

ULI SPRING MEETING

2023 ULI SPRING MEETING SPONSORSHIP BENEFITS	PREMIER LEVEL \$150,000 USD \$200,000 CAD	ICON SPONSOR \$100,000 USD \$140,000 CAD	PRINCIPAL SPONSOR \$75,000 USD \$100,000 CAD	PLATINUM SPONSOR \$50,000 USD \$70,000 CAD	GOLD SPONSOR \$25,000 USD \$35,000 CAD	SILVER SPONSOR \$10,000 USD \$15,000 CAD	BRONZE SPONSOR \$5,000 USD \$7,500 CAD
PRE-EVENT MARKETING							
ULI conference website recognition	✓	✓	✓	✓	✓	✓	✓
Spring Meeting marketing email campaign recognition	✓	✓	✓	✓			
Promotional post across ULI social media platforms – <i>or</i> – pinned post in ULI Events app	2 posts	1 post					
A ULI-approved testimonial or video teaser from a company leader to include in 1 or more emails	✓	✓					
ON-SITE EVENT MARKETING							
On-site branding and signage	✓	✓	✓	✓	✓	✓	✓
Opportunity for company leader to introduce keynote speaker at a general session	✓	✓					
Choice of one exclusive add-on benefit	✓	✓	✓	✓	✓	✓	✓
ADDITIONAL ULI BENEFITS							
ULI Spring Meeting complimentary registrations	12	10	8	6	4	3	2
10% discount on additional registrations	✓	✓	✓	✓			
Complimentary memberships (Associate level)	6	4	3	3	1	1	
ULI Spring Meeting Global Governing Trustees and Leadership Dinner invitations	2	1					
ULI Spring Meeting Exclusive Sponsor Reception invitation	✓	✓	✓	✓	✓	✓	✓
<i>Urban Land</i> magazine print advertisement (Spring Meeting issue)	Two-page ad	1 full-page ad	1 full-page ad	1 full-page ad	½-page ad		
<i>Urban Land</i> online advertisement	8-month online ad run	8-month online ad run	6-month online ad run	3-month online ad run			
One year of sponsor recognition and benefits with ULI Toronto (as applicable)	Diamond level	Diamond level	Platinum level	Gold level	Gold level		