ABOUT THE URBAN LAND INSTITUTE

ULI is the oldest and largest network of cross-disciplinary real estate and land use experts in the world. **ULI is its members**—delivering the mission, shaping the future of the industry, and creating thriving communities across the globe.

- **45,000+** members, representing over **81 countries**
- **2,300+** programs, including **52 district councils** and **64 product councils**
- **100,000+** people receive **Urban Land** content by email weekly
- **300,000** followers make up ULI’s **social media network** across all four platforms
Now more than ever, ULI’s role as connector is crucial. The 2021 ULI Virtual Spring Meeting will bring together thousands of real estate and land use professionals during an interactive online experience to share knowledge, build relationships, and explore the role of real estate in shaping cities and communities across the globe. Unlike previous Spring Meetings, this event will be open to members and nonmembers alike.

**Bringing the ULI experience to you, wherever you are**

The virtual event will span three days and feature world-renowned industry leaders to share their insights on topics ranging from capital markets and COVID-19 impacts to social equity and sustainability. The virtual environment will allow ULI to reach an even larger audience, making this a truly global event.

**Not just another webinar**

The ULI Virtual Spring Meeting will go beyond the usual online format – it is a digital production created to seamlessly deliver a personalized learning and networking experience through curated content, high level insights and audience interactivity.

40+ sessions

100+ industry leading speakers

10+ virtual real estate tours

50+ networking events and interactive dialogues

150,000+ individuals reached through Virtual Spring Meeting marketing communications
**WHY SPONSOR?**

**BRAND VISIBILITY**

**GAIN RECOGNITION AMONG THE LEADERS IN REAL ESTATE DEVELOPMENT**

Showcase your brand to more than **4,000 participants** from the leading real estate companies across the globe.

**ULI ENGAGEMENT**

**DEEPEN YOUR ENGAGEMENT WITH THE LARGEST NETWORK OF CROSS-DISCIPLINARY REAL ESTATE AND LAND USE EXPERTS, BOTH GLOBALLY AND LOCALLY**

Your sponsorship ensures that ULI is able to deliver its mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide, both at a global level and in Colorado through the activities of our local district council.

**THOUGHT LEADERSHIP**

**DELIVER YOUR MESSAGE TO THE RIGHT PEOPLE**

Demonstrate your company’s **expertise and innovation** by aligning with and contributing to ULI content.

For more information about the sponsorship program and how to get involved with the 2021 ULI Virtual Spring Meeting, contact sponsorship@uli.org or visit spring.uli.org/sponsor.
### 2021 ULI SPRING MEETING SPONSORSHIP BENEFITS

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>ICON</th>
<th>PRINCIPAL</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td>$50,000</td>
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### PRE-EVENT MARKETING

- **ULI Conference Website Recognition**: ✓ ✓ ✓ ✓ ✓ ✓ ✓
- **Virtual Spring Meeting Marketing Email Campaign Recognition**: ✓ ✓ ✓ ✓ ✓ ✓ ✓
- **A ULI-Approved Testimonial or Video Teaser From a Company Leader to Include in 1 or More Emails**: ✓ ✓ ✓ ✓ ✓ ✓ ✓
- **Promotional Posts across All ULI Social Media Platforms**: 2 posts 1 post

### "ON-SITE" MARKETING

- **Customizable Sponsor Resource Page***: ✓ ✓ ✓ ✓ ✓ ✓ ✓
- **Virtual Platform Homepage and Sign-in Page Recognition**: ✓ ✓ ✓ ✓ ✓ ✓ ✓
- **Networking Lounge or Roundtable Sponsor**: ✓ ✓ ✓ ✓ ✓ ✓ ✓
- **Pre-recorded General Session Introduction Remarks from Company CEO or Leader**: ✓ ✓ ✓ ✓ ✓ ✓ ✓
- **Exclusive Sponsor of Concurrent Session or Tour**: ✓ ✓ ✓ ✓ ✓ ✓ ✓
- **Pre-recorded 1-2 minute company video played at the start of sponsored session**: ✓ ✓ ✓ ✓ ✓ ✓ ✓

### POST-EVENT MARKETING

- **Access to Virtual Exhibit Hall Leads Dashboard (visitors and email list) and ABM Dashboard (booth engagement metrics)**: ✓ ✓ ✓ ✓ ✓ ✓ ✓
- **Post-Event Metric Report**: ✓ ✓ ✓ ✓ ✓ ✓ ✓

### ADDITIONAL ULI BENEFITS

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>ICON</th>
<th>PRINCIPAL</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td>ULI Virtual Spring Meeting Complimentary Registrations</td>
<td>15</td>
<td>12</td>
<td>10</td>
<td>8</td>
<td>5</td>
<td>3</td>
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<tr>
<td>Complimentary Memberships (Associate Level)</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
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<tr>
<td><strong>Urban Land Magazine Print Advertisement</strong></td>
<td>1 Full Page Ad</td>
<td>1 Full Page Ad</td>
<td>1/2 Page Print Ad</td>
<td>1/2 Page Print Ad</td>
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</tr>
<tr>
<td><strong>Urban Land Magazine Online Advertisement</strong></td>
<td>4 Month Online Ad Run</td>
<td>4 Month Online Ad Run</td>
<td>4 Month Online Ad Run</td>
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<tr>
<td>One year sponsor recognition and benefits with ULI Colorado (as applicable)</td>
<td>Alpine Level</td>
<td>Montane Level</td>
<td>Foothills Level</td>
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### CHOICE BENEFIT (CHOICE OF ONE PER SPONSOR)

- **Options Include**: 20-minute Micro-Learning Session, Support of ULI’s Pathways to Inclusion Program, or ULI Spring Meeting Email Advertising Spot

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*Virtual booth includes: Personalized booth space with Company description, Branded Header Banner, Ability to create a playlist with up to fifteen minutes of media content, and include downloadable resources, plus company “booth reps”

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