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Specialty Group

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Dear Friend and Colleague,

While these are trying times in our lives and our profession, we are reminded daily that the work we do as real estate practitioners profoundly influences our society, economy, and environment. That is why ULI Pittsburgh is more committed than ever to share best practices and connect, convene, and collaborate to make our region more sustainable, thriving, and inclusive.

And that is why ULI also needs you – Pittsburgh's placemakers and thought leaders – now more than ever. We need your energy and involvement, your expertise, and your financial support.

July marks the mid-point of this most eventful year and the start of ULI Pittsburgh's fiscal year and Annual Sponsor campaign. Membership dues primarily support ULI's renowned national and global thought leadership, research and publications, and organizational infrastructure. District Councils must rely on registration fees and Annual Sponsors to fund operations, impact initiatives, and local programs. All of this work is timely, relevant, and necessary.

Please review the attached materials that highlight the work we are undertaking and the levels of benefits available to 2020-21 ULI Pittsburgh Annual Sponsors. With your support, we can

- **Develop more compelling programs and events and reach broader audiences.** ULI is pivoting to virtual platforms until it is safe to meet again in person. Wherever or however we get together, we will be sharing best practices and sparking thought-provoking discussions about such pressing topics as mobility, resilience, and equity.
- **Expand perspectives and cultivate leaders.** Our successful affinity groups (WLI and YLG) continue to evolve and grow, adding exciting mentoring and professional development opportunities. Our District Council is committed to creating pathways for more diverse representation and inclusion in our programs, memberships, and leadership.
- **Deepen community impact.** ULI Pittsburgh is the region's leading convener of real estate professionals across sectors, using Urban Plan for Public Officials and technical services panels to build development capacity. These are high impact, high touch, and high-cost efforts to deliver.

We understand that resources are limited, especially in this economy. We can customize a benefit and payment package that serves your marketing, corporate social responsibility, or community engagement needs. Someone from our staff or District Council Executive Management Committee will be reaching out soon for your input.

Thank you for your consideration. *We look forward to what we can accomplish together.*

Sincerely,



Tamara Dudukovich
District Council Chair



Lynn DeLorenzo
Sponsorship Chair



MAKE AN IMPACT

WITH ULI PITTSBURGH



200+ local members -
Pittsburgh's leading real
estate decision-makers



200+ webinar attendees since
April and 700+ in-person event
attendees since July 2019



3,000+ social media and
email outreach



*The Urban Land Institute provides
leadership in the responsible use of land
and in creating and sustaining thriving
communities worldwide.*

INVEST IN ULI

BUILD A SUSTAINING, THRIVING, AND INCLUSIVE REGION

COMPELLING PROGRAMMING

Signature Events (and Webinars)

ULI Pittsburgh's most-attended gatherings feature esteemed speakers, industry experts and round table discussions on a variety of topics such as mobility and connectivity, market forces and sustainable growth.

- **Emerging Trends** is our popular winter preview of ULI's highly anticipated annual market forecast report presented by a prominent ULI National speaker with response from local panelists.
- **Emerging Challenges = Creative Change: A Virtual Think Tank** is an interactive forum that brings the development community together to reflect on pressing concerns, exchange ideas, and set aspirations.
- **Placemaking Awards for Excellence** is our annual luncheon celebrating the achievements of a local development entity and honors successful placemaking projects through jury awards. With this year's event postponed due to the pandemic, we launched the Elements of Placemaking Webinar Series to educate and inspire best practices and queue up exceptional projects for 2021.

Conversations & Panels

ULI Pittsburgh's Women's Leadership Initiative periodically presents thoughtful interviews, "A Conversation With" and moderated discussions with prominent real estate leaders discussing career paths and leadership challenges, designed to be of particular interest to women but open to all.

"Let's Talk About..." is a program that explains new or proposed land use policies and implications for development practice from multiple perspectives.

Project Tours & Experiences

Typically championed by the Young Leaders Group, ULI Pittsburgh gets out-and-about several times a year to visit innovative developments. Recent tour stops included Fulton Commons, an old schoolhouse transformed to co-working and Tree Pittsburgh's riverfront headquarters.

The Foodie Crawl is a tasting-and-sipping trip to restaurant-laden destinations to get a flavor for the diverse restaurants in the region and the specific real estate challenges in the hospitality sector.

ADAPTING TO CURRENT CHALLENGES

We look forward to when we can meet again in person. Until then, ULI Pittsburgh is pivoting programs to virtual formats and staying current with best-in-class platforms to:

1. Deliver content-rich, thought provoking experiences produced both locally and by other District Councils.
2. Share timely information via our Pittsburgh Pulse digital newsletter and e-blasts.

COMMUNITY IMPACT

ULI makes a difference in the region through member engagement opportunities that build capacity, assess and prioritize land use choices, and lead to catalytic development projects.

- **UrbanPlan for Public Officials**, a one day workshop during which developers, real estate professionals and local government officials simulate a real-world development scenario through role play and analysis.
- **Technical Assistance Panels** are intensive, multi-day sessions that assemble national experts to offer fresh, informed perspectives which can lead to implementation plans, seed funding proposals and similar value-add deliverables that organizations might not otherwise be able to conceptualize or afford.

LEADERSHIP DEVELOPMENT

- ULI Pittsburgh is the region's leading convener of real estate professionals across sectors.
- Now in its sixth year, **Women's Leadership Initiative (WLI)** focuses on relationship building and bringing visibility to female real estate leaders in the Pittsburgh region.
- **Young Leaders Group (YLG)**, builds connections and rapport among young professionals, 35 years old or less, with programs to enhance career advancement.

ULI Pittsburgh is committed to creating pathways for a more diverse representation and inclusion in our programs, membership, and leadership.

INVEST IN ULI PITTSBURGH

ENJOY 5 EXTRA MONTHS OF SPONSOR BENEFITS

Visibility



- Sponsor and Logo Recognition
 - Website
 - Monthly Newsletter
 - Event Marketing Materials

Relationship Building



- Complimentary Registrations to Programs
- Invitations to Exclusive Events

Participation



- Speaking Opportunities
- Program Branding and content Development Opportunities

Impact and Thought Leadership

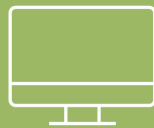


- Mentor
- Serve as Industry Expert for local focus groups, TAPS, and UrbanPlan
- Contribute featured content to ULI Pittsburgh and ULI National Publications

Leadership Circle
\$15,000



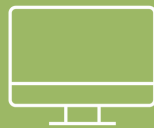
Investor Level
\$10,000



Patron Level
\$5,000



Benefactor Level
\$2,500



Friend Level
\$1,500



JOIN THE RANKS

OF THOSE INVESTING IN ULI PITTSBURGH

ULI Pittsburgh sponsors comprise the leading real estate organizations in the region. Annual sponsors receive many benefits for their contributions to ULI Pittsburgh - a 501(c)(3) corporation - in addition to the satisfaction of knowing that 100% of the funds support local programs, leadership development, education, community outreach and research.

2019- 2020 Committed Sponsors



BECOME A SPONSOR

OF ULI PITTSBURGH

SIGN ME UP AS A 2020 ANNUAL SPONSOR

Leadership Circle \$15,000

Investor \$10,000

Patron \$5,000

Benefactor \$2,500

Friend \$1,500

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Email:

Phone:

Office

Address:

PAYMENT OPTIONS

I would like to receive an invoice.

I would like to pay by check.

Payable to: ULI Pittsburgh- 2545 Railroad Street, Pittsburgh, PA 15222

I would like to pay by credit card.

Visa

MasterCard

American Express

Discover

Card Number:

Exp. Date:

Signature:

Zip Code:

Please complete this form and
send to: jami.pasquinelli@uli.org

We would appreciate your
commitment by December 1, 2020.
**Sponsorship benefits have been
extended through December 31,
2021.**



Pittsburgh