



Urban Land Institute **Nashville**



Sponsorship

2017

**Enhance your firm's value in the community through
knowledge, networking and recognition.**

Become a ULI Nashville Annual Sponsor



Sponsorship

Knowledge. Networking. Recognition.

Why You Should Sponsor ULI Nashville

As a sponsor of ULI Nashville, you and your firm realize the benefits from visibility, support, and association with the ULI brand. Sponsorship of ULI Nashville provides the same benefits of advertising, at a fraction of the cost.

You should sponsor ULI Nashville because you/your firm:

- Previously demonstrated financial and active support of ULI
- Works in an industry that ULI resources benefit
- Name/Logo will be seen in our mailings, marketing, and at events throughout the year
- Will receive cost-saving value to programs and events, and:
- Will gain access to exclusive networking with industry leaders.

Annual Sponsorship Benefits

ULI Nashville helps you achieve maximum value for your sponsorship dollars by offering a variety of package choices with various benefits designed to be meaningful to you and your firm.

All sponsorship levels (details on page 4) include:

- Firm name displayed at each local ULI event and listed on all correspondence and in all marketing materials
- Website link to your firm from the ULI Nashville web page
- Complimentary tickets to programs and events
- Complimentary sponsorship / tickets to the annual Excellence in Development Awards
- Private networking reception with national speakers.

Some Sponsorship levels include complimentary membership(s) in ULI, as well as additional benefits.

Member Testimonials

“ULI is my go to organization for all aspects of development best practices as well as unlimited networking opportunities offered through the wonderful local programs plus spring and fall conferences.”

— Jimmy Granbery, *Chairman/CEO, H.G.Hill Realty Company*

“ULI Nashville is a terrific organization to join early in your career as a real estate or land use professional in any discipline. Being a ULI Member opens the door to an incredible local professional network and market, and it provides access to current, relevant information on trends, as well as concept-rich materials on a regional, national, and global level. ULI has an awesome mission and a spirit of sharing, fun, education, and celebration.”

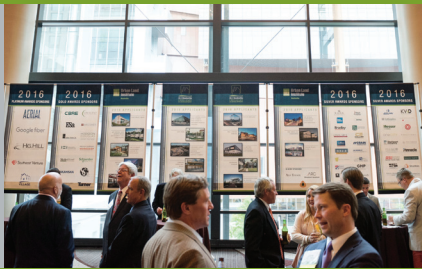
— Ed Henley, *Principal/Project Executive, Pillars Development*

“ULI is engaged and working with city leadership to develop healthy corridors, infrastructure, trail-oriented development, affordable housing and issues of the day. For me, it’s the best networking group in Nashville with relevant content and opportunities to establish working relationships with many members and then reconnect with all during ULI Nashville gatherings.”

— Mark Deutschmann, *CEO, Village Real Estate Services*

“As a fast-growing company, we’ve enjoyed the many valuable resources ULI Nashville offers to help us stay on track with Nashville’s growth and know what it looks like to be a really good developer.”

— Britnie Turner Keane, *Founder/CEO, Aerial Development Group*



About Us

The Mission

Urban Land Institute provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide, through:

- 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

Who We Are

Connecting People — Sharing Knowledge

- ULI Nashville is a trusted convener, collaborator and communicator/educator of best practices on all aspects of city building.
- A member-driven organization, ULI Nashville brings together its 500 members to share and exchange ideas, information and experiences to shape the way our community grows.
- ULI Nashville represents the diverse industries, perspectives and expertise in its education, conversations, and network-building.

What We Do

Through programming, initiatives, and outreach activities, ULI Nashville and its members are able to inform, educate and collaborate with fellow community practitioners, stakeholders, decision makers and change-agents. For example, ULI Nashville:

- Hosts a wide variety of timely and relevant **monthly programs** such as networking socials, member-only programs, project

tours, issue/content workshops, ULI Roadshows on Emerging Trends in Real Estate and on Infrastructure, and the ULI Nashville Excellence in Development Awards;

- As ULI “at-the-local-level,” is a **conduit for ULI member benefits** such as access to ULI Case Studies, complimentary member-only ULI webinars, discounts on ULI publications, and the *Urban Land* magazine;
- **Facilitates conversations** among the different disciplines engaged in land use, real estate, and development;
- **Provides member-only opportunities** for engagement in ULI Nashville initiatives and on Action Councils;
- Supports our next generation of leaders through **Young Leaders initiatives**, such as the Mentor Program and Development 101: The Series;
- Supports the **Women in Leadership Initiative** (new in 2017);
- Provides information for new members (and long-term members who need a refresher!) on benefits and resources of ULI and ULI Nashville, and an introduction to fellow members at **New Members ULI Nashville Connect**, to be offered several times through the year (new in 2017);
- Facilitates, collaborates, leads and/or participates in **community initiatives** like Gear Up 2020, Urban Manufacturing, Best Practices for Elected Officials;
- Celebrates and reinforces best practices in development through the annual **Excellence in Development Awards**, and;
- Provides for member-only engagement on important issues of city building through **Action Councils** on:
 - Building Healthy Places
 - Capital Markets
 - Housing
 - Transportation.



Benefits

“ULI is only as strong globally as it is locally. The creativity of our district and national councils has resulted in some of the Institute’s most successful work on improving community livability and sustainability.” — Patrick Phillips, Global CEO

| Annual Sponsorship Benefits | Diamond \$10,000 | Platinum \$7500 | Gold \$5000 | Silver \$3500 | Bronze \$2500 | Sustaining* \$1500 |
|---|---|--|--|--|---|---|
| Recognition with logo on ULI Nashville website, at events, in online marketing and communications, and feature photos of Sponsor’s project on ULI Nashville website, Facebook, et al. | ✓ | ✓ | ✓ | | | |
| Recognition with company name on ULI Nashville Sponsor list and with logo or name elsewhere at events, online marketing and communications. | | | | ✓ | ✓ | ✓ |
| Complimentary ULI Membership (Associate Level) | 2 \$880 Value | 2 \$880 Value | 1 \$440 Value | 1 \$440 Value | | |
| Complimentary ULI Young Leader Membership (Associate Level) | 1 \$220 Value | | 1 \$220 Value | | 1 \$220 Value | |
| Complimentary Registration ULI Fall Meeting 2017 (Los Angeles, CA) | 1 \$1900 Value | | | | | |
| Complimentary Registration to Every Program in 2017 | 3 Tickets: <i>Estimated</i> \$1000 Value | 2 Tickets: <i>Estimated</i> \$750 Value | 1 Ticket: <i>Estimated</i> \$500 Value | | | |
| Complimentary Registration for Selected Programs in 2017. Total tickets to apply to programs of your choice in 2017. | | | | 6 Tickets: <i>Estimated</i> \$300 Value | 4 Tickets: <i>Estimated</i> \$200 Value | 3 Tickets: <i>Estimated</i> \$150 Value |
| Award Sponsorship (Table Size, if included) (Number of Seats or Tickets) (Package Value) | Diamond Full Table 12 Seats \$1800 Value | Gold Full Table 10 Seats \$1500 Value | Silver Half Table 5 Seats \$750 Value | Listed as Supporter 2 Tickets \$300 Value | Listed as Supporter 1 Ticket \$150 Value | Listed as Supporter 1 Ticket \$150 Value |
| Networking Sponsor Receptions with National Speakers | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

* For information on YL Business Sponsorship — email nashville@uli.org



ULI Nashville 2017 Annual Sponsorship Pledge and Payment Invoice

Sponsor Contact Information

Company/Organization: _____
Contact Name: _____
Title: _____
Email: _____
Phone: _____

Administrative Contact Information (If same as sponsor contact, just write "See Above.")

Contact Name: _____
Title: _____
Email: _____
Phone: _____
Street Address: _____
City/State/Zip: _____

Please Check Sponsorship Level — Full Payment Due December 18, 2016

- Diamond Sponsor: \$10,000
- Platinum Sponsor: \$7500
- Gold Sponsor: \$5000
- Silver Sponsor: \$3500
- Bronze Sponsor: \$2500
- Sustaining Sponsor: \$1500
- YL Business Sponsor: \$750 — indicate if choose 2-part installment options

Payment Information (Use this pledge form as your invoice with payment.)

- Check: Mail this form with check payable to ULI Nashville.**
Amount Enclosed \$ _____ Check No. _____
- Credit Card: Scan and email to nashville@uli.org or mail this form with credit card payment to ULI Nashville.**
Credit Card Type _____ Cardholder _____
Card No. _____ Exp. _____

Mail This Form and Payment (This is a new ULI Nashville address.)

ULI Nashville c/o Rose Faeges-Easton, 1809 Cedar Lane, Nashville, TN 37212