



**Urban Land
Institute**

2025 ULI SPRING MEETING SPONSORSHIP GUIDE

May 12-14, 2025 | Denver, CO



QUICK FACTS

DATE

May 12-14, 2025

LOCATION

Denver, CO

VENUE

Colorado Convention Center

WEBSITE

spring.uli.org

SPONSORSHIP CONTACT

Erin Sloneker
Senior Vice President,
Corporate Partnership & Strategy
erin.sloneker@uli.org

ABOUT SPRING MEETING

REAL ESTATE'S PREMIER EVENT

The ULI Spring Meeting, a global stage for real estate, connects cross-disciplinary land use professionals worldwide. Over three days, engage with influential decision-makers and industry experts, gaining insights through thought-provoking sessions, interactive workshops, and collaborative forums. Together, we will explore innovative solutions to the pressing issues affecting our cities and communities.

Join thousands of decision-makers convening in Denver from May 12-14 at the 2025 ULI Spring Meeting—the only event uniting every sector of the real estate industry. Attend to build relationships with top professionals and acquire cutting-edge information for your business.

WHY SPONSOR?

INNOVATE. COLLABORATE. CONNECT.

- **Align your company with industry evolution.** Directly align your company with the mission priorities of ULI, focusing on key initiatives such as decarbonization and achieving net-zero, increasing housing attainability, and educating the next generation of diverse leaders. Investing in ULI allows your brand to champion these crucial objectives, reinforcing your commitment to sustainable practices, housing accessibility, and fostering diverse leadership in the real estate sector.
- **Strengthen your network.** Build meaningful connections, establish valuable relationships, and create opportunities for growth. Sponsoring allows companies to be an integral part of a community that values meaningful connections in the realm of real estate and land use.
- **Elevate your company's thought leadership.** Showcase your innovative solutions, engage in discussions with industry leaders, and position your brand at the forefront of real estate innovation. It's a unique opportunity to contribute to and lead conversations that shape the future of the industry.

Connect with the World of Real Estate

- | | | |
|-----------------------|--------------|------------------|
| ✓ Developers | ✓ Architects | ✓ Urban Planners |
| ✓ Engineers | ✓ Investors | ✓ Placemakers |
| ✓ Financial Analysts | ✓ Industrial | ✓ Academic |
| ✓ Venture Capitalists | ✓ Mixed-use | ✓ Nonprofit |
| ✓ Commercial | ✓ Government | ✓ Technology |



4,500+

Real Estate
Professionals

30+

Development
Tours

20+

Concurrent
Sessions

25+

Networking
Events

OVERVIEW

SPONSORSHIP OPPORTUNITIES AT A GLANCE

Explore the ULI Spring Meeting sponsorship guide, organized by areas of interest, to align your company with tailored opportunities for maximum impact.

Corporate Brand Exposure and Visibility 05

- Welcome Reception - \$200,000
- General Session - \$150,000
- Digital Experience - \$100,000
- Branded Giveaway - \$75,000
- Golf Simulator - \$75,000
- ULI Events App Pinned Post - \$25,000
- Individual Tours - \$25,000
- Charging Station - \$15,000

Thought Leadership 08

- Concurrent Session - \$150,000
- Presenting Tour - \$100,000
- Podcast Sponsor - \$100,000
- Short Session - \$75,000

Equitable Engagement 10

- Presenting NEXT/YLG Experience - \$200,000
- An Evening With WLI Curated Conversations Dine ArounDs- \$75,000
- WLI Coffee Connect - \$25,000
- WLI View From the Top - \$25,000
- DEI Reception Hosted by DEI Committee - \$25,000
- LGBTQ Reception Hosted by DEI Committee - \$25,000
- Scholarship for Students - \$25,000

Environmental Stewardship 12

- Event Greening - \$100,000
- Presenting Resilience Summit Sponsor - \$100,000
- Hydration Station - \$25,000

Industry Networking 14

- Full Member Luncheon - \$100,000
- Barista Service Coffee Bar - \$50,000
- Networking Lunch - \$50,000
- Afternoon Pick-Me-Up - \$50,000
- New Member Breakfast - \$25,000
- First Time Attendee Networking Reception - \$25,000

Additional Opportunities 17

- Nonprofit/Public Sponsorship - \$10,000
- Friends of the Institute Sponsorship - \$5,000 - \$20,000
- Resilience Summit Sponsorship Package - \$5,000

Customized Packages 18

- Cornerstone Partnership



CORPORATE BRAND EXPOSURE AND VISIBILITY

\$200,000

Welcome Reception

One (1) available

- Sponsorship of Welcome Reception; Recognition on all Welcome Reception Related Signage and Materials
- Marketing Email Recognition
- Executive Testimonials in Email Campaigns
- ULI Conference Website Recognition
- On-site Branding and Signage
- Additional Marketing Opportunity
- **Urban Land** Digital Advertising Package
- 14ER Level Local Market Sponsorship
- Fifteen (15) Registrations

\$150,000

General Session

Two (2) available

- Sponsorship of One General Session; Recognition on all General Session Related Signage and Materials
- Opening Remarks at General Session
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- 14ER Level Local Market Sponsorship
- Twelve (12) Registrations

\$100,000

Digital Experience

One (1) available

- Sponsorship of ULI Events App; Premier Logo Placement on the App Homescreen and Schedule Banner
- Two (2) ULI Event App Pinned Posts
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Summit Level Local Market Sponsorship
- Eight (8) Registrations

\$75,000

Branded Giveaway

Three (3) available

- Customizable, Branded Giveaway for all Meeting Attendees
- One (1) ULI Event App Pinned Post about Giveaway
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Alpine Level Local Market Sponsorship
- Six (6) Registrations

\$75,000

Golf Simulator

One (1) available

- Sponsorship of Golf Simulator; Recognition on all Activation Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Alpine Level Local Market Sponsorship
- Six (6) Registrations

\$25,000

ULI Events App Pinned Post

Four (4) available

- Sponsorship of One (1) ULI Events App Pinned Post
- ULI Conference Website Recognition
- On-site Branding and Signage
- Foothills Level Local Market Sponsorship
- Two (2) Registrations

\$25,000

Individual Tours

Fifteen (15) available

- Sponsorship of One (1) Tour; Recognition on all Tour Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Foothills Level Local Market Sponsorship
- Two (2) Sponsored Tour Tickets
- Two (2) Registrations

\$15,000

Charging Station

Four (4) available

- Sponsorship of Charging Station; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration



THOUGHT LEADERSHIP

\$150,000

Concurrent Session

Two (2) available

- Sponsorship of one (1) Concurrent Session; Recognition on all Session Signage and Materials
- Opportunity to Develop and Plan One (1) Meeting Session
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- 14ER Level Local Market Sponsorship
- Twelve (12) Registrations

\$100,000

Presenting Tour

One (1) available

- Sponsorship of Tour Area; Recognition on all Tour Related Signage and Materials
- Option to Develop and Plan One (1) Meeting Tour
- Four (4) Tickets to Full Member Only Tour
- Custom and Branded Tour Departure Area in Premier Meeting Location
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Summit Level Local Market Sponsorship
- Eight (8) Registrations

\$100,000

Podcast Sponsor

One (1) available

- Sponsorship of Podcast; Recognition on all Podcast Related Signage and Materials
- Option to Develop and Host One (1) Podcast
- Branded Recognition Across ULI's Digital Platforms Associated with Spring Meeting
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Digital Advertising Package
- Summit Level Local Market Sponsorship
- Eight (8) Registrations

\$75,000

Short Session

Eight (8) available

- Sponsorship of Curated 20-minute Session; Recognition on all Session Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Digital Advertising Package
- Alpine Level Local Market Sponsorship
- Six (6) Registrations

Short Sessions

Short sessions are a great way to foster the exchange of information, serving as an effective platform for communicating development concepts, sharing lessons learned, and discussing best practices.





EQUITABLE ENGAGEMENT

\$200,000 **Presenting NEXT/YLG** **Experience**

One (1) available

- Sponsorship of the NEXT/YLG Experience Offerings; Recognition on all NEXT/YLG Related Signage and Materials
- Three (3) Complimentary Tickets to NEXT/YLG Reception
- Opening Remarks at NEXT/YLG Reception
- Marketing Email Recognition
- Executive Testimonials in Email Campaigns
- ULI Conference Website Recognition
- Additional Marketing Opportunity
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- 14ER Level Local Market Sponsorship
- Fifteen (15) Registrations

\$75,000 **An Evening with WLI:** **Curated Conversations** **Dine Arouds**

One (1) available

- Sponsorship of Evening with WLI Event; Recognition on all Event Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Alpine Level Local Market Sponsorship
- Six (6) Registrations

\$25,000

Women's Leadership Initiative Coffee Connect

Four (4) available

- Sponsorship of WLI Coffee Connect; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Foothills Level Local Market Sponsorship
- Two (2) Registrations

\$25,000

Women's Leadership Initiative View From the Top

Four (4) available

- Sponsorship of WLI View From the Top; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Foothills Level Local Market Sponsorship
- Two (2) Registrations

\$25,000

DEI Reception Hosted by The DEI Committee

Four (4) available

- Sponsorship of DEI Reception; Recognition on all Event Related Signage and Materials
- Recognition within the Lounge hosted by The DEI Committee
- ULI Conference Website Recognition
- On-site Branding and Signage
- Foothills Level Local Market Sponsorship
- Two (2) Registrations

\$25,000

LGBTQ Reception Hosted by The DEI Committee

Four (4) available

- Sponsorship of LGBTQ Reception; Recognition on all Event Related Signage and Materials
- Recognition within the Lounge hosted by The DEI Committee
- ULI Conference Website Recognition
- On-site Branding and Signage
- Foothills Level Local Market Sponsorship
- Two (2) Registrations

\$25,000

Scholarship for Students

Four (4) available

- Sponsorship of Scholarship for Students; Recognition on all Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Foothills Level Local Market Sponsorship
- Two (2) Registrations



ENVIRONMENTAL STEWARDSHIP

\$100,000

Event Greening

One (1) available

- Sponsorship of all Greening Practices throughout Host Hotel or Convention Center; Recognition on all Greening Practices through Signage and Marketing Materials
- One (1) Green Initiative Social Post
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Summit Level Local Market Sponsorship
- Eight (8) Registrations

\$100,000

Presenting Resilience Summit Sponsor

One (1) available

- Sponsor of the Resilience Summit; Recognition on all Resilience Summit Related Signage Materials
- Opportunity to Develop and Plan One (1) Spring Meeting Session
- Opening Remarks at the Resilience Summit
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Summit Level Local Market Sponsorship
- Two (2) Spring Meeting Registrations
- Six (6) Resilience Summit Registrations

\$25,000

Hydration Station

Six (6) available

- Sponsorship of Water Wise Hydration Station; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Foothills Level Local Market Sponsorship
- Two (2) Registrations

Water Wise Initiative

Support ULI's Water Wise Initiative by sponsoring a Hydration Station. Building on the success of ULI's report, *Water Wise: Strategies for Drought-Resilient Development*, the Urban Resilience program introduced the Water Wise Development Coalition. This coalition brings together land use and real estate professionals with policymakers to promote water-smart development and policies. It offers abundant opportunities for sharing best practices and networking, with participants actively shaping coalition programming and implementation.





INDUSTRY NETWORKING

\$100,000 **Full Member Luncheon**

One (1) available

- Sponsorship of Full Member Luncheon; Recognition on all Full Member Luncheon Related Signage and Materials
- Introduction of Luncheon Guest Speaker
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Summit Level Local Market Sponsorship
- Eight (8) Registrations

\$50,000 **Barista Service Coffee Bar**

One (1) available

- Sponsorship of Barista Service Coffee Bar; Recognition on Barista Service Coffee Bar related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Montane Level Local Market Sponsorship
- Four (4) Registrations

\$50,000 Networking Lunch

Three (3) available

- Sponsorship of Complimentary Lunch; Recognition on Lunch Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Digital Advertising Package
- Montane Level Local Market Sponsorship
- Four (4) Registrations

\$50,000 Afternoon Pick-Me-Up

Three (3) available

- Sponsorship of Complimentary Afternoon Pick-Me-Up; Recognition on Afternoon Pick-Me-Up Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Digital Advertising Package
- Montane Level Local Market Sponsorship
- Four (4) Registrations

\$25,000

New Member Breakfast

Two (2) available

- Sponsorship of New Member Breakfast; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Foothills Level Local Market Sponsorship
- Two (2) Registrations

\$25,000

First Time Attendee Networking Reception

Two (2) available

- Sponsorship of First Time Attendee Networking Reception; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Foothills Level Local Market Sponsorship
- Two (2) Registrations

“ULI is the only organization that joins leading real estate players and institutions globally to provide a diverse perspective on real estate investing, lending, operations and trends. **Their councils and events allow members the opportunity to share ideas and experiences, and establish meaningful connections across the industry.**”

KRISTIN GANNON, MANAGING DIRECTOR
EASTDIL SECURED





ADDITIONAL OPPORTUNITIES

\$10,000 Nonprofit/Public Sponsorship

Ten (10) available

- ULI Conference Website Recognition
- On-site Branding and Signage
- Two (2) Registrations

\$5,000 - \$20,000 Friends of the Institute Sponsorship

Ten (10) available

- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration

Interested In Sponsoring the 2025 ULI Resilience Summit?

Sponsor ULI’s 6th Annual Resilience Summit, an event that brings leaders in the fields of real estate and resilience together to share solutions to protect communities and investments from future climate risks. Hosted by the ULI Urban Resilience program, this exclusive event will be held in conjunction with ULI’s Spring Meeting in Denver, Colorado on May 15, 2024.

\$5,000 Resilience Summit Supporting Sponsorship Package

- Receives Logo Recognition on All Resilience Summit Related Signage and Marketing Materials, Including Website Recognition
- Three (3) Resilience Summit Registrations



CUSTOMIZED PACKAGES

Cornerstone Partnership

Explore elevated opportunities through our customized Cornerstone Partnership packages, extending beyond the conventional sponsorship offerings. Tailored to meet your company’s specific needs, these packages provide specialized benefits that set your brand apart.

If your company brings unique value, whether through installations, activations, or technology, we are always eager to hear new ideas and collaborate to enhance the conference experience. Have an idea or looking for an elevated presence at this year’s Spring Meeting? Contact Erin Sloneker, Senior Vice President, Corporate Partnership & Strategy.

CONTACT

Erin Sloneker
Senior Vice President,
Corporate Partnership & Strategy
erin.sloneker@uli.org



SPRING MEETING ADVERTISING PACKAGES

\$9,000

One (1) Half-page Advertisement in *Urban Land Magazine*
One (1) Homepage Middle Banner

\$10,500

One (1) Full-page Advertisement in *Urban Land Magazine*
One (1) E-newsletter Top Banner

\$16,000

One (1) 2-page Spread Advertisement in *Urban Land Magazine*
One (1) E-newsletter Top Banner

\$21,000

One (1) 2-page Spread Advertisement in *Urban Land Magazine*
One (1) Leaderboard Banner on *Urban Land Online*
One (1) E-newsletter Top Banner
Three (3) Month Ad Package on Urban Land's Online Marketplace
**To use any time over 1 year from time of purchase*

Align your brand around the 2025 ULI Spring Meeting

For more information, please contact Erin Sloneker at erin.sloneker@uli.org.



WE HOPE TO SEE YOU IN DENVER!

For more information regarding event sponsorships,
please contact:

Erin Sloneker

Senior Vice President, Corporate Partnerships & Strategy

erin.sloneker@uli.org

