Shaping the future of the built environment for transformative impact in communities throughout Northwest Arkansas.

“ULI NWA is at the center of land use and development discussions that will impact quality of life in our region for decades to come”

– John Coleman - ULI NWA Chair  
P.E., NABCEP, LEED BD+C  
Entegrity Regional Director
WHO WE ARE

The Urban Land Institute of Northwest Arkansas is a trusted relied-upon network of leaders advancing responsible land use and development. Our membership and broad audience include development, construction, and land-use policy professionals from throughout the region. We connect the leaders making the most important regional real estate decisions today.

The most impactful way to demonstrate your commitment to the ULI mission is by becoming a sponsor. As a sponsor, you will gain recognition among leaders in the real estate industry and give back to ULI NWA’s real estate community. Your sponsorship ensures that ULI NWA will continue to advance best practices in real estate development and land use policy.

WHY SPONSOR?

Demonstrate your company’s expertise and innovation by aligning with and contributing to ULI content

Deepen your engagement with the largest network of cross-disciplinary real estate and land use experts

Showcase your brand to event participants from the leading real estate companies across the region

Enhance your firm’s value in the community through knowledge, networking, and recognition
WHAT WE DO

CONNECT
active, passionate, diverse members through the largest global network of interdisciplinary professionals

INSPIRE
best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing

LEAD
in solving community and real estate challenges through applied collective global experience and philanthropic engagement

WE EXCEL IN:

- Bringing leaders together
- Facilitating collaboration
- Exploring interdisciplinary land use and development issues
- Serving as a trusted advisor
- Sharing knowledge and best practices
- Creating a global network with local impact
HOW WE DO IT

UNBEATABLE EVENTS & PROGRAMMING

Traditional events large and small scale, from first looks and behind-the-scenes site tours to breakfast meetings & networking socials. ULI NWA is where regional and national thought leaders discuss best practices to create driving communities in NWA.

MULTIDISCIPLINARY NETWORKING

Our members are developers, brokers, bankers, financiers, attorneys, architects, engineers, designers, academics, nonprofit partners, and government leaders. ULI NWA is where all these disciplines join together. ULI is almost 50,000 members strong.

AFFINITY GROUPS

Women’s Leadership Initiative, Young Leaders Group, and NEXT are small groups within ULI, each providing valuable networking and content tailor-fit to develop and elevate the next generation of leaders in NWA’s real estate industry.

SIGNATURE PROGRAMS

Tightly aligned to the ULI mission, Signature programs deliver impactful outcomes to the NWA region connecting the nation’s most preeminent leaders and ULI research to NWA’s most pressing challenges and opportunities.
ANNUAL SPONSORSHIP

Complimentary tickets to all ULI NWA events .............................................. 5
Complimentary ULI Associate membership .................................................. 2
Sponsor Recognition on all event signage and materials ................................. Top Recognition
Opportunity to speak at an event audience ..................................................
Company recognition and link on ULI NWA website ...................................
Sponsor Highlight on social media .................................................................

ULI NWA Annual Sponsorships are a once-a-year gift that support general capacity and allow us to deliver our mission all year long.

“Sponsoring ULI was an easy decision for us. We want our brand associated with the premier organization for content and networking in our field.”

– Bo Diamond, Managing Partner - Caisson Capital Partners
EVENT SPONSORSHIP

Our regional events are designed to advance ULI’s mission by educating attendees on best practices in land use and exploring the latest trends in real estate development. Open to both members and non-members, our events draw attendees from across the industry and typically focus on a particular topic, location, or networking opportunity.

Our access to the ULI national network gives us the opportunity to source the nation’s best and brightest professionals. This is what sets our events and programming apart.

CORE EVENTS INCLUDE:

• Site Tours
• myULI Orientations
• Speaker Series
• Networking Events
• Webinars
• New events added regularly

SIGNATURE EVENTS INCLUDE:

• The Place Summit
• InSight Dinners
• Technical Assistance Panels
• Workshops & Seminars
• Peer City Trips
InSight Dinner Series

Year-Long Presenting $5,000

- Facilitated private meal with a small group where the goal is to have deep, insightful, conversation about a featured topic, connect with each other, and have an unforgettable dining experience.

- This a gathering with purpose: to listen, learn, and inspire one another through meaningful dialogue. Guests will represent a variety of backgrounds and perspectives.

- Provides an opportunity for guests to engage deeply in the content and generate energy, ideas, and support. VIP Invite Only.

- Sponsors will be promoted on all event communications, have the ability to attend and be introduced at the event, and receive a post event social media feature.

myULI Orientations

Year-Long Presenting $2,500 (two events)

- Twice-a-year event and typically a breakfast with an opportunity to introduce our organization to those interested in learning more about ULI NWA, programs, and benefits.

- Target audience is new, current, or prospective members looking to engage or meet new contacts within the network.

- ULI NWA staff and board lead the discussion and answer any questions.

- Sponsors hold complimentary tickets to the event, are promoted on all marketing material, will be introduced during the event, and receive a post event social media highlight.

Coffee w/ Content

Year-Long $2,500 Presenting (two events)

- Great opportunity to network with real estate professionals and industry leaders and get educated about an industry specific topic from a regional thought leader.

- Industry topic will focus on such items as marketing trends, brand recognition, development, projects, and real estate industry and land use.

- Targeted towards ULI NWA members and non-members.

- Sponsors will have the opportunity to welcome and make a brief statement at the beginning of each event with top recognition on Coffee w/ Content communications and marketing.
Emerging Trends in Real Estate® 2023 Luncheon is a trends and forecast publication now in its 43rd edition, and is one of the most highly regarded and widely read forecast reports in the real estate industry. Undertaken jointly by PwC and the Urban Land Institute, the report provides an outlook on real estate investment and development trends, real estate finance and capital markets, property sectors, metropolitan areas, and other real estate issues throughout the United States and Canada. Our unique “Trends” business luncheon will feature a keynote presentation of the 2023 report by PwC’s Director of Real Estate Research, Andy Warren, followed by a panel of prominent regional experts in commercial real estate development.

Top Recognition on Trends Emails, Social Media, and Marketing
Recognition on ULI NWA Website
Logo on Networking Emails
Opportunity to address audience
Highlight company or employee in ULI NWA social media
The Women’s Leadership Initiative (WLI) is committed to increasing the number and visibility of women leaders in ULI and the real estate industry and adjacent fields. WLI creates opportunities for networking, education, and WLI specific programming. We welcome any woman that is passionate about building a path forward to connect and learn more about WLI.

The mission of the WLI is expressed in its four primary objectives:

- Promote the advancement of women, throughout their careers, as leaders in the real estate industry.
- Increase the number of women who serve in leadership positions in the real estate industry and in ULI.
- Increase the visibility of women leaders in the real estate industry and in ULI.
- Support the development of young women members as leaders in ULI and in their professions.

Recognition on WLI Emails, Social Media, and Marketing

Recognition on WLI and ULI NWA Website

Logo on WLI Networking Emails

Opportunity to address audience

Opportunity to highlight company or employee in ULI NWA social media
YLG (Young Leaders Group) The YLG creates a unique setting in which tomorrow’s industry leaders may interact, both professionally and socially, with today’s industry leaders and each other. It consists of ULI Northwest Arkansas members under the age of 35 who want to be actively involved in shaping the built environment and the future of the real estate industry in our area. 2022-2023 is the inaugural programming season for YLG. Now is a chance to establish your company as a founder in this effort.

Our YLG will be in its first year of existence in NWA, if you feel this would be a great sponsorship fit for your firm, please let us know.

**Recognition on YLG Emails, Social Media, and Marketing**

- **Top Recognition**
- Opportunity to introduce program
- Recognition on YLG and ULI NWA Website
- Logo on YLG Happy Hour Emails
- Opportunity to address audience
- Opportunity to highlight company or employee in ULI NWA social media
LEADERS & TEAM

EXECUTIVE COMMITTEE MEMBERS

John Coleman  
Regional Director at Entegriti  
ULI NWA Chair

Brenda Anderson  
Chief Strategy Office of Runway Group  
ULI NWA Chair for Mission Advancement

Matt Mitchell  
Partner at Friday, Eldredge, & Clark  
ULI NWA Treasurer

COMMITTEE CHAIRS

Jessica Hester  
CEO at Verdant Studio  
ULI Chair

Shayan Dehbozorgi  
Partner at Hight Jackson Associates  
ULI NWA Membership Chair

Bianca Montoya  
Director of Communications and Marketing at Trailblazers  
ULI NWA Communications Chair

Daniel Hintz  
CEO at Velocity Group  
ULI NWA Programs Chair

Bo Diamond  
Managing Partner, Caisson Capital Partners  
ULI NWA Revenue Chair

ADVISORY BOARD

Jeremy Hudson  
CEO at Specialized Real Estate

Chris Baribeau  
Founding Partner/Principal of Modus Studio

Jon Johnson  
Department Chair of Strategy, Entrepreneurship & Venture Innovation at the Walton College

Brian Shaw  
CEO at Sage Partners/Caisson

Jake Newell  
Founder of Newell Development

Nate Bachelor  
Civil Engineer, CEI

Brian Hooper  
VP of Corporate Real Estate & Facilities, Walmart

Ryan Hale  
Founder of LaneShift

Michael Parker  
President of Nabholz Midwest Operations

Audy Lack  
Founding Partner of Miller, Boskus, Lack

Keaton Smith  
Commercial Lendor at Iberia Bank and Board Chair of Partners for Better Housing
Our Founding Sponsors committed to supporting the newest ULI District Council in the nation as we build capacity, develop valuable programs, and continue to grow a meaningful network of industry professionals.
THANK YOU

“Your sponsorship of ULI NWA is an investment in the real estate development and planning industries of our region, and will directly support the knowledge, networks, and practices of those shaping the landscapes of Northwest Arkansas.”

– Wes Craiglow  
Executive Director, ULI NWA

CONTACT WES OR RIKKI TO BECOME A SPONSOR

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