

CORPORATE PARTNERSHIP IMPACT MENU:
**INVESTING IN ULI'S VISION
FOR THE FUTURE**



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INTRODUCTION

WHAT IS THE ULI CORPORATE PARTNERSHIP PROGRAM?

The ULI Corporate Partnership program serves as a strategic avenue for companies to deepen their engagement with ULI. Through the program, firms can enhance relationships, boost brand visibility, and participate in events and sponsorships more efficiently. By engaging with ULI, Corporate Partners also contribute to the ongoing discourse on key industry topics. ULI would not be possible without the support and commitment from its Corporate Partners. We thank them for their invaluable contributions to ULI's mission and community.

WHY INVEST IN MISSION-RELATED PRIORITIES OF ULI?

Investing in a partnership with ULI is your access point to strategically aligning with three pivotal industry priorities: Decarbonization and Net Zero, Increasing Housing Attainability, and Educating the Next Generation of Diverse Leaders. By associating your brand with ULI, you showcase a commitment to addressing key industry challenges, fostering innovation, and staying competitive in an ever-evolving landscape.

In this menu, offerings are outlined and categorized according to these mission priorities, empowering you to identify opportunities that best align with your business goals. This menu serves as your personalized roadmap to navigate the diverse and impactful opportunities that a partnership with ULI can offer.



SUSTAINABLE HORIZONS
**Advance Net-Zero,
Resilience, and Healthy
Places**

ULI Sustainability Research

STARTING AT \$50,000

Position your brand as a sustainability trailblazer through a strategic collaboration with the ULI Randall Lewis Center for Sustainability in Real Estate, contributing to a pioneering research project that will shape the future of the industry.

By sponsoring [ULI research](#), your company will enjoy exclusive advantages and heightened visibility, including: leadership in sustainability, recognition among industry pioneers, strategic networking, prominent brand placement, early insights access, and strategic social media exposure.

Potential research topic areas include but are not limited to:

- **Sustainability Benefits of Adaptive Reuse**
- **Business Case for Real Estate ESG**
- **Nature and Biodiversity**
- **Leading Edge Decarbonization Solutions**
- **Navigating Physical Climate Risks (Water, Extreme Temperatures, Fire, Drought, Flood)**
- **Green and Healthy Cities**
- **Parks and Open Space**
- **Healthy and Equitable Development**



Sustainability Webinar

STARTING AT \$10,000

This unique opportunity is intricately connected to ULI's commitment to sustainability, resilience and health, aligning with recent or upcoming publications, ULI's net-zero mission priority, or any relevant topic recommended. Engaging with industry leaders, your company can drive meaningful conversations and foster a community dedicated to advancing sustainable practices in real estate.

ULI's team will work with you to tailor the [webinar](#) content to address specific challenges or opportunities relevant to your company, maximizing the impact and value of your sponsorship investment.



Case Studies and Project Profiles

STARTING AT \$15,000

ULI members are keen to learn about successful and innovative projects. To meet this demand, ULI prepares case studies and project profiles which are widely shared on the ULI website, via virtual and in person convenings, and in other ways. ULI's [profiles](#) on Net Zero, Developing Urban Resilience, Park-Oriented Development and other topics offer a unique platform to showcase groundbreaking projects aimed at achieving sustainability goals while fostering profitable development.

As a sponsor, your company can contribute expert insights and gain access to a curated network of industry professionals and investors for potential collaborations.



ULI Real Estate Value Chain Convening

\$25,000

Join us in leading the charge towards sustainable real estate solutions by sponsoring our ULI Real Estate Value Chain Convenings.

These gatherings are part of our comprehensive series dedicated to tackling the urgent challenges of decarbonization in the real estate sector. The three main categories cover: Tenants, Utilities, and Supply Chain. Examples of past ULI Real Estate Value Chain Convenings can be found in the right column.

Resilience Summit Sponsorship

\$2,500 TO \$25,000

Invest in shaping climate adaptation by sponsoring the ULI [Resilience Summit](#), convening global leaders in real estate and resilience.

With sponsorship opportunities ranging from \$2,500 to \$25,000, gain access to global thought leaders and meaningful connections. Showcase your commitment to proactive change in the face of climate challenges.

ULI Greenprint Membership

STARTING AT \$5,000

[ULI Greenprint](#) is a worldwide alliance of sustainability professionals from more than 130 leading real estate owner, developer, and investor firms committed to improving the environmental performance of the global real estate industry. The ULI Greenprint community commits to reducing its collective greenhouse gas emissions meaningfully by 2030, and a subset of members has aligned to the ULI Greenprint Net Zero Goal. ULI Greenprint accelerates members' progress on decarbonization in a few key ways:

- **Creating virtual and in-person spaces for sustainability professionals to share best practices and learn from each other**
- **Tapping members' collective expertise to build resources that address shared barriers to decarbonization**
- **Building members' knowledge on sustainability topics by bringing in outside experts for members-only webinars**
- **Benchmarking members' environmental performance and publishing it in an annual ULI report**

Examples Of Past ULI Real Estate Value Chain Convenings:

POLICY

[City Sustainability Policymakers + Real Estate ESG Leads](#)

TENANTS

[Corporate Occupiers + Real Estate ESG Leads](#)

UTILITIES

[Real Estate ESG Leads + Utility Renewables Leads](#)

ULI Greenprint Innovation Partners are ESG technology and service providers supporting the real estate industry in achieving its sustainability goals. These providers share their expertise with more than 130 ULI Greenprint real estate members through webinars, in-person panels, and piloted service offerings or resources. Starting annually at \$7,500. Learn more [here](#).





NURTURING FUTURE LEADERS
Uplift Emerging Talents in Real Estate

Young Leaders Exchange
\$2,500 to \$10,000

Young Leaders are the key to the future of real estate and land use. Now more than ever, it is critical for future leaders to have access to the knowledge and tools necessary to succeed in their careers and professional networks.

The Young Leaders Exchange is an initiative designed to cultivate the next generation of visionaries in the realms of real estate and land use.

At the forefront of innovation and progress, this exchange program offers a transformative experience aimed at equipping young professionals with the insights, skills, and connections vital for navigating and shaping the future landscape of these industries.

PRESENTING SPONSOR – \$10,000

As the Presenting Sponsor, your organization will shape the Young Leaders Exchange by delivering opening remarks at the opening session or by hosting a panel of your company executives during the event to set the tone and demonstrate your commitment to nurturing future leaders.

Gain prominent exposure with your logo featured across all event materials, communications, and promotional channels. Benefit from exclusive networking opportunities to connect with top industry talent, stakeholders, and promising young professionals, establishing your organization as a trusted mentor and partner in their professional development journey.

SUPPORTING SPONSOR – \$2,500

As a Supporting Sponsor, your organization demonstrates commitment to nurturing future real estate and land use leaders. Enjoy recognition as a valued supporter, with your logo prominently displayed in event materials and communications.

Participate in networking sessions to engage with attendees, speakers, and industry experts, contributing to the development of aspiring leaders. Showcase corporate social responsibility by investing in young talent, strengthening your brand's reputation.

Young Leaders Quarterly Webinar

\$5,000

This series is a prime platform for emerging professionals to gain insights, forge connections, and drive change within the industry. As a sponsor, your organization will enjoy extensive visibility with branding on all promotional materials, including event webpages, emails, and social media posts, reaching a diverse audience of industry stakeholders.

Additionally, you'll have the opportunity to showcase your expertise through a dedicated speaking slot, enabling you to engage directly with attendees and promote your initiatives. Network with young professionals, industry leaders, and decision-makers, fostering valuable connections and collaborations.



ULI Etkin Scholars

STARTING AT \$25,000

By supporting the ULI Etkin Scholars program, you invest in tomorrow's leaders and nurture the growth of aspiring real estate professionals, ensuring a diverse and skilled workforce for the future.

ULI Etkin Scholars connects undergraduate and graduate students with ULI members and companies in their local District Council, providing a rich educational and networking experience. For sponsorship opportunities, please contact your Client Services Account Manager.



ULI Learning: Intern Package

STARTING AT \$3,000

Empower your firm's future real estate leaders by investing in the ULI Learning Intern Package, offering foundational real estate education and Excel skills training.

Your sponsorship supports up to 5 interns for \$3,000 or 6-10 interns for \$5,000. Larger groups can discuss tailored options. Position your company as a champion for talent development and industry advancement.

INCLUDES

[Foundations of Real Estate Certificate](#)

[Introduction to Excel for Real Estate Professionals](#)

University Connections Scholarship

STARTING AT \$10,000

Contribute to a scholarship fund to enable students to attend ULI Fall and Spring Meeting – an experience that often transforms the attendee’s life, cementing their commitment to real estate and land use as a career path. Showcase your dedication to education, diversity, and sustainable urban development, reinforcing your organization’s values and leadership.

Engage with ULI members, scholars, and industry leaders to forge valuable connections that may lead to collaboration and business opportunities. For sponsorship opportunities and to learn more about the impact of your investment, please contact your Client Services Account Manager. Together, let’s shape the future of real estate through education and innovation.



ULI Health Leaders Network

\$100,000

The ULI Health Leaders Network, now in its 7th year, empowers mid-career real estate and land use professionals with the skills, knowledge, and networks to improve health outcomes in their professional practice and communities.

Participants gain valuable skills and connections that will help them advance their careers, as well as practical knowledge about the intersection between health, social equity, and the built environment. By sponsoring this program, your company will sustain the program and gain visibility among a cohort of up and coming ULI leaders, and beyond.



ELEVATING HOUSING INITIATIVES
Shape the Future of Housing

ULI Housing Research
STARTING AT \$50,000

Elevate housing innovation and affordability through sponsorship of ULI Terwilliger Center housing research. Your investment is pivotal in fostering thought leadership, tackling pressing matters such as housing affordability and equitable policies.

Partner with ULI to co-create new research initiatives tailored to your objectives or support ongoing projects, collectively shaping the trajectory of housing. Join ULI in driving meaningful change and shaping the future of housing.

ULI Housing Opportunity Conference Sponsorship
STARTING AT \$2,500

The Housing Opportunity Conference is one of the premier gatherings for the residential development, lending, investing, and policy community. This conference brings together a diverse array of stakeholders, including private and nonprofit developers, public officials, planners, advocates, architects, investors, and lenders, united by the common goal of expanding housing opportunities in their communities.

As a sponsor, your support directly contributes to the exploration of key factors and challenges shaping the residential housing landscape, while also facilitating the development of cross-sector solutions. By aligning with the Housing Opportunity Conference, you demonstrate your commitment to advancing best practices in residential development and public policy. Sponsorship packages range from \$2,500 to \$25,000, offering varying levels of visibility, engagement, and networking opportunities.

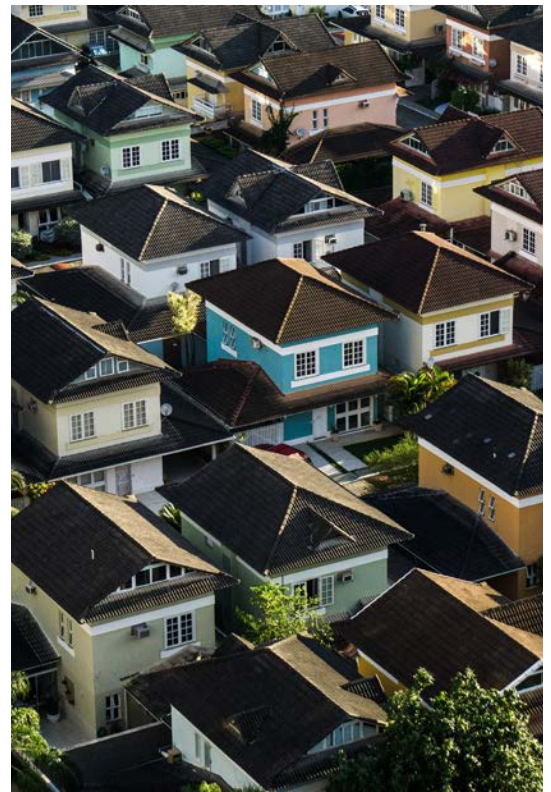


Terwilliger Center Housing Awards Program Fund

STARTING AT \$1,500

Your support not only promotes innovation but also highlights inventive approaches to attainable housing, fostering creativity within the housing industry. By backing this program, you contribute to shedding light on developments that address the pressing need for affordable and workforce housing, thus enhancing housing accessibility and equity in communities nationwide.

Your sponsorship demonstrates your commitment to tackling housing challenges and advancing housing affordability, establishing your organization as a leader in the pursuit of sustainable and inclusive communities. The Terwilliger Center Housing Awards Program encompasses two prestigious awards: the Jack Kemp Excellence in Affordable and Workforce Housing Award and the newly created Terwilliger Center Award for Innovation in Attainable Housing. For sponsorship opportunities and to learn more about how your investment can drive meaningful change, please reach out to your Client Services Account Manager.



Terwilliger Center Housing Webinar

STARTING AT \$10,000

This unique opportunity is intricately connected to ULI's commitment to housing, aligning with recent or upcoming publications. Engaging with industry leaders, your company can drive meaningful conversations and foster a community dedicated to housing innovation and affordability.

ULI's team will work with you to tailor the webinar content to address specific challenges or opportunities relevant to your company, maximizing the impact and value of your sponsorship investment.





STRENGTHENING COMMUNITIES
Support Local Initiatives

Advisory Services Program
STARTING AT \$5,000

ULI’s Advisory Services program is about supporting a transformative force in urban development and delivering the ULI Mission in communities across the country and around the world. Through immersive, on-site panels, cross-disciplinary ULI member leaders come together to produce impactful recommendations for economic development, housing attainability, and community resilience, among other critical areas where needed most. What sets this program apart is the over 75-year track record of real change in over 700 communities and the expertise of its participants—leaders who volunteer their skills, time, and energy to create authentic blueprints for change. By partnering with government entities, commercial real estate leaders, and nonprofit organizations, ULI ensures that the local community is involved at every process step.

Your investment in ULI’s Advisory Services program can allow the program to expand its reach to communities challenged with the greatest issues plaguing our cities today and ensure that those that need it the most have access to the ULI memberships expertise.

The Advisory Services program, with your partnership, drives positive change and positions your organization as a committed leader in shaping thriving, sustainable cities.

Local District Council Sponsorships

At the heart of the Urban Land Institute (ULI) are its Americas District Councils. District Councils are an extremely valuable resource to our members and the ULI mission. With 52 District Councils across the Americas, they actively contribute to the culture and collaboration within the ULI community. ULI’s District Councils continuously work to provide keen leadership and networking opportunities, improve DEI initiatives, conduct educational forums, and build important relationships with our 45,000 plus members in the land use industry.

CONTACT

[Find your nearest District Council and learn the ways you can invest today](#)

UrbanPlan

STARTING AT \$20,000

With the UrbanPlan sponsorship, your organization fuels community engagement and urban development. This comprehensive sponsorship includes training your staff as UrbanPlan volunteers, enabling them to actively participate in community planning initiatives.

Additionally, your sponsorship underwrites the cost of delivering a workshop in your local market, covering expenses such as materials and instructor's time. Your trained staff will then volunteer at the workshop, applying their skills in a real-world setting and contributing to the educational experience. The sponsorship covers all workshop expenses, ensuring smooth operations and impactful outcomes.

Through your partnership with UrbanPlan, you demonstrate a commitment to community empowerment and sustainable development, shaping vibrant and inclusive neighborhoods for the future.

Women's Leadership Initiative

STARTING AT \$20,000

The Women's Leadership Initiative (WLI) was established in 2011 as a program of the Urban Land Institute. Today it has an active Americas Executive Committee in addition to 40+ chapters in 8 countries around the world.

The WLI leaders support local programming and initiatives, helping to increase both the number and visibility of more women leaders throughout ULI's vast network. With a WLI sponsorship, your organization gains a seat on the WLI Americas Executive Committee Board and exclusive naming rights for a new WLI Americas program initiative. This initiative focuses on increasing women leaders' visibility and can be implemented across all ULI District Councils, with grant funding awarded annually to support its innovative programs.

Your sponsorship not only provides strategic leadership opportunities but also demonstrates a commitment to gender diversity and equity in the real estate sector, fostering a more inclusive industry landscape and empowering women leaders across District Councils. Join us in driving meaningful change and advancing women's leadership in real estate.





ADVANCING EDUCATION

Promote Professional Development with ULI Learning

ULI Learning Course

STARTING AT \$30,000

By sponsoring a [ULI Learning course](#) aligned with ULI’s mission priorities — such as sustainability, housing, and advancing the next generation — your company actively contributes to disseminating cutting-edge knowledge and fostering a community dedicated to these critical areas.

ULI Learning, ULI’s flagship education platform, delivers best-in-class educational experiences led by expert practitioners and esteemed university faculty. Your sponsorship not only amplifies visibility but also plays a pivotal role in shaping a sustainable and innovative future in real estate.

Guest Speaker on a Class

\$2,500

Become a guest speaker in ULI Learning’s courses, sharing case studies or real-world examples to enhance participant learning experiences.

This sponsorship opportunity allows participation to offer expertise on specific topics or provide intimate knowledge relevant to course content.



Contribute to a Scholarship Fund

STARTING AT \$10,000

Contribute to a scholarship fund to provide financial assistance to students or participants seeking access to ULI Learning courses.

This support addresses the high demand for financial aid and can sponsor entire groups or cohorts of learners. Can be tailored to meet diversity and inclusivity goals.

Distribute an Existing Course Free of Charge for One Year Speaker on a Class

STARTING AT \$25,000

Underwrite the expenses of offering a course to the public free of charge for one year.

This initiative includes prominent branding on the course, inclusion in marketing emails, and a direct impact on ULI Learning's mission.

Contribute a Previously Published Case Study, Research, or Report to a Course

\$5,000

Contribute previously published case studies, research, or reports to ULI Learning courses.

This initiative enhances the depth and breadth of educational content available to participants, enriching their learning experiences.

Upgrade a Course or Certificate to Professionally Filmed Video

STARTING AT \$20,000

Support ULI Learning in upgrading course or certificate quality through professionally filmed video production.

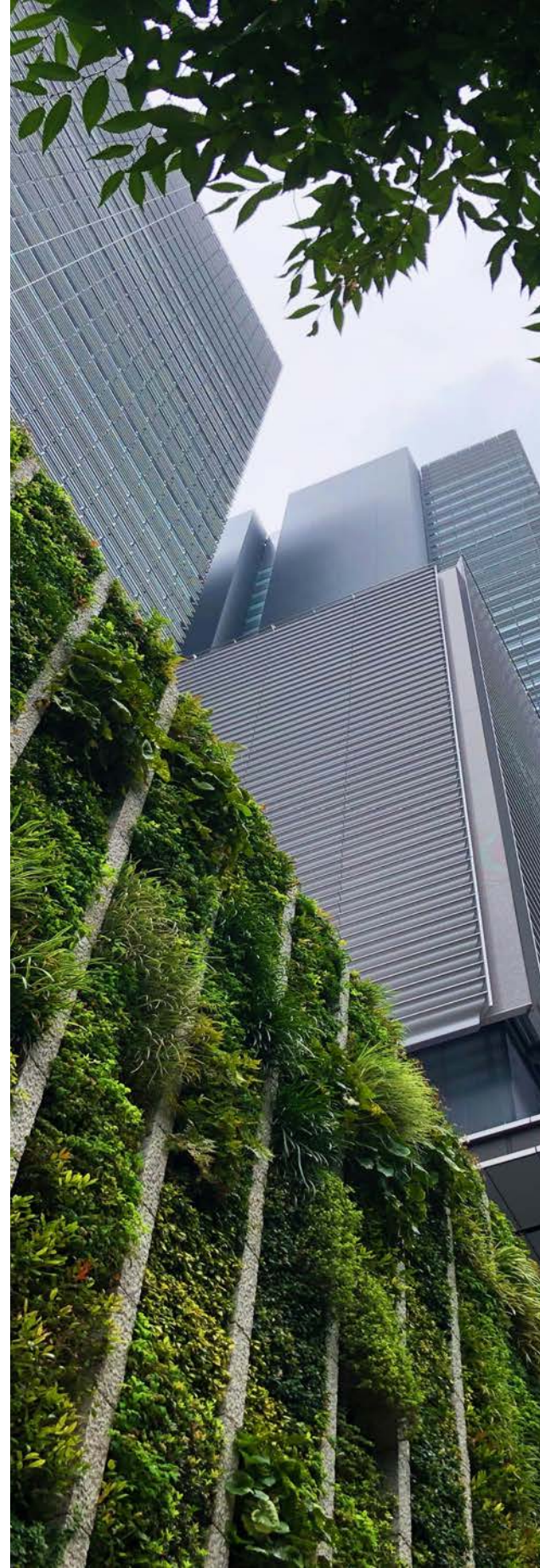
This initiative enhances educational materials and participant learning experiences, with options to select courses for upgrade based on interest and relevance.

Promote Social Impact Through Real Estate Development

\$12,500

Drive positive change, enhance business performance, and promote professional development by funding this ULI Learning Course.

This initiative equips real estate organizations with the knowledge and tools to integrate social impact into their development projects.



CONTACT

ERIN SLONEKER, SENIOR VICE PRESIDENT, CORPORATE
PARTNERSHIP & STRATEGY
ERIN.SLONEKER@ULI.ORG / 443-255-9181



**Urban Land
Institute**