



**Urban Land
Institute**

2026 ULI SPRING MEETING SPONSORSHIP GUIDE

May 5-7, 2026 | Nashville, TN



QUICK FACTS

DATE

May 5-7, 2026

LOCATION

Nashville, TN

VENUE

Music City Center

WEBSITE

spring.uli.org

SPONSORSHIP CONTACT

Jennifer Johnson
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Business Development
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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 Nashville from May 5-7 at the 2026 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 |



5,000+

Real Estate
Professionals

45+

Sessions

25+

Tours

80+

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

- General Session (2) - \$125,000
- Welcome Reception (1) - \$100,000
- Digital Experience (1) - \$75,000
- Branded Giveaway (3) - \$50,000
- Golf Simulator (1) - \$50,000
- ULI Events App Pinned Post (4) - \$15,000
- Headshot Station (1) - \$25,000
- Individual Tours (15) - \$15,000
- Charging Station (4) - \$15,000

Thought Leadership 08

- Presenting Tour (1) - \$100,000
- Podcast Sponsor (1) - \$100,000
- Concurrent Session (2) - \$75,000
- Short Session (6) - \$50,000

Equitable Engagement 10

- Presenting NEXT/YLG Experience (1) - \$100,000
- An Evening With WLI: Curated Conversations
- Dine Arouds (1) - \$75,000
- DEI Reception (4) - \$25,000
- LGBTQ Reception (4) - \$25,000
- Scholarship for Students (4) - \$25,000
- WLI View From the Top (4) - \$15,000
- WLI Coffee Connect (4) - \$15,000
- University Connections Roundtables (6) - \$10,000

Environmental Stewardship 13

- Presenting Resilience Summit Sponsor (1) - \$75,000
- Event Greening (1) - \$50,000
- Hydration Sponsor (2) - \$30,000

Industry Networking 15

- Full Member Luncheon (1) - \$50,000
- Barista Service Coffee Bar (3) - \$30,000
- Networking Lunch (3) - \$30,000
- Happy Hour Pick-Me-Up (3) - \$30,000
- New Member Breakfast (2) - \$25,000
- First-Time Attendee Networking Reception (2) - \$25,000

Additional Opportunities 17

- Nonprofit/Public Sponsorship (10) - \$10,000
- Friends of the Institute Sponsorship (10)- \$5,000 - \$15,000
- Resilience Summit Supporting Sponsorship (10) - \$5,000

Spring Meeting Local Nashville Packages 18

- Elite Impact Sponsorship - \$15,000
- Premium Impact Sponsorship - \$10,000
- Supporting Impact Sponsorship - \$5,000

Customized Packages 19

- Cornerstone Partnership



CORPORATE BRAND EXPOSURE AND VISIBILITY

\$125,000 General Session

Two (2) available

- Sponsorship of One General Session; Recognition on all General Session Related Signage and Materials
- Opening Remarks at General Session
- Executive Testimonials in Email Campaigns
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Diamond Level Local Market Sponsorship
- Ten (10) Registrations

\$100,000 Welcome Reception

One (1) available

- Sponsorship of Welcome Reception; Recognition on all Event Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- Additional Marketing Opportunity
- **Urban Land** Digital Advertising Package
- Diamond Level Local Market Sponsorship
- Eight (8) Registrations

\$75,000

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
- Platinum Level Local Market Sponsorship
- Six (6) Registrations

\$50,000

Branded Giveaway

Three (3) available

- Customizable, Branded Giveaway for all Meeting Attendees
- One (1) ULI Event App Pinned Post about Giveaway
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Market Sponsorship
- Four (4) Registrations

\$50,000

Golf Simulator

One (1) available

- Sponsorship of Golf Simulator; Recognition on all Activation Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Market Sponsorship
- Four (4) Registrations

\$25,000

Headshot Station

One (1) available

- Sponsorship of One (1) Headshot Station; Recognition on all Station Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Market Sponsorship
- Two (2) Registration

\$15,000

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
- Friend Level Local Market Sponsorship
- One (1) Registration

\$15,000

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
- Friend Level Local Market Sponsorship
- Two (2) Sponsored Tour Tickets
- One (1) Registration

\$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
- Friend Level Local Market Sponsorship
- One (1) Registration



THOUGHT LEADERSHIP

\$100,000 Presenting Tour

One (1) available

- Sponsorship of Tour Area; Recognition on all Tour Related Signage and Materials (Includes: Branded Grab-N-Go Snack)
- 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
- Diamond 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
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Diamond Level Local Market Sponsorship
- Eight (8) Registrations

\$75,000

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
- Platinum Level Local Market Sponsorship
- Six (6) Registrations

\$50,000

Short Session

Six (6) available

- Sponsorship of Curated 20-minute Session; Recognition on all Session Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Market Sponsorship
- Four (4) 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

\$100,000

Presenting NEXT/YLG Experience

One (1) available

- Sponsorship of the NEXT/YLG Experience Offerings; Recognition on all Event 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
- Diamond Level Local Market Sponsorship
- Eight (8) Registrations

\$75,000

An Evening With WLI: Curated Conversation Dine Arounds

One (1) available

- Sponsorship of an Evening with WLI Curated Conversation Dine Arounds; 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
- Platinum Level Local Market Sponsorship
- Six (6) Registrations

\$25,000

DEI Reception

Four (4) available

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

\$25,000

LGBTQ Reception

Four (4) available

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

\$25,000

Scholarship for Students

Four (4) available

- Sponsorship of Scholarship for Students
- Receives access to post-conference Stewardship Report
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Market Sponsorship
- Two (2) Registrations

\$15,000

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
- Friend Level Local Market Sponsorship
- One (1) Registration

\$15,000

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
- Friend Level Local Market Sponsorship
- One (1) Registration

\$10,000

University Connections Networking Roundtables

Six (6) available

- Sponsorship of one (1) Networking Roundtable at the University Connections Event for Students; Recognition on all Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration

"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





ENVIRONMENTAL STEWARDSHIP

\$75,000

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
- Platinum Level Local Market Sponsorship
- Two (2) Spring Meeting Registrations
- Four (4) Resilience Summit Registrations

\$50,000

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
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Market Sponsorship
- Four (4) Registrations

\$30,000

Hydration Sponsor

Two (2) available

- Sponsorship of One (1) Hydration Station; Recognition on all Activation Related Signage and Materials (Includes: Branded Water Bottle Giveaway)
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Sponsorship
- Three (3) Registrations



INDUSTRY NETWORKING

\$50,000 Full Member Luncheon

One (1) available

- Sponsorship of Full Member Luncheon; Recognition on all Event Related Signage and Materials
- Introduction of Luncheon Guest Speaker
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Digital Advertising Package
- Gold Level Local Market Sponsorship
- Four (4) Registrations

\$30,000 Barista Service Coffee Bar

Three (3) available

- Sponsorship of Barista Service Coffee Bar; Recognition on all event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Market Sponsorship
- Three (3) Registrations

\$30,000

Networking Lunch

Three (3) available

- Sponsorship of Complimentary Lunch; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Market Sponsorship
- Three (3) Registrations

\$30,000

Afternoon Pick-Me-Up

Three (3) available

- Sponsorship of Complimentary Afternoon Pick-Me-Up; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Market Sponsorship
- Three (3) 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
- Silver 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
- Silver Level Local Market Sponsorship
- Two (2) Registrations



ADDITIONAL OPPORTUNITIES

\$10,000 **Nonprofit/Public** **Sponsorship**

Ten (10) available

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

\$5,000 - \$15,000 **Friends of the Institute**

Ten (10) available

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

Interested In Sponsoring the 2026 ULI Resilience Summit?

Sponsor ULI's 7th 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 Nashville, TN on May 5-7, 2026.

\$5,000 **Resilience Summit Supporting Sponsorship**

Ten (10) available

- Receives Logo Recognition on all Resilience Summit Related Signage and Marketing Materials
- ULI Conference Website Recognition
- Three (3) Resilience Summit Registrations



SPRING MEETING LOCAL NASHVILLE PACKAGES

Are You a Local Sponsor with ULI Nashville?

Available only to renewing ULI Nashville sponsors, these special add-on packages offer a unique opportunity to extend your visibility and engagement to ULI's 2026 Spring Meeting in Nashville. Designed as a complement to your local sponsorship, these packages enhance your brand presence and provides valuable access to one of ULI's largest gatherings of real estate and land use professionals.

These packages are available only to ULI Nashville sponsors renewing at the same local level as the previous sponsorship year. These offerings are not available as standalone options and must be added to a renewed 2026 ULI Nashville sponsorship commitment.

\$15,000

Elite Impact Sponsorship

- Receives Prominent Logo Recognition on All Local Elite Sponsorship Related Signage and Marketing Materials Onsite at Spring Meeting
- ULI Conference Website Recognition
- Three (3) Spring Meeting Registrations
- One (1) Resilience Summit Registration

\$10,000

Premium Impact Sponsorship

- Receives Prominent Logo Recognition on All Local Premium Sponsorship Related Signage and Marketing Materials Onsite at Spring Meeting
- ULI Conference Website Recognition
- Two (2) Spring Meeting Registrations
- One (1) Resilience Summit Registration

\$5,000

Supporting Impact Sponsorship

- Receives Logo Recognition on All Local Supporting Sponsorship Related Signage and Marketing Materials Onsite at Spring Meeting
- ULI Conference Website Recognition
- One (1) Spring Meeting Registration
- One (1) Resilience Summit Registration

For more information, please contact Jennifer Carlat at jennifer.carlat@uli.org.



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 Jennifer Johnson, Vice President, Business Operations.

CONTACT

Jennifer Johnson

Vice President,
Business Development
jennifer.johnson@uli.org



WE HOPE TO SEE YOU IN NASHVILLE!

For more information regarding event sponsorships,
please contact:

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Vice President, Business Development

jennifer.johnson@uli.org

