



2026 TRENDS IN REAL ESTATE®



Jay Parsons
Jay Parsons Research



Chuck DiRocco
PwC

Jacksonville | 1.21.26 | 1:00-6:00 PM | San Jose Country Club

Sponsorship Opportunities

Now in its 47th edition, our annual outlook is one of the most highly regarded reports for the real estate and land use industry. This year's report explores how the industry is adapting amid economic change, demographic shifts and rapid advances in technology. We hope you will support our efforts to bring these outlooks to the Jacksonville market during an exclusive half day of programming and insights on January 21 at San Jose Country Club.

PRESENTING SPONSOR \$7,000- (SOLD)

Exclusive opportunity limited to 2 companies

- Opportunity to have a separate meeting with the national speaker before the program
- Company tickets (8 tickets) at the event with premier seating - no table seating
- Opportunity to have company information/marketing materials at the event
- Prominent recognition at the event
- Speaking role at the podium, if desired
- Logo will be showcased on ULI North Florida event webpage and on all event materials



Regency
Centers.

PREMIUM + ANNUAL SPONSOR \$3,500

For first-time annual sponsors only

- Includes one-year annual sponsorship at the Gold level
- 4 tickets to the event
- Prominent recognition at the event
- Logo will be showcased on ULI North Florida event webpage and on all event materials

GENERAL SESSION SPONSOR \$2,500

Featuring Jay Parsons as our Keynote Speaker

- 3 tickets to the event
- Opportunity to introduce Jay Parsons at the Opening Session
- Prominent recognition at the event
- Company logo will be showcased on event webpage and on all event materials

BREAKOUT SESSION SPONSOR \$2,000

Sessions Include: Building Smarter, Capital Markets, Big Beautiful Bill

- 2 tickets to the event
- Opportunity to introduce panel at breakout session
- Prominent recognition at the event
- Company logo will be showcased on event webpage and on all event materials

RECEPTION SPONSOR \$1,500

- 2 tickets to the event
- Prominent recognition at the bar during the reception
- Company logo will be showcased on ULI North Florida event webpage and on all event materials



Sponsorship Application Emerging Trends in Real Estate January 21, 2026

Please complete this form and email it to Jennifer.Morrison@uli.org.
Sponsors should attach a high-resolution copy of your company logo to be used in event marketing materials

Sponsorship Level

Premium + Annual
(\$3,500)

General Session
(\$2,500)

Breakout Session
(\$2,000)

Reception
(\$1,500)

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

ULI North Florida staff will send you an invoice with instructions for payment.
Please indicate how you will be paying for your sponsorship: Check or Credit Card.

Check

Credit Card

Name _____

Card number _____

Expiration Date _____

TO SECURE YOUR EVENT SPONSORSHIP, CONTACT:

Jennifer Morrison, ULI Manager
Jennifer.Morrison@uli.org
214-317-9895

Buck Smoak, ULI Sponsorship Chair
BSmoak@Auld-White.com
904-865-2144