

# SPONSORSHIP OPPORTUNITIES 2021

## WHY YOU SHOULD SUPPORT ULI NEW YORK



Be a leader in our market's preeminent industry association, committed to building more equitable and sustainable communities for people to live, work, and play.



Forge relationships with 2,500+ local members, leaders, and decision makers across diverse disciplines, sectors, and product types.



In times of uncertainty and change, the industry relies on ULI for its trusted and objective insights, expertise, and best practices to forge new strategies to adapt for the future.



Access compelling programs exploring the most important issues currently affecting land use and development.



Collaborate on our Diversity, Equity and Inclusion initiative and develop the tools and resources to become a more inclusive leader.



Develop professional and leadership skills through our Young Leaders Group (for members under 35), Women's Leadership Initiative, NEXT (for members 35-45), Local Product Councils, and other member networks.

## THE MISSION OF THE URBAN LAND INSTITUTE

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



New York

CONNECT | INSPIRE | LEAD

## 2021 ULI NEW YORK ANNUAL SPONSORSHIP OPPORTUNITIES

Join other leading real estate companies in supporting ULI New York's local educational programs, professional development platforms, and community outreach initiatives. Enjoy year-round visibility, brand recognition, and benefits available when your company is deeply engaged with ULI New York.

SPONSORSHIP LEVELS AND BENEFITS	Urban Visionary \$30,000	Platinum \$25,000	Gold \$20,000	Silver \$15,000	Bronze \$10,000
<b>New sponsors get 10% off any sponsorship level</b>	<b>\$27,000</b>	<b>\$22,500</b>	<b>\$18,000</b>	<b>\$13,500</b>	<b>\$9,000</b>
<b>Returning 2020 sponsors get 33% off any sponsorship level</b>	<b>\$20,100</b>	<b>\$16,750</b>	<b>\$13,400</b>	<b>\$10,050</b>	<b>\$6,700</b>
Provide welcome remarks at in-person and virtual events and programs	2				
Sponsor Spotlight in Weekly Update eblast (12,000+ members & prospects per eblast)	2 mo./yr.	1 mo./yr.			
Complimentary registration to the 2021 ULI Fall Meeting in Chicago, Illinois (October 11-14)	3 (\$6,000+ value)	2 (\$4,000+ value)	1 (\$2,000+ value)		
Sponsor logo displayed on signage and programs at in-person and virtual events	✓	✓	✓		
Complimentary Associate Memberships* for individuals who are not currently ULI members	6 (\$2,952 value)	4 (\$1,968 value)	3 (\$1,476 value)	2 (\$984 value)	1 (\$492 value)
Sponsor recognition on all weekly email blasts and program announcements (12,000+ members & prospects per eblast)	Logo (premium placement)	Logo (premium placement)	Logo	Logo	Name
Sponsor logo on ULI New York website with link to sponsor company's website	✓	✓	✓	Logo only	Logo only
Invitation to Sponsor Appreciation Reception	✓	✓	✓	✓	✓
Complimentary tickets to in-person and virtual District Council events and programs (except Real Estate Outlook & Awards Gala)	5 each	4 each	3 each	2 each	1 each

### 2021 Awards Gala Benefits (highlighted benefits below are in addition to Awards gala-only sponsorship benefits on page 3)

Sponsor logo featured on all Gala dinner tables	✓				
Sponsor recognized during the opening and closing remarks	✓				
Sponsor recognition in printed dinner programs	✓	✓			
Sponsor logo projected throughout Gala ballroom	✓	✓			
Sponsor logo displayed on custom cocktail hour signage	✓	✓			
Sponsor logo featured on stage signage	✓	✓			
Sponsor logo displayed on step and repeat during cocktail hour	✓	✓	✓		
Preferred seating at the Gala dinner	✓	✓	✓		
Table for 10 at the Gala dinner	✓	✓	✓	✓	
5 tickets to the Gala dinner					✓
Custom lucite signage with table sponsor's logo	✓	✓	✓	✓	
Sponsor logo on all Awards promotional materials and email blasts (12,000+ members & prospects per eblast)	✓	✓	✓	✓	✓
Sponsor ad displayed in printed dinner programs and on Awards website	(2) Full-pages (\$5,000 value)	Full-page (\$2,500 value)	Full-page (\$2,500 value)	Half-page (\$1,500 value)	Quarter-page (\$750 value)
Sponsor logo on Awards website with link to sponsor company's website	✓	✓	✓	Logo only	Logo only

### 2022 Real Estate Outlook Benefits

Sponsor recognized during the opening and closing remarks	✓	✓			
Sponsor logo on all promotional materials, email blasts, event signage and program (12,000+ members & prospects per eblast)	✓	✓	✓		
Sponsor logo displayed on step and repeat	✓	✓	✓	✓	
Complimentary tickets	6 (\$750 value)	5 (\$625 value)	4 (\$500 value)	3 (\$375 value)	1 (\$125 value)



# Visionary Leadership In Land Use AWARD



Join us in celebrating Visionary Leadership in Land Use Award honoree **Kirk Goodrich**, President, Monadnock Development at our **AWARDS FOR EXCELLENCE IN DEVELOPMENT GALA** on **NOVEMBER 3, 2021!**



## 2021 AWARDS GALA-ONLY SPONSORSHIP OPPORTUNITIES

The annual Awards for Excellence in Development recognize outstanding real estate development projects in 10 Awards categories, within the New York District Council's geographic region, that exemplify ULI's mission to shape the future of the built environment for transformative impact in communities worldwide. The Awards Gala is the industry showcase for the local projects in our region that deserve special recognition and the talented land use professionals who create them.

SPONSORSHIP LEVELS AND BENEFITS	Urban Visionary \$25,000	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$7,500
<b>New sponsors get 10% off any sponsorship level</b>	<b>\$22,500</b>	<b>\$18,000</b>	<b>\$13,500</b>	<b>\$9,000</b>	<b>\$6,750</b>
<b>Returning 2020 gala sponsors get 50% off any sponsorship level</b>	<b>\$12,500</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$3,750</b>
Preferred seating at the Gala dinner	✓	✓	✓		
Table for 10 at the Gala dinner	✓	✓	✓	✓	
5 tickets to the Gala dinner					✓
Custom lucite signage with table sponsor's logo	✓	✓	✓	✓	
Sponsor logo on all Awards promotional materials and email blasts (12,000+ members & prospects per eblast)	✓	✓	✓	✓	✓
Sponsor ad displayed in printed dinner programs and on Awards website	(2) Full-pages (\$5,000 value)	Full-page (\$2,500 value)	Full-page (\$2,500 value)	Half-page (\$1,500 value)	Quarter-page (\$750 value)
Sponsor logo on Awards website with link to sponsor company's website	✓	✓	✓	Logo only	Logo only

# JOIN US IN SHAPING THE FUTURE OF NEW YORK

Your Sponsorship Dollars Drive These ULI New York Initiatives

## INCREASING DIVERSITY, EQUITY AND INCLUSION

Providing our members with the necessary tools and resources to support their growth and development as inclusive leaders.



## MAKING AN IMPACT IN OUR COMMUNITIES

Improving the dialogue and understanding of the fundamental factors influencing development through UrbanPlan and providing communities, public officials and nonprofit organizations with objective, expert advice and market-based solutions to the most complex land use challenges through our hallmark Technical Assistance Panels (TAPs) program.



## HIGH-QUALITY, TIMELY PROGRAMMING

Each year our 50+ programs and events convene 2,600+ industry members to connect, exchange ideas, and learn about thought-leading trends and topics in real estate.



## RAISING THE BAR FOR RESPONSIBLE LAND USE & DEVELOPMENT

Our annual Awards for Excellence in Development celebrate a visionary leader in New York's real estate community and recognize outstanding projects that are raising the bar for planning, design, sustainability and resilience, and community impact across New York State.



## SHARING BEST PRACTICES & DEVELOPING TRUSTED RELATIONSHIPS

200+ members engaging in 30+ exclusive opportunities annually to connect, share, and learn about topical interests involving infrastructure, housing, mixed-use development, and technology and innovation through our Local Product Council networks.



## DIVERSE PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Leadership training, career advancement, and relationship building tailored specifically for the needs of our members, delivered through our Women's Leadership Initiative, Mentor Program, Young Leaders Group, and ULI NEXT New York.





# THANK YOU TO OUR 2020 ANNUAL SPONSORS

## URBAN VISIONARY



## PLATINUM



## GOLD



## SILVER



## BRONZE ANNUAL



# THANK YOU TO OUR 2020 AWARDS GALA-ONLY SPONSORS

## GOLD



BFC PARTNERS

CBRE

Goldman Sachs



STROOCK

TACONIC PARTNERS

## SILVER



ennead architects



Katten

LANGAN

Manulife Investment Management



Paul Weiss

RAMSA  
ROBERT A.M. STERN ARCHITECTS

ROCKEFELLER GROUP

SITU/



wework

## BRONZE

COOPER ROBERTSON

Dattner Architects



Debevoise & Plimpton

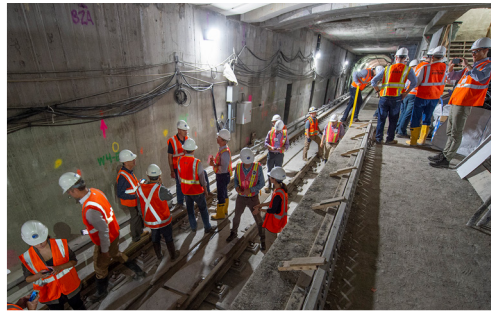


J.P.Morgan  
Asset Management





# ULI NEW YORK MEMBERS IN ACTION







# New York

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**THE URBAN LAND INSTITUTE** is a 501(c)(3) nonprofit research and education organization whose mission is to shape the future of the built environment for transformative impact in communities worldwide.

ULI is the oldest and largest network of cross-disciplinary real estate and land use experts in the world. As a nonpartisan organization, ULI has long been recognized as one of America's most respected and widely quoted sources of objective information on urban planning, growth and development.

Our members form a spectrum of land use and development disciplines, including developers, builders, investors, designers, public officials, planners, real estate brokers, attorneys, engineers, lenders, academics and students.

**FOR MORE INFORMATION, CONTACT:**

**Felix Ciampa**  
Executive Director  
ULI New York

**M** 347.860.3337  
**O** 917.773.8822  
**Email** [felix.ciampa@uli.org](mailto:felix.ciampa@uli.org)