



Minnesota

# 2024 PARTNERSHIPS

WHERE THE FUTURE IS BUILT





# Shape the future of Minnesota cities

*The mission of ULI is to shape the future of the built environment for transformative impact in communities worldwide. **Annual partnership is the most meaningful way to align your brand and support our mission.***

## WHO WE ARE

The Urban Land Institute (ULI) is a non-profit network of people in every profession and sector in real estate development and land use, from all over the world, in every career stage. For over 20 years, ULI Minnesota has engaged public and private sector leaders to foster collaboration, share knowledge, and influence meaningful strategic action in the responsible use of land to create and sustain thriving communities.



## CONNECT

with our nearly 600 local members, 3000+ local network, and more than 45,000 members globally through regular programming, affinity groups, and professional councils

## INSPIRE

transformative impact with future-forward and innovative solutions to the most pressing challenges facing our communities through research and advisory services

## LEAD

in cultivating the next generation of leaders and expanding the industry pipeline through dynamic programs such as UrbanPlan, Building a Foundation, and REDI



## SIGNATURE PROGRAMS

Economic Outlook  
Real Estate Diversity Initiative (REDI)  
Building a Foundation  
Young Leaders Groups  
NEXT  
UrbanPlan  
Public Sector Workshops  
Technical Assistance Panels

# BE A PART OF ULI MINNESOTA'S MISSION

ULI Minnesota is committed to advancing sustainable, equitable, and thriving communities across our region. As a partner, you will:

- Forge relationships with leaders and decision-makers across diverse disciplines and sectors
- Access compelling industry insights and best practices, from market dynamics to advances in attainable housing and decarbonization, to keep you at the top of your field
- Collaborate on critical work to increase diversity and inclusion in our local real estate and land use industries as we partner in building an inclusive professional network and expanding opportunities
- Mobilize alongside a robust member network that has generated \$2.5M+ in volunteer value since 2015 and hosted 95+ workshops and advisory panels for local governments

ANNUAL SPONSORSHIP LEVELS AND BENEFITS	VISIONARY	MISSION PARTNER	GROUND BREAKER	CONNEC-TOR
<b>RECOGNITION</b>				
Recognition on ULI Minnesota website, emails, and annual materials	Large Logo	Medium Logo	Small Logo	Listing
Ability to post job opportunities or RFPs on ULI Minnesota website	•	•	•	•
Choice of exclusive, customizable upgrade: (a) Host a Company/Project Tour, (b) Host a members-only event, (c) Welcome remarks at ULI MN Program, or (d) Project or Member spotlight on our marketing platforms	•	•		
<b>LEADERSHIP AND ENGAGEMENT*</b>				
Complimentary tickets to ULI Minnesota events	12	9	6	3
Complimentary ULI global memberships	Associate 2 YLG 4	Associate 1 YLG 3	YLG 2	YLG 1
Local Product Council dues waiver	3	2	1	
ULI Minnesota NEXT dues waiver	2	2	1	
Choice of complimentary registrations to major meeting: Spring Meeting, Fall Meeting, ULI Housing Conference	3	1		
Priority access to invite-only events	•	•		

## PRICING

<b>PRIVATE ENTERPRISE</b>				
1-Year Pledge	\$25,000	\$15,000	\$8,000	\$3,000
3-Year Pledge (20% Discount)	\$20,000	\$12,000	n/a	n/a
<b>PUBLIC OR SOCIAL ENTERPRISE**</b>				
1-Year Pledge	\$18,750	\$11,250	\$6,000	\$2,250
3-Year pledge (20% Discount)	\$16,000	\$9,600	n/a	n/a

\* Benefits can either be redeemed for your own organization or gifted back to be redeemed as part of ULI Minnesota's DEI work.

\*\* Reduced sponsorship rate available to public sector or non-profit businesses or private sector businesses which are either DBE-certified or entrepreneurial enterprises (less than five years in operation). Sponsorship benefits remain the same regardless of enterprise type.

**100% of partner funding supports local initiatives and impacts**



# DEI IMPACT PARTNERSHIP

DEI Impact Partnerships provide additional support and dedicated resources for ULI Minnesota's efforts to expand diversity, equity, and inclusion in the industry across race, ethnicity, gender, and sexual orientation. We are committed to welcoming and fostering the talents of historically underrepresented professionals and highlighting their contributions across all ULI programming.

Your support will fund strategic investments to expand access to ULI programming and resources, provide targeted training and mentorship opportunities, and enable our leadership to invest in developing and implementing tools to help drive inclusivity and equity in companies and organizations across the industry.

This opportunity is available only to ULI's 2024 annual partners and to all public and social enterprises.

## EQUITY IMPACT LEVELS AND BENEFITS

	CHAMPION \$30,000	ALLY \$10,000	PARTNER \$5,000	FRIEND \$2,500
RECOGNITION				
Recognition as a DEI Impact Partner on all ULI Minnesota materials	Logo	Logo	Logo	Logo
Featured presenter of DEI-focused networking event	•	•	•	
Featured supporter of training or affinity programs focused on historically underrepresented professionals	•	•		
Recognition as inaugural partner in implementing new recommendations from ULI Minnesota's Race Equity Task Force	•			
LEADERSHIP AND ENGAGEMENT				
Invitation to ULI Minnesota Equity Impact strategic planning session and leadership opportunities	•	•	•	•
Expand work force access through opportunities to attend alumni events and post jobs and RFPs directly to REDI graduates	•	•	•	•
Complimentary tickets to local DEI events	Unlimited	5	3	1
Public Agency Membership package (3 membership package for public agencies, higher levels include additional memberships)	Package +3	Package +1	Package	
Opportunity to participate in ULI Americas DEI Exchange	•	•		

ULI is a tax-exempt, 501(c)(3) non-profit research and education organization. Consult your tax adviser to determine how much of your contribution may be tax deductible.



### Looking to learn more?

At ULI Minnesota, we are working to embed diversity, equity, and inclusion throughout our organization and to develop new initiatives which actively expand access and dismantle barriers in real estate and land use industries, as a direct response to the lack of representation and diversity in our industry and the consequences that has for the communities we serve. This work is long-term and requires partnership beyond financial support – if you and your team are interested in learning more about what you can do, please reach out!

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# 2024 SPONSORSHIP COMMITMENT FORM

## Sponsorship Level

### Annual

- ☐ Visionary
- ☐ Mission Partner
- ☐ Groundbreaker
- ☐ Connector

### Type

- ☐ 1-Year Pledge
- ☐ 3-Year Pledge
- ☐ Public Agency
- ☐ Social Enterprise

### DEI Impact Partnership

- ☐ Champion
- ☐ Ally
- ☐ Partner
- ☐ Friend

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Payment Options

TOTAL \$ \_\_\_\_\_

- ☐ Please invoice me directly
- ☐ I would like to pay by check or wire/ACH (instructions to follow on invoice). Make payable to: Urban Land Institute
- ☐ I would like to pay by credit card:

☐ VISA

☐ Master Card

☐ American Express

☐ Discover

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

## Contact Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

*Sponsorships are non-refundable.*

Send Commitment Forms to: [megan.flanagan@uli.org](mailto:megan.flanagan@uli.org)

ULI Federal Tax ID Number: 53-0159845



Minnesota

## Questions?

Megan Flanagan

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