

# 2019 SPONSORSHIP OPPORTUNITIES



ULI New York advocates for best practices in responsible land use and development and for the creation of more sustainable, healthy, and resilient communities throughout the New York metropolitan region.

*“ULI New York is the preeminent source of thought leadership in real estate development and land use policy. No other organization I know is as effective at connecting you with the key players in every sector of our industry, both private and public, who are responsible for shaping our region.”*

– Marty Burger, Chief Executive Officer, Silverstein Properties

# WHY YOU SHOULD SUPPORT ULI NEW YORK



Be a leader in our market's preeminent industry association, committed to building better places for people to live, work, and play.



Forge relationships with leaders and decision makers across diverse disciplines, sectors, and product types.



Share knowledge and best practices with 2,400+ local members advocating for sustainable, healthy, and resilient communities in our region.



Access compelling programs exploring the most important issues currently affecting land use and development.



Develop professional and leadership skills through our Young Leaders Group (for members under 35), Women's Leadership Initiative, and NEXT (for members 35-45).

## 2019 ANNUAL SPONSORSHIP OPPORTUNITIES

Join other leading real estate companies in supporting ULI New York's local educational programs, professional development platforms, and community outreach initiatives.

Enjoy the year-round visibility, brand recognition, and benefits available when your company is deeply engaged with ULI New York.

SPONSORSHIP LEVELS	Urban Visionary	Platinum	Gold	Silver	Bronze
Annual Sponsorship Benefits (Stand Alone)	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000

2019 ANNUAL SPONSORSHIP BENEFITS	Urban Visionary	Platinum	Gold	Silver	Bronze
Sponsor Spotlight in monthly Chairman's Message (2,400+ members)	✓	✓			
Opportunity to host events and programs	✓	✓	✓		
Sponsor logo displayed on all signage at all events and programs	✓	✓	✓		
Sponsor logo displayed on printed event programs	✓	✓	✓		
Complimentary Associate Memberships* for individuals who are not currently ULI members	6 (\$2,640 value)	4 (\$1,760 value)	2 (\$880 value)	1 (\$440 value)	
Sponsor recognition on all weekly email blasts and program announcements (4,000+ members & prospects per eblast)	Logo (premium placement)	Logo (premium placement)	Logo	Logo	Name
Sponsor logo on ULI New York website with link to sponsor company's website	✓	✓	✓	Logo only	Logo only
Complimentary tickets to events and programs	16 (\$1,040 value)	14 (\$910 value)	10 (\$650 value)	8 (\$520 value)	6 (\$390 value)

**\*Associate Membership:** The most popular ULI membership, open to all. Benefits include savings of 25% or more on all events, education programs and publications, subscription to Urban Land magazine, free members-only webinars, and District Council volunteer and leadership opportunities.

## 2019 COMBINATION SPONSORSHIP OPPORTUNITIES

By increasing your financial support through a combination sponsorship your company will enjoy additional benefits associated with the annual Awards for Excellence in Development Gala (highlighted below), our signature annual Real Estate Outlook (Emerging Trends) program, and our exclusive Sponsor CEOs cocktail reception.

SPONSORSHIP LEVELS	Urban Visionary	Platinum	Gold	Silver	Bronze
Annual Sponsorship Benefits (Stand Alone)	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000
<b>Combination Package Sponsorship Benefits</b>	<b>\$30,000</b>	<b>\$25,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>

### 2019 AWARDS FOR EXCELLENCE IN DEVELOPMENT (included when purchasing combination package)

Sponsor logo featured on Gala dinner table centerpieces	✓				
Sponsor recognized during the opening and closing remarks	✓				
Photobooth (company logo featured on printed photos)	✓				
Exclusive access to VIP room during Gala cocktail hour	✓	✓			
Sponsor recognition in printed dinner programs	✓	✓			
Sponsor gobos projected throughout Gala ballroom	✓	✓			
Custom Gala cocktail hour table signage featuring sponsor logo	✓	✓			
Sponsor logo featured on podium signage	✓	✓			
Sponsor logo displayed on step and repeat during Gala cocktail hour	✓	✓	✓		
Preferred seating at the Gala dinner	✓	✓	✓		
Table for 10 at the Gala dinner	✓	✓	✓	✓	
5 tickets to the Gala dinner					✓
Custom Gala dinner table signage featuring sponsor logo	✓	✓	✓	✓	
Sponsor ad displayed in printed dinner programs and on Awards website	(2) Full-page (\$5,000 value)	Full-page (\$2,500 value)	Full-page (\$2,500 value)	Half-page (\$1,500 value)	Quarter-page (\$750 value)
Sponsor logo on all Awards promotional materials and email blasts (4,000+ members & prospects per eblast)	✓	✓	✓	✓	✓
Sponsor logo on Awards website with link to sponsor company's website	✓	✓	✓	Logo only	Logo only

### 2019 REAL ESTATE OUTLOOK SPONSORSHIP BENEFITS (included when purchasing combination package)

Sponsor recognized by representative during welcome and closing remarks	✓	✓			
Sponsor logo displayed on all REO email blasts (4,000+ members & prospects per eblast), event signage & printed program	✓	✓	✓		
Sponsor logo displayed on step and repeat at the event	✓	✓	✓	✓	
Complimentary tickets	6 (\$750 value)	5 (\$625 value)	4 (\$500 value)	3 (\$375 value)	1 (\$125 value)

### 2019 SPONSOR APPRECIATION EVENT (included when purchasing combination package)

Exclusive invitation to Sponsor CEOs Cocktail Reception	✓	✓	✓	✓	
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### 2019 FALL MEETING REGISTRATION (included when purchasing combination package)

Complimentary registration to the 2019 ULI Fall Meeting in Washington, D.C. (September 18-21)	1 (\$2,000+ value)	1 (\$2,000+ value)			
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# JOIN US IN SHAPING THE FUTURE OF NEW YORK

Your Sponsorship Dollars Drive These ULI New York Initiatives:

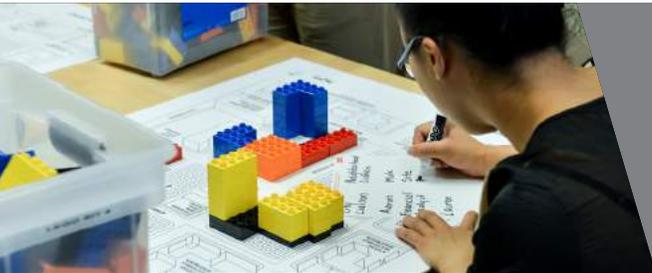
## INFLUENCING PUBLIC POLICY

Leveraging our members' expertise to provide objective, market-based multidisciplinary advice to public officials and nonprofit organizations facing complex land use and real estate challenges through our hallmark Technical Assistance Panels (TAPs) program.



## PROVIDING EDUCATIONAL RESOURCES AND COMMUNITY OUTREACH OPPORTUNITIES

Improving the dialogue and understanding of the fundamental factors influencing development through volunteer-led initiatives like our classroom-based curriculum, UrbanPlan, and our Tri-State Land Use Council.



## HIGH-QUALITY, TIMELY PROGRAMMING

Each year our 40+ programs and events convene 2,500+ industry members to connect, exchange ideas, and learn about thought-leading trends and topics in real estate.



## RAISING THE BAR FOR RESPONSIBLE LAND USE AND DEVELOPMENT

Our annual Awards for Excellence in Development recognize outstanding projects in the private, public, and nonprofit sectors across New York State.



## SHARING BEST PRACTICES AND DEVELOPING TRUSTED RELATIONSHIPS

120+ members engage in 20+ exclusive annual opportunities to connect, share, and learn about topical interests involving infrastructure, housing, mixed-use development, and technology and innovation through our Local Product Council networks.



## DIVERSE PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Leadership training, career advancement, and relationship building tailored specifically for the needs of our members, delivered through our Women's Leadership Initiative, Mentor Program, Young Leaders Group, and ULI NEXT New York.

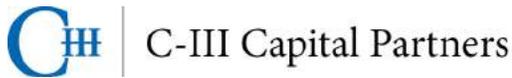


# THANK YOU TO OUR 2018 ANNUAL SPONSORS

## PLATINUM



## GOLD



## SILVER



## BRONZE



# THANK YOU TO OUR 2018 AWARDS GALA SPONSORS

## URBAN VISIONARY



## PLATINUM



## GOLD



## SILVER



## BRONZE

AECOM  
Hart Howerton

Alloy  
JLL

AKRF  
Starwood Capital Group



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**THE URBAN LAND INSTITUTE** is a 501(c)(3) organization whose mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

As a nonpartisan organization, ULI has long been recognized as one of America's most respected and widely quoted sources of objective information on urban planning, growth and development.

Our members form a spectrum of land use and development disciplines, including developers, builders, investors, designers, public officials, planners, real estate brokers, attorneys, engineers, lenders, academics and students.

**FOR MORE INFORMATION, CONTACT:**

**ULI New York**  
25 West 45th Street, Suite 505  
New York, NY 10036

Tel 917.773.8822  
Fax 212.450.7301  
Email [felix.ciampa@uli.org](mailto:felix.ciampa@uli.org)