



Northwest Arkansas

SPONSOR PROSPECTUS

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



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

WHO WE ARE

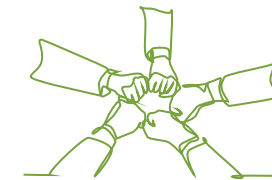
The Urban Land Institute of Northwest Arkansas is a trusted and relied-upon network of leaders advancing responsible land use and development. Our membership and broad audience include development, construction, and land-use policy professionals from throughout the region. We connect the leaders making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

WE EXCEL IN:



Bringing leaders together



Facilitating collaboration



Sharing knowledge and best practices



Exploring interdisciplinary land use and development issues



Creating a global network with local impact



Serving as a trusted advisor

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





HOW WE DO IT

Core Programs

Emerging Trends in Real Estate

Discover key insights from PwC and ULI's annual report and learn forecasts from regional experts. This premier event fuels growth and guides investment decisions in real estate across Northwest Arkansas.

Spring Symposium

Each year, we tackle a different critical topic from the built environment with top industry leaders from our region and beyond. This engaging event sparks ideas, connections, and shapes the future of Northwest Arkansas.

Experts and Ale

Twice a year, this speaker series brings national thought leaders to share insights in a fun, casual setting. Join us each spring and fall for great ideas, great company, and great local beer!

MyULI

Enjoy breakfast on us, explore the perks of ULI membership, and connect with key leaders from our council. It's the perfect way to get involved and make the most of your ULI experience!

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. Throughout the world, ULI is over 50,000 members strong with hundreds of members here in NWA.

Signature Programs

Academy for the Built Environment

From REDI and UrbanPlan to Faithful Foundations and more, we're building pathways to industry careers. Whether you're teaching or learning, join us in creating the next generation of regional real estate leaders.

Small Cities Initiative

We empower smaller communities to plan for growth that honors their strengths and preserves their unique character, while enhancing our entire region. This critical program shapes a thriving, balanced future for Northwest Arkansas.

AFFINITY GROUPS

Empower Growth, Impact, and Community

Your ULI NWA sponsorship does more than fund initiatives—it's a commitment to sustainable growth, impactful programs, and thriving communities. Together, we create a foundation for innovation, inclusivity, and year-round progress.

Support Sustainable Growth: Your tax-deductible sponsorship directly supports ULI NWA's mission to foster sustainable, inclusive growth across Northwest Arkansas.

Expand Community Impact: Sponsorships fund high-quality programs, research, and initiatives that benefit our industry and local communities.

Showcase Your Commitment: Partnering with ULI NWA highlights your role in creating thriving, equitable environments year-round.

Annual Sponsorship Impact: ULI NWA Annual Sponsorships are a once-a-year gift that supports general capacity, empowering us to fulfill our mission throughout the year.

AIP (Art in Place)

Art in Place (AIP) connects artists with real estate projects in Northwest Arkansas, fostering creative placemaking that blends art, culture, and community into urban growth. As one of six global ULI councils selected, ULI NWA's AIP program brings artists, developers, and community leaders together to ensure local voices shape inclusive development. Sponsoring AIP allows your company to support transformative community impact through art-driven urban design.

YLG (Young Leaders Group)

The Young Leaders Group (YLG) brings together ULI NWA members under 35 who are eager to shape the future of the real estate industry in Northwest Arkansas. This inaugural year, YLG provides a rare opportunity for your company to become a founding sponsor, connecting with emerging leaders as they engage with experienced professionals and peers. Sponsoring YLG positions your firm at the forefront of innovation and leadership development in the local industry.

The Women's Leadership Initiative (WLI)

The Women's Leadership Initiative (WLI) aims to increase the presence and visibility of women in leadership within ULI and the real estate industry. WLI offers networking, educational programs, and targeted support for women in all stages of their careers. By supporting WLI, your company promotes women's advancement and aligns with its core objectives:

- Promoting the advancement of women as leaders in real estate
- Increasing the number of women in leadership positions in real estate and ULI
- Raising the visibility of women leaders in the industry and within ULI
- Supporting young women members in their professional development

ANNUAL SPONSORSHIP*

Monthly payment options are available to provide greater flexibility for our sponsors. Please contact us for more details on how to customize your sponsorship plan.

	Pioneer \$10,000	Champion \$5,000	Partner \$2,500	Supporter \$1,000
Receive a 5% discount with a 2-year commitment †	\$9,500	\$4,750	\$2,375	\$950
Receive a 10% discount with a 3-year commitment †	\$9,000	\$4,500	\$2,250	\$900
Top-Line “Pioneer” status for your business logo in all ULI NWA media and at Core Programs	✓			
Second-Line “Champion” status for your business logo in all ULI NWA media and at Core Programs		✓		
Third-line “Partner” status for your business logo in all ULI NWA media and at Core Programs			✓	
Fourth-line “Supporter” status for your business name in all ULI NWA media and at Core Programs				✓
Complimentary memberships package (\$540 value)	2	1	1	
Opportunity to introduce one Core Programs*	✓			
Reserved position on the ULI NWA Advisory Board	1			
Complimentary Fall or Spring Meeting registration, annually (\$1000 value)†	1	†		
Complimentary Place Summit registration (\$400 value)	1	1		
Complimentary registration to all ULI NWA Core Programs* (\$400 value)	2	2	1	1
Company recognition and link on ULI NWA website (logo and name)	✓	✓	✓	✓
Company Sponsor highlight on Social Media (annually)	1	1	1	

Add-on Sponsorship Opportunities

ULI Northwest Arkansas offers unique sponsorship add-ons through our **Affinity Groups**: Art in Place (AIP), the Young Leaders Group (YLG), and the Women’s Leadership Initiative (WLI). These groups provide targeted platforms for your company to engage with influential networks dedicated to shaping the future of real estate and the built environment. By sponsoring one or more of these groups, your organization aligns itself with ULI’s mission to foster leadership, innovation, and inclusivity in the industry.

	Affinity Presenting Add-on \$2,500	Affinity Supporting Add-on \$1,500
Receive a 5% discount with a 2-year commitment	\$2,375	\$1,425
Receive a 10% discount with a 3-year commitment	\$2,250	\$1,350
Top-Line “Presenting” status logos for Affinity Group media promotion	✓	
Second-Line “Supporter” status logos for Affinity Group media promotion		✓
“Presented By” status logos for all Affinity Group events	✓	
“Supporting” status logos for all Affinity Group Events		✓
Complimentary registration to all sponsored Affinity Group events (for one Affinity Group)	2	1
Opportunity to Intro Affinity Group Events	✓	
Additional opportunity to highlight company or employee in ULI NWA social media	✓	



⑤ * Core Programs include the Emerging Trends in Real Estate, Spring Symposium, Experts and Ale Speaker Series, MyULI Membership Orientation.
† In addition to the discount, multi-year sponsors at the Champion level will receive one complimentary registration to either the ULI National Fall or Spring Meeting.

PLACE SUMMIT



Discover – Immerse – Deliver

The ULI NWA Place Summit is a multi-day gathering that brings together land use and built environment professionals who are passionate about creating exceptional places. This Summit aims to become a convergence of inspiration, an incubator of new ideas, and a network for those passionate placemaking individuals striving to create quality places that people want to live, work, play and learn in.

Place Summit unites experts in land use and urban development to address key issues and present innovative solutions. Event highlights include:

Keynote Sessions: Insightful talks on current trends and challenges in urban development.

Interactive Workshops: Collaborative sessions for real-world problem-solving in urban planning.

Networking Events: Exclusive receptions and breaks for building connections and fostering discussions.



Benefits of Sponsorship

Enhanced Brand Exposure:

Gain premier exposure through various event channels, including the event website, social media, email campaigns, and on-site signage.

Access to Exclusive Content:

Sponsors receive access to exclusive content and insights from keynote speakers and panel discussions, providing a competitive edge in the industry.

Corporate Social Responsibility:

Align your brand with an event dedicated to creating sustainable and equitable communities. Showcase your commitment to corporate social responsibility and community engagement.

Complimentary Registration:

Sponsors receive complimentary passes for team members to attend all event programming, giving your brand an inside presence at the event.

Customizable Packages

We offer customizable sponsorship packages to meet your specific needs and goals, from branding opportunities to speaker slots and exhibit spaces. For more information on sponsorships opportunities, please reach out to Wes Craiglow at wes.craiglow@uli.org





ULI NWA GOLF TOURNAMENT

Networking. Fun. Impact.

Join us for the ULI Northwest Arkansas Golf Tournament—a full day of camaraderie, competition, and connection. This premier event brings together the region's top leaders in the built environment across public, private, academic, and nonprofit sectors. It's more than a day on the greens—it's a powerful opportunity to build relationships, spark ideas, and contribute to ULI NWA's mission of shaping a thriving and sustainable future for our communities.

A Day of Purposeful Networking

The golf tournament is designed to foster meaningful connections among professionals across all sectors of real estate and land use. Whether you're teeing off with industry peers, strategizing your next shot, or relaxing at the clubhouse, every moment is an opportunity to strengthen relationships, share ideas, and expand your network.

Supporting a Worthy Cause

Proceeds from this event directly benefit ULI NWA's important programs, advancing initiatives that support housing affordability, stronger neighborhoods, urban design innovation, regional growth management, transportation and mobility choice, and industry leadership development. By participating, you'll fund critical work shaping the future of Northwest Arkansas while positioning yourself as a champion of community progress.

Customizable Sponsorships

Make the day your own! Sponsorships are fully customizable to align with your goals and brand. Whether it's exclusive branding opportunities, engaging activities, or on-course features, we'll work with you to maximize your visibility and impact.

Event Highlights

Networking Opportunities:

Engage with decision-makers and visionaries from all corners of the industry.

Customizable Experiences:

Tailor your sponsorship to include branded giveaways, hole activations, and more.

Fun and Games:

Enjoy a day of golf, competitions, and activities that build connections in a relaxed, enjoyable setting.

Why Sponsor?

Gain unparalleled access to the region's leaders in real estate and land use.

Showcase your commitment to creating vibrant, sustainable communities.

Amplify your brand through exclusive on-site and digital marketing opportunities.



For more information on sponsorships opportunities, please reach out to Wes Craiglow at wes.craiglow@uli.org

THANK YOU

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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

**TO BECOME
A SPONSOR**

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ULI

Northwest Arkansas