



Photo by Aerial Innovations Southeast

2027 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.

ULI NASHVILLE PURPOSE

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

FISCAL YEAR 2026 SUCCESSES – POWERED BY SPONSORSHIP

SPRING MEETING 2026

- ULI Nashville welcomed 4,900 commercial real estate professionals to Nashville for ULI's annual Spring Meeting, May 5–7. Over 180 ULI Nashville members volunteered:
 - Creating 33 tours and six Nashville- and Tennessee-focused panels,
 - Securing sponsorship,
 - Crafting marketing,
 - Assisting 70 Product Councils in their programming, and
 - Hosting numerous receptions and Nashville-specific events.
- Surveys from attendees praised Nashville as the Spring Meeting host, noting its welcoming and fun atmosphere and the impressive variety of tours and panels featuring innovative development in Nashville.

ULI NASHVILLE IN EAST TENNESSEE

- ULI Nashville's second year working in East Tennessee finished strong with ten in-person programs, over 125 members, and 33 sponsor firms.

MISSION PRIORITY SUCCESSES



Educating the Next Generation of Diverse Leaders – In FY26, ULI Nashville welcomed its seventh cohort of Pathways to Inclusion members, with the 19 new members attending Spring Meeting.



Decarbonization and Net Zero – During Spring Meeting, the Resilience Summit convened global thought leaders to explore innovative approaches to climate adaptation, resilient design, and sustainable development, with programming led by and featuring ULI Nashville members.



Increasing Housing Attainability – In FY26, ULI Nashville advanced conversations around housing attainability through two major events. In December, ULI Nashville and WeGo co-hosted a half-day program featuring public- and private-sector leaders from Kansas City and Seattle discussing transit-oriented development. During Spring Meeting, ULI Nashville hosted its first PechaKucha on affordable housing finance, design, and policy, featuring leaders from Tennessee's four major cities.

ULI NASHVILLE 2027 ANNUAL SPONSORSHIP BENEFITS	Diamond \$13,000	Platinum \$8,500	Gold \$6,000	Silver \$4,500	Friend \$2,500
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					
Complimentary Registrations to Three (3) Sponsor-Exclusive Events in 2027 (Total Comped Tickets Per Event)	2	2	2	1	1
Emerging Trends in Real Estate 2028 Breakfast, held in November 2027 (Total Comped Tickets for Event)	2	2	2	1	1
Complimentary Registrations to Select ULI Nashville Member-Wide Programs in 2027 (Total Comped Tickets Per Event)	2	2	2	1	1
Excellence in Development Awards, Spring 2027 (Total Number of Seats)	7	5	4	2	1

ULI NASHVILLE 2027 EXCELLENCE IN DEVELOPMENT AWARDS *EVENT SPONSORSHIP OPPORTUNITIES*

ULI Nashville's *Excellence in Development Awards* is a must-attend event, attracting over 800 real estate and land use industry leaders to celebrate outstanding development projects, the projects' transformational impact on Middle Tennessee and East Tennessee, and the real estate and land use professionals that create them.

Thursday, April 29, 2027 | 4:30 to 7:30 p.m. – Reception Followed by Ceremony | The Fisher Center for the Performing Arts at Belmont University

2027 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	✓		
Seats at Excellence in Development Awards	10 seats with premium seating location	7 seats with preferred seating location	2 seats for Supporting Sponsors
Logo/Name Recognition			
Email invitation campaign to over 3,500 members and prospects	✓	✓	✓
Logo prominently featured on Awards webpage with Presenting and Premier Sponsors' logos linked to sponsor firms' websites	✓	✓	✓
Logo in online event program	✓	✓	✓
Sponsor ad in online 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 2027 ANNUAL SPONSOR PLEDGE FORM



Pledge forms due Friday, December 11, 2026.

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](#).



PAYMENT DEADLINE FRIDAY, FEBRUARY 19, 2027.

Sponsor Representative (Who will represent the firm, receive the invoice, and receive emails regarding complimentary 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

To continue supporting expanded programming, member engagement, and ULI Nashville initiatives, all Annual sponsorship levels except Mission have increased by \$500 for 2027.

Mission Sponsor: \$25,000

Diamond Sponsor: \$13,000

Platinum Sponsor: \$8,500

Gold Sponsor: \$6,000

Silver Sponsor: \$4,500

Friend Sponsor: \$2,500

UrbanPlan Sponsor: \$2,000

SAGE Sponsor: \$2,000

Affinity Sponsor: \$1,000

YLG

NEXT

Pathways

WLI

East Tennessee Sponsorship Options

Trailblazer: \$10,000

Founding: \$5,000

Horizon: \$2,500

Skyline: \$1,000

Awards Event Sponsorship Options

Presenting Sponsor: \$15,000

Premier Sponsor: \$7,500

Supporting Sponsor: \$2,000

ULI NASHVILLE

MISSION SPONSORSHIP 2027



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 2027. In addition to traditional benefits such as name recognition, membership, and event registrations, the Mission sponsorship has several unique benefits.

MISSION SPONSORSHIP BENEFITS		Mission \$25,000 <i>Only 3 available</i>
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		✓
One complimentary registration to one of the following: ULI Americas Fall Meeting, Spring Meeting, Housing Opportunity Conference, or 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		
Complimentary Registrations to Three (3) Sponsor-Exclusive Events in 2027 (Total Comped Tickets Per Event)		4
Emerging Trends in Real Estate 2028 Breakfast, held in November 2027 (Total Comped Tickets for Event)		4
Complimentary Registrations to Select ULI Nashville Member-Wide Programs in 2027 (Total Comped Tickets Per Event)		4
Excellence in Development Awards, Spring 2027 (Total Number of Seats)		10

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 is 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), for female professionals, hosts the WLI Coffee Connect and the popular Studio After Dark series.

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 Project Tours and a Young Leader/NEXT Holiday Social.

SAGE, for ULI Nashville members age 45+, offers programming and opportunities to connect with peers at a similar career stage.



ULI Nashville WLI Studio After Dark

2027 AFFINITY GROUP SPONSORSHIP BENEFITS	Women's Leadership Initiative (WLI) \$1,000	Pathways to Inclusion \$1,000	Young Leaders (Under 35) \$1,000	NEXT - Mid-Career Professionals (35-45 years old) \$1,000	SAGE (members 45+) \$2,000
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 each of the three programs, for a total of six registrations.	2	2	2	2	2

For more information on sponsoring Affinity Groups, contact Kasey Prater, Senior Associate, at kasey.prater@uli.org.

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

Throughout the process, ULI Nashville 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



Tennessee State University students collaborate on their development plan during an UrbanPlan workshop.

- 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, meals for participants, and staffing to coordinate among workshop partners, volunteers and participants.

2027 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

For more information on sponsoring UrbanPlan, contact Kasey Prater, Senior Associate, at kasey.prater@uli.org.

Support the exciting growth of ULI Nashville in East Tennessee as an East Tennessee sponsor. East Tennessee sponsorship is available to firms and partner organizations in Chattanooga, Knoxville, and Nashville, with sponsor benefits focused on growth and programming in East Tennessee.

In FY26, ULI Nashville completed its second year in East Tennessee with ten programs, over 125 members, and 30 sponsor firms. Highlights included tours of the Waymark Hotel - an adaptive reuse of the Chattanooga Bank Building, a panel on Riverfront Development, and the East Tennessee Emerging Trends event.



ULI Nashville tour of Knoxville's Urban Wilderness Gateway Park.

2027 EAST TENNESSEE SPONSORSHIP	Trailblazer \$10,000	Founding \$5,000	Horizon \$2,500	Skyline \$1,000
Trailblazer Only Benefits				
Host a Company/Project Tour	✓			
Complimentary registrations to 3 ULI Nashville sponsor-exclusive events in Nashville in 2027	2			
Complimentary Registrations to Nashville Emerging Trends in Real Estate 2028 – November 2027	2			
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 Associate Membership	2	2	1	
Complimentary ULI Young Leader Associate Membership	1			1
Event Registrations				
East Tennessee Emerging Trends in Real Estate 2028 Event, held December 2027 in Knoxville (Total Comped Tickets for Event)	6	4	2	1
Complimentary Registrations to All ULI East TN Programs in 2027 (Total Comped Tickets Per Event)	3	2	1	1

For information on the exclusive Keystone Sponsorship level or questions about East Tennessee sponsorship, contact Kate Hyde, Manager, ULI Nashville, at kate.hyde@uli.org.