

## MANAGEMENT COMMITTEE

**Audie Barefoot**

*District Council Chair*  
Fonville Morisey Barefoot

**Carman Liuzzo**

*District Council Vice Chair*  
*Highwoods Properties*

**Andy Holland**

*Governance Chair*  
SunTrust now Truist

**Jon Wilson**

*Chair of Mission Advancement*  
Kimley-Horn (Retired)

**TJ Barringer**

*Treasurer*  
Kane Realty Corp

**Craig Cadwallader**

*Programming Co-Chair*  
Avison Young

**Joe Starr**

*Programming Co-Chair*  
Terracon

**Richard Adams**

*Transportation Action Committee Co-Chair*  
Kimley-Horn

**Jeff Bandini**

*Transportation Action Committee Co-Chair*  
City of Raleigh

**Justin Parker**

*Sponsorship Chair*  
Al Neyer

**Gretchen Saussy**

*Membership Chair*  
Mid-Atlantic Associates

**Nicole Furnace**

*Diversity & Inclusion Chair*  
Urban Durham Realty

**Erica Leatham**

*UrbanPlan Chair*  
MI Homes

**Laura Solie**

*Women's Leadership Initiative Chair*  
Concord Street Partners

**Mike Wilen**

*Young Leaders Group Co-Chair*  
Phoenix Commercial

**Griffin Dunaway**

*Young Leaders Group Co-Chair*  
Cushman & Wakefield

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 Triangle 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 – Triangle's placemakers and thought leaders – now more than ever. We need your energy and involvement, your expertise, and your financial support.

2020 has been a most eventful year. 2021 will present new opportunities and challenges as we strive to positively impact our communities. October is the start of our 2021 Annual 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. Annual Sponsorship makes up 58% of ULI Triangle's operating budget.

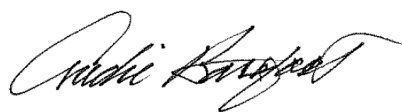
Please review the attached materials that highlight the work we are undertaking and the levels of benefits available to 2021 ULI Triangle Annual Sponsors. With your support, we can

- **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, racial equity, diversity and inclusion.
- **Expand perspectives and cultivate leaders.** Our successful affinity groups (WLI and YLG) continue to evolve and grow. Following their lead we are adding exciting mentorship and professional development opportunities specifically aimed at individuals who identify as Black, Indigenous, and People of Color (BIPOC). Our Diversity Inclusion and Equity Committee is committed to creating pathways for more diverse representation and inclusion in our leadership, membership, and programs.
- **Deepen community impact.** ULI Triangle is the region's leading convener of real estate professionals across sectors, using UrbanPlan for Public Officials and Round Table Programs. 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 Leadership or Sponsorship Committee will be reaching out soon for your input.

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

Sincerely,



Audie Barefoot  
District Council Chair



Justin Parker  
Sponsorship Chair

# MAKE AN IMPACT WITH ULI TRIANGLE



## ADAPTING TO CURRENT CHALLENGES

We look forward to when we can meet again in person. Until then, ULI Triangle 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 Triangle News You Can Use weekly newsletter and social media platforms.



680+ ULI Triangle Members. Leading real estate decision makers in Raleigh, Durham, Chapel Hill and beyond.



700+ webinar attendees since May and 1500+ in-person event attendees since July 2019



6,000 + social media and email outreach via weekly newsletter, LinkedIn, Facebook, Instagram, and Twitter.



Support engaging Diversity and Inclusion Programs including Pathways to Inclusion and the Real Estate Diversity Initiative (REDI).

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

# INVEST IN ULI TRIANGLE

BUILD A SUSTAINING, THRIVING, AND INCLUSIVE REGION

## Visibility



### Sponsor and Logo Recognition

- Website
- Social Media
- Newsletter
- Event Marketing Materials

## Relationship Building



- Complimentary Registrations to Programs
- Invitations to Exclusive Events

## Participation



- Speaking Opportunities
- Program Branding and Content Development Opportunities

## Impact



- Mentor
- Serve as Industry Experts on TAPS, local focus groups, and UrbanPlan
- Contribute to ULI Triangle and ULI National Publications

### ULI Content Focus

- Housing and Communities
- Real Estate Finance and Investment
- Sustainability and Economic Performance
- Innovation in Development Practice
- Shaping Successful Cities and Regions

### Committee Engagement

- Membership
- Sponsorship
- Programming
- Diversity, Equity, and Inclusion

### Community Impact Opportunities

- UrbanPlan for Public Officials
- UrbanPlan for Universities
- Affordable Housing Action Committee
- Transportation and Infrastructure Action Committee

### Leadership Development

- Women's Leadership Initiative
- Young Leaders Group

### Sponsor Exposure

- National Conferences
  - Spring Meeting
  - Fall Meeting
- Regional Conferences
  - Carolinas Meeting
  - Capital Markets
- Local Conferences
  - Emerging Trends in Real Estate
  - Programming Events

Please reach out to Robin Hilliard, Executive Director for more information about these unique opportunities at [robin.hilliard@uli.org](mailto:robin.hilliard@uli.org).



Triangle

# FY21 ULI TRIANGLE DIVERSITY & INCLUSION PROGRAMMING

Here at ULI Triangle we believe one of the primary ways to promote Diversity, Equity, and Inclusion is through the engagement of our members and community at large. During the Summer of 2020 we successfully kicked off our Diversity & Inclusion Committee looking to implement the following programs in 2021 with your help.

## **Mentorship & Pathways to Inclusion**

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We will be pairing 3-5 junior real estate and land use professionals with Senior ULI Member Real Estate Professionals in the Triangle region. Throughout this mentorship, the mentee will receive a one-year membership to ULI along with a free registration to attend the 2021 ULI Spring or Fall Meeting through ULI's Pathways to Inclusion Program. The Pathways to Inclusion program is designed to promote the advancement of Black, Indigenous, and People of Color (BIPOC) real estate and land use professionals in their careers and as leaders in the industry, expand the networks of BIPOC professionals, and broaden and diversify ULI membership. Each scholarship is valued at \$2500.

## **Real Estate Diversity Initiative (REDI)**

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Real Estate Diversity Initiative (REDI) is a comprehensive, 15 session curriculum designed to advance the real estate careers of professionals of color and women. Thirty participants step into the role of a real estate developer, gaining direct knowledge and experience working in teams to produce a development plan, pro-forma, and marketing plan for a real project.

## **UrbanPlan**

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UrbanPlan is a realistic, engaging exercise in which participants including public officials and community leaders—learn the fundamental forces that affect development in our communities. Participants experience challenging issues, private and public sector roles, complex trade-offs, and fundamental economics in play when proposing realistic land use solutions to vexing growth challenges.

## **Programming & Education**

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To better understand our role and responsibilities as Real Estate and Land Use Professionals in the path to Racial Equity, we must first acknowledge and understand how the divide came to be. Join ULI Triangle as we host a series of educational programs throughout the year aimed at educating our members and the community on issues of race, equity, diversity, and inclusion. Program examples include the History of Land Use Segregation and Learning Best Diversity Practices from top Real Estate firms from around the nation.

ULI Triangle sponsors comprise the leading real estate companies in the region.

# Annual Sponsorship

Annual sponsors receive excellent benefits for their contributions and the satisfaction of knowing that 100% of the funds support local programs, educational activities, community outreach and research. ULI members are community builders who develop and redevelop neighborhoods, business districts and communities throughout the U.S. and the world. ULI Triangle is a self-sustaining organization that relies on the generous support of its sponsors to advance the initiatives and mission of the organization. With more than 680 members throughout the Triangle and Eastern region of North Carolina, sponsorship is a catalyst for leadership in land use.

## Our Mission

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI Triangle carries forth that mission by serving the Triangle and Eastern North Carolina's public and private sectors with pragmatic land use expertise and education.

## 2021 Sponsorship Levels and Benefits

	Visionary \$10,000	Pioneer \$7,500	Champion \$5,000	Partner \$3,500	Advisor \$2,500	Friend \$1,000
<b>Company Recognition</b>						
» Prominent Placement of Logo	✓					
» ULI Website (link)	LOGO	LOGO	LOGO	NAME	NAME	NAME
» Newsletter e-blasts (listing)	LOGO	LOGO	LOGO	NAME	NAME	NAME
» Listing denoting Sponsorship Level	LOGO	LOGO	LOGO	LOGO	NAME	NAME
<b>Complimentary Registrations*</b>						
» ULI Carolinas Meeting	3	2	1	-	-	-
» Fee-based educational programs	5	4	3	2	2	1
» Keynote Speaker Dinners & Awards	3	2	2	1	-	-
» Annual Sponsor Appreciation Event	4	3	3	2	1	1
<b>Exclusive Company   Project Events</b>	3	2	2	1	-	-
<b>Credit Toward Memberships</b>						
» Amount used toward complimentary memberships of your choice.	\$1,220	\$880	\$660	\$440	\$220	-
<b>Promotion in E-Newsletter / E-Blast</b>						
» Sponsor profile included in an e-blast	✓	✓	✓	-	-	-
<b>Event Specific</b>						
» Opportunity to participate in welcome	✓	✓	-	-	-	-
» Acknowledgment from podium	✓	✓	-	-	-	-
» Name and sponsorship level displayed	LOGO	LOGO	LOGO	LOGO	LOGO	NAME
» Sponsor name tags at events	✓	✓	✓	✓	✓	✓

\*Space is limited at many ULI Triangle events. Registrations are available on a first-come, first-serve basis. Lunch programs and Young Leader Receptions are not included.



## More Information

Learn more about ULI Triangle and our programs and events at [triangle.uli.org](http://triangle.uli.org) or call (919) 606-6030

# 2021 Programs

ULI Triangle hosts educational programs/forums that explore a broad range of issues of interest within land use.

- » Members Only Round Table programs featuring local speakers and projects.
- » Real Estate Trends with a presentation of *Emerging Trends in Real Estate*® report.
- » Strategic Action Committees focused on Housing and Transportation & Infrastructure
- » UrbanPlan for Public Officials.
- » Exclusive tours, targeted discussions, and mentorship programs for Young Leaders Group members.
- » Exclusive Sponsor appreciation event providing access to fellow industry leaders and ULI leaders.
- » Exclusive Sponsor Company or Project Tours.

# FY2021 Leadership

## Leadership Team

- Audie Barefoot**, *District Council Chair*  
Fonville Morisey Barefoot
- Carman Liuzzo**, *District Council Vice Chair*  
Highwoods Properties
- Andy Holland**, *Governance Chair*, SunTrust Bank now  
Truist
- Jon Wilson**, *Chair of Mission Advancement*
- TJ Barringer**, *Treasurer*, Kane Realty
- Jeff Bandini**, *Transportation Action Committee  
Co-Chair*, City of Raleigh
- Richard Adams**, *Transportation and Infrastructure  
Action Committee Co-Chair*, Kimley-Horn
- Craig Cadwallader**, *Programming Co-Chair*, Avison Young
- Joe Starr**, *Programming Co-Chair*, Terracon
- Justin Parker**, *Sponsorship Chair*, Al Neyer
- Gretchen Saussy**, *Membership Chair*,  
Mid-Atlantic Associates
- Nicole Furnace**, *Urban Durham Realty, Diversity Chair*
- Mike Wilen**, *YLG Chair*, Phoenix Commercial
- Erica Leatham**, *MI Homes, UrbanPlan Chair*
- Laura Solie**, *Concord Street, WLI Chair*

## Governance Committee

- Andy Holland**, *Governance Chair*  
SunTrust now Truist
- Jon Wilson**, *Mission Advancement Chair*  
Kimley-Horn (Retired)
- Audie Barefoot**, *District Council Chair*  
Fonville Morisey & Barefoot
- Carman Liuzzo**, *District Council Vice Chair*  
Highwoods Properties
- Ken Bowers**, *City of Raleigh*
- Gordon Grubb**, *Grubb Ventures*
- Patricia R. Healy**, *Hyde Street Holdings*
- Scott Selig**, *Duke University*
- Smedes York**, *York Properties*
- Erica Leatham**, *UrbanPlan Chair*  
MI Homes
- Mike Wilen**, *Young Leaders Chair*  
Phoenix Commercial
- Laura Solie**, *Concord Street*

# 2020 Sponsors

## PIONEER

Cline Design  
Highwoods Properties  
JDavis Architects  
Pinnacle Financial

## CHAMPION

Bohler Engineering  
Brasfield & Gorrie  
Elliott Davis\*  
Karlin Real Estate  
Kimley-Horn\*  
LeChase Construction  
Morningstar Law Group  
Parker Poe\*  
Poyner Spruill  
Smith Anderson  
York/McDonald York  
Building Company

## PARTNER

Avison Young  
Cherokee Investment  
Cushman & Wakefield  
Kane Realty  
Nexsen Pruet  
SunTrust now Truist

## ADVISOR

Brooks, Pierce,  
McLendon, Humphrey &  
Leonard  
Clark Nexsen  
ColeJenest & Stone\*  
ECS Unlimited\*  
First Horizon  
Hyde Street Holdings  
JLL  
Longfellow Real Estate  
Preston Development  
Stewart Inc.  
UNC/UNC Foundation

## FRIEND

Brookwood Construction  
Centrex Properties  
Clancy & Theys  
Codd's Creek Capital  
Downtown Durham Inc.  
East West Partners  
First Bank  
Fonville Morisey & Barefoot  
Foundry Commercial  
Gensler  
Grubb Ventures  
NCSU College of Design  
RTP Foundation  
Shelco  
Terracon  
Thomas, Judy, & Tucker

\*Carolinas regional sponsor

# Regional Sponsorship

Regions have become the most important geographies in the global economy: cities and counties have political boundaries but no economic boundaries. North and South Carolina have tremendous regional assets: natural, cultural, economic and social. Investing as a Regional Sponsor and receiving benefits in three ULI District Councils is a phenomenal opportunity extend your reach within the Carolinas. Ask us how you can become a regional sponsor and multiply your benefits by more than three.

## Sign Up Form

### Sponsorship

Visionary - \$10,000

Pioneer - \$7,500

Champion - \$5,000

Contact Robin Hilliard about regional sponsorship opportunities or billing questions.

Partner - \$3,500

Advisor - \$2,500

Friend - \$1,000

### Billing Contact Information

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Please return this sign up form to Robin Hilliard at [robin.hilliard@uli.org](mailto:robin.hilliard@uli.org).

A portion of your sponsorship may be tax deductible. Please check with your tax advisor for more information.