Service Coffee Bar: Provide attendees with coffee service with a branded touchpoint.

OVERVIEW

SPONSORSHIP OPPORTUNITIES AT A GLANCE

Explore the ULI Spring Meeting sponsorship guide, organized by areas of interest, to align your company with tailored opportunities for maximum impact. ****Click on the bolded headers to jump to those sections****

Corporate Brand Exposure and Visibility **06**

General Session (2) - \$125,000
Welcome Reception (1) - \$100,000
Digital Experience (1) - \$75,000
Branded Giveaway (3) - \$50,000
Golf Simulator (1) - \$50,000
ULI Events App Pinned Post (4) - \$15,000
Charging Station (4) - \$15,000
Individual Tours (15) - \$15,000

Thought Leadership **09**

Presenting Tour (1) - \$100,000
Podcast Sponsor (1) - \$100,000
Short Session (6) - \$50,000

Equitable Engagement **11**

An Evening With Women's Leadership Initiative (WLI):
Curated Conversations Dine Arounds (1) - \$75,000
The Young Leaders Experience (3) - \$50,000
Inclusivity Lounge (5) - \$25,000
Inclusivity Reception (5) - \$25,000
Scholarship for Students (4) - \$25,000
NEXT Americas Connect (2) - \$25,000
WLI Coffee Connect (4) - \$15,000
LGBTQ+ Meetup (4) - \$10,000
University Connections Networking Roundtables (6) - \$10,000

Environmental Stewardship **15**

Presenting Resilience Summit Sponsor (1) - \$75,000
Event Greening (1) - \$50,000
Hydration Sponsor (2) - \$30,000

Industry Networking **17**

Full Member Luncheon (1) - \$50,000
Barista Service Coffee Bar (3) - \$30,000
Happy Hour Pick-Me-Up (2) - \$30,000
Networking Lunch (3) - \$30,000
First-Time Attendee/New Member Reception (4) - \$25,000

Additional Opportunities **19**

Nonprofit/Public Sponsorship (10) - \$10,000
Friends of the Institute Sponsorship (10) - \$5,000 - \$15,000
Resilience Summit Supporting Sponsorship (10) - \$5,000

Spring Meeting Local Nashville Packages **20**

Elite Impact Sponsorship - \$15,000
Premium Impact Sponsorship - \$10,000
Supporting Impact Sponsorship - \$5,000

Customized Packages **21**

Cornerstone Partnership



CORPORATE BRAND EXPOSURE AND VISIBILITY

\$125,000

General Session

Two (2) available

- Sponsorship of One General Session; Recognition on all General Session Related Signage and Materials
- Opening Remarks at General Session
- Executive Testimonials in Email Campaigns
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Diamond Level Local Market Sponsorship
- Ten (10) Registrations

\$100,000

Welcome Reception

One (1) available

- Sponsorship of Welcome Reception; Recognition on all Event Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- Additional Marketing Opportunity
- **Urban Land** Digital Advertising Package
- Diamond Level Local Market Sponsorship
- Eight (8) Registrations

CORPORATE BRAND EXPOSURE AND VISIBILITY

\$75,000

Digital Experience

One (1) available

- Sponsorship of ULI Events App; Premier Logo Placement on the App Homescreen and Schedule Banner
- Two (2) ULI Event App Pinned Posts
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Platinum Level Local Market Sponsorship
- Six (6) Registrations

\$50,000

Branded Giveaway

Three (3) available

- Customizable, Branded Giveaway for all Meeting Attendees
- One (1) ULI Event App Pinned Post about Giveaway
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Market Sponsorship
- Four (4) Registrations

\$50,000

Golf Simulator

One (1) available

- Sponsorship of Golf Simulator; Recognition on all Activation Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Market Sponsorship
- Four (4) Registrations



CORPORATE BRAND EXPOSURE AND VISIBILITY

\$15,000

ULI Events App Pinned Post

Four (4) available

- Sponsorship of One (1) ULI Events App Pinned Post
- ULI Conference Website Recognition
- On-site Branding and Signage
- Friend Level Local Market Sponsorship
- One (1) Registration

\$15,000

Charging Station

Four (4) available

- Sponsorship of Charging Station; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Friend Level Local Market Sponsorship
- One (1) Registration

\$15,000

Individual Tours

Four (4) available

- Sponsorship of One (1) Tour; Recognition on all Tour Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Friend Level Local Market Sponsorship
- Two (2) Sponsored Tour Tickets
- One (1) Registration



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THOUGHT LEADERSHIP

\$100,000

Presenting Tour

One (1) available

- Sponsorship of Tour Area; Recognition on all Tour Related Signage and Materials (Includes: Branded Grab-N-Go Snack)
- Option to Develop and Plan One (1) Meeting Tour
- Four (4) Tickets to Full Member Only Tour
- Custom and Branded Tour Departure Area in Premier Meeting Location
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Diamond Level Local Market Sponsorship
- Eight (8) Registrations

\$100,000

Podcast Sponsor

One (1) available

- Sponsorship of Podcast; Recognition on all Podcast Related Signage and Materials
- Option to Develop and Host One (1) Podcast
- Branded Recognition Across ULI's Digital Platforms Associated with Spring Meeting
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Diamond Level Local Market Sponsorship
- Eight (8) Registrations

THOUGHT LEADERSHIP

\$50,000

Short Session

Six (6) available

- Sponsorship of Curated 20-minute Session; Recognition on all Session Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Market Sponsorship
- Four (4) Registrations



”

As a meeting sponsor, I wanted to align our brand with a conversation that reflects where we live and work. Moderating the panel on mountain resort communities gave us a unique opportunity to showcase our expertise and demonstrate our commitment to the future of these markets.

BECKY ZIMMERMANN, CEO, DESIGN WORKSHOP & 2025 ULI SPRING MEETING SPONSOR



Short Sessions?

Short sessions are a great way to foster the exchange of information, serving as an effective platform for communicating development concepts, sharing lessons learned, and discussing best practices.

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EQUITABLE ENGAGEMENT

\$75,000

An Evening With Women's Leadership Initiative (WLI): Curated Conversation Dine Arounds

One (1) available

- Sponsorship of an Evening with WLI Curated Conversation Dine Arounds; Recognition on all Event Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Platinum Level Local Market Sponsorship
- Six (6) Registrations

\$50,000

The Young Leaders Experience

Three (3) available

- Sponsorship of the YLG Experience Offerings with recognition on all YLG Related Signage and Materials
- Five (5) Complimentary Tickets to YLG Reception
- Opening Remarks at YLG Reception
- Panelist Participation for YLG Impact & Connect Session
- Marketing Email Recognition
- ULI Conference Website Recognition
- Additional Marketing Opportunity
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Four (4) Registrations

EQUITABLE ENGAGEMENT

\$25,000

Inclusivity Lounge

Five (5) available

- Opening Remarks at Lounge Kickoff
- Event Related Signage
- Exclusive Activation for On-site Executives within Lounge
- Marketing Email Recognition
- ULI Conference Website Recognition
- Additional Marketing Opportunity
- On-site Branding and Signage
- Two (2) Registrations

\$25,000

Inclusivity Reception

Five (5) available

- Opening/Closing Remarks at Lounge Reception
- Event Related Signage
- Marketing Email Recognition
- ULI Conference Website Recognition
- Additional Marketing Opportunity
- On-site Branding and Signage
- Two (2) Complimentary Tickets to the Inclusivity Reception
- Two (2) Registrations

\$25,000

Scholarship for Students

Four (4) available

- Sponsorship of Scholarship for Students
- Receives Access to Post-Conference Stewardship Report
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Market Sponsorship
- Two (2) Registrations



EQUITABLE ENGAGEMENT

\$25,000

NEXT Americas Connect Session

Two (2) available

- Event Related Signage
- Executive Participation for NEXT Connect Session
- Opening/Closing Remarks at NEXT Reception
- Three (3) Complimentary Tickets to NEXT Reception
- Executive Participation for NEXT Reception
- Marketing Email Recognition
- ULI Conference Website Recognition
- Post-event Virtual Engagement (webinar, fireside chat style) for 1-2 Executives
- On-site Branding and Signage
- Two (2) Registrations

\$15,000

Women's Leadership Initiative (WLI) Coffee Connect

Four (4) available

- Sponsorship of WLI Coffee Connect; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Friend Level Local Market Sponsorship
- One (1) Registration



EQUITABLE ENGAGEMENT

\$10,000

LGBTQ+ Meetup

Four (4) available

- Opening/Closing Remarks at Meetup
- Event Related Signage
- Marketing Email Recognition
- ULI Conference Website Recognition
- Additional Marketing Opportunity
- On-site Branding and Signage
- One (1) Complimentary Ticket to the LGBTQ+ Meet up
- One (1) Registration

\$10,000

University Connections Networking Roundtables

Six (6) available

- Sponsorship of One (1) Networking Roundtable at the University Connections Event for Students; Recognition on all Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration

ULI is the only organization that joins leading real estate players and institutions globally to provide a diverse perspective on real estate investing, lending, operations and trends. Their councils and events allow members the opportunity to share ideas and experiences, and establish meaningful connections across the industry.

KRISTIN GANNON, MANAGING DIRECTOR,
EASTDIL SECURED



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ENVIRONMENTAL STEWARDSHIP

\$75,000

Presenting Resilience Summit Sponsor

One (1) available

- Sponsor of the Resilience Summit; Recognition on all Resilience Summit Related Signage Materials
- Opportunity to Develop and Plan One (1) Spring Meeting Session
- Opening Remarks at the Resilience Summit
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Platinum Level Local Market Sponsorship
- Two (2) Spring Meeting Registrations
- Four (4) Resilience Summit Registrations

\$50,000

Event Greening

One (1) available

- Sponsorship of all Greening Practices throughout Host Hotel or Convention Center; Recognition on all Greening Practices through Signage and Marketing Materials
- One (1) Green Initiative Social Post
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Market Sponsorship
- Four (4) Registrations

ENVIRONMENTAL STEWARDSHIP

\$30,000

Hydration Sponsor

Two (2) available

- Sponsorship of One (1) Hydration Station; Recognition on all Activation Related Signage and Materials (Includes: Opportunity for sponsor to bring branded water bottles)
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Sponsorship
- Three (3) Registrations



ULI's Water Wise Initiative?

ULI's effort to convene land use and real estate professionals with public sector decision-makers to advance water-smart real estate, built environments, and supportive policies.



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INDUSTRY NETWORKING

\$50,000

Full Member Luncheon

One (1) available

- Sponsorship of Full Member Luncheon; Recognition on all Event Related Signage and Materials
- Introduction of Luncheon Guest Speaker
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Market Sponsorship
- Four (4) Registrations

\$30,000

Barista Service Coffee Bar

Three (3) available

- Sponsorship of Barista Service Coffee Bar; Recognition on all event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Market Sponsorship
- Three (3) Registrations



INDUSTRY NETWORKING

\$30,000

Happy Hour Pick-Me-Up

Two (2) available

- Sponsorship of Complimentary Afternoon Pick-Me-Up; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Market Sponsorship
- Three (3) Registrations

\$30,000

Networking Lunch

Three (3) available

- Sponsorship of Complimentary Lunch; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Market Sponsorship
- Three (3) Registrations

\$25,000

First-Time Attendee/ New Member Reception

Four (4) available

- Sponsorship of First-Time Attendee/New Member Reception; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Market Sponsorship
- Two (2) Registrations



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ADDITIONAL OPPORTUNITIES

\$10,000

Nonprofit/Public Sponsorship

Ten (10) available

- ULI Conference Website Recognition
- On-site Branding and Signage
- Two (2) Registrations

\$5,000 - \$15,000

Friends of the Institute

Ten (10) available

- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration

Sponsor the 2026 ULI Resilience Summit

The summit brings leaders in the fields of real estate and resilience together to share solutions to protect communities and investments from future climate risks. Hosted by the ULI Urban Resilience program, this exclusive event will be held in conjunction with ULI's Spring Meeting in Nashville, TN on May 5-7, 2026.

\$5,000

Resilience Summit Supporting Sponsorship

Ten (10) available

- Receives Logo Recognition on all Resilience Summit Related Signage and Marketing Materials
- ULI Conference Website Recognition
- Three (3) Resilience Summit Registrations

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SPRING MEETING LOCAL NASHVILLE PACKAGES

Are You a Local Sponsor with ULI Nashville?

Available only to renewing ULI Nashville sponsors, these special add-on packages extend your visibility and engagement to ULI's 2026 Spring Meeting. Designed to complement your local sponsorship, they enhance brand presence and provide valuable access to one of ULI's largest gatherings of real estate and land use professionals. These are available only to ULI Nashville sponsors renewing at the same local level as the previous sponsorship year. They must be added to a renewed 2026 ULI Nashville sponsorship and are not available as standalone options.

\$15,000

ELITE IMPACT SPONSORSHIP

- Receives Prominent Logo Recognition on All Local Elite Sponsorship Related Signage and Marketing Materials On-site at Spring Meeting
- ULI Conference Website Recognition
- Three (3) Spring Meeting Registrations
- One (1) Resilience Summit Registration

\$10,000

PREMIUM IMPACT SPONSORSHIP

- Receives Prominent Logo Recognition on All Local Premium Sponsorship Related Signage and Marketing Materials On-site at Spring Meeting
- ULI Conference Website Recognition
- Two (2) Spring Meeting Registrations
- One (1) Resilience Summit Registration

\$5,000

SUPPORTING IMPACT SPONSORSHIP

- Receives Logo Recognition on All Local Supporting Sponsorship Related Signage and Marketing Materials On-site at Spring Meeting
- ULI Conference Website Recognition
- One (1) Spring Meeting Registration
- One (1) Resilience Summit Registration

FOR MORE INFORMATION, PLEASE CONTACT JENNIFER.CARLAT@ULI.ORG



CUSTOMIZED PACKAGES

Have an idea about how to elevate your presence at this year's event?

Explore elevated opportunities through our **Cornerstone Partnership** packages, designed to go beyond traditional sponsorships. Each package can be customized to meet your company's specific goals, offering distinctive benefits that highlight your brand's unique value. Whether through installations, activations, or innovative technology, we welcome creative ideas and collaboration to enhance the Spring Meeting experience.

CONTACT

JENNIFER JOHNSON
VICE PRESIDENT
BUSINESS DEVELOPMENT
JENNIFER.JOHNSON@ULI.ORG

From Kristina Griffin, Head of Corporate Partnerships

I hope you'll join us, especially at this year's Resilience Conference held during the week, as we work to shape the future of the built environment. Your support strengthens our efforts to build resilient, sustainable, and inclusive communities and amplifies the impact of the leaders driving this vision forward.

Thank you, and we look forward to welcoming you to Nashville this spring.

Kristina Griffin

Kristina Griffin

Head of Corporate Partnerships

kristina.griffin@uli.org



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