



May 16-18, 2023

SPRING MEETING

TORONTO, ONTARIO

Sponsor Benefit Options

All benefits are available on a first come, first served basis.

For additional details on individual benefits please reach out to sponsorship@uli.org.

Principal and Icon Level Opportunities

Welcome Reception – Sold Out

All Spring Meeting attendees are welcomed to attend a kick-off cocktail reception and networking opportunity at an exclusive venue in Toronto (location TBD).

Sponsor receives logo recognition on all onsite signage, in the ULI events app and website. Additionally in collaboration with ULI, sponsors can choose one branded surprise and delight item for reception attendees (ex. signature drink or snack give-away, photo booth, interactive display). Opportunities for additional digital signage is available depending on venue options and pricing.

Presenting Tour Program Sponsor – 1 Available

Tours provide meeting attendees an opportunity to explore one of-a-kind projects in meeting host city and learn from the project team community leaders. Spring Meeting will feature over twenty full and half-day tours.

Sponsor receives prominent logo recognition within the tour departure area and branding on a tour related giveaway item (ex. umbrella, water bottle, sunglasses, snack bag) produced at ULI's expense. The opportunity also includes sponsorship of the Full Member only tour and two complimentary tickets to attend the tour.

Hotel Keycards and Welcome Letter - 1 Available

Welcome out of town Spring Meeting attendees to Toronto as they check in to their hotel. Sponsor receives logo recognition on all headquarter hotel keycards over three peak nights (design restrictions apply). Sponsors also can draft a message to be included in the welcome letter, distributed to all ULI Spring Meeting hotel guests.

Lanyards – Sold Out

Worn by all attendees throughout the week of the meeting, lanyards are a highly visible opportunity to promote your brand.

Branded Notebooks or Pens – 2 Available

Put your brand in the hands of Spring Meeting attendees by providing a complimentary notebook or pen. Items are both produced and designed by ULI in collaboration with the sponsor.

Gold and Platinum Level Opportunities

Microlearning Sessions – 9 Available

Microlearning sessions are 20-minute content-based presentations that take place in between core content at the Spring Meeting. The sessions are an effective forum for the exchange of information and a means to communicate development concepts, lessons learned, and best practices. Additionally, the microlearning sessions provide sponsors with the opportunity to share more about their business with Spring Meeting attendees.

Sponsors can curate and present one 20-minute session and receive logo recognition on all session related signage, including in the ULI events app and website. Marketing collateral, white papers, and/or reports may be distributed to attendees at sessions.

Barista Service Coffee Bar – 3 Available

Treat meeting attendees to a complimentary morning beverage, served up by baristas at the ULI Bar. Located in a central gathering space outside of concurrent and general session rooms, the ULI Bar will host a variety of activations over the course of three days. The barista bar is available to Spring Meeting attendees each morning from 8am – 12pm.

Sponsors receive logo recognition on barista bar signage, branded coffee cups, napkins, and a customized coffee stencil, as well as in the ULI events app and website, on one of the three meeting days.

Afternoon Pick-Me-Up – 3 Available

Curate a memorable afternoon snack and drink engagement for attendees at the ULI Bar. Located in a central gathering space outside of concurrent and general session rooms, the ULI Bar will host a variety of activations over the course of three days. The afternoon pick-me-up is available to Spring Meeting attendees on day of the meeting from 2pm – 5:30pm.

Sponsors receive logo recognition on bar signage as well as in the ULI events app and website, on one of the three meeting days. Opportunities for additional branding may be available (ex. snack bag stickers, branded cocktail napkins).

ULI Events App Sponsor – 1 Available

ULI will continue to partner with Spot Me to bring attendees the ULI's Event App. The ULI's Event App provides a mobile friendly digital experience to attendees allowing them to connect with fellow attendees, receive meeting updates, bookmark sessions, and more!

Sponsor receives prominent branding within the app including splash screen logo recognition, homepage static banner, and 2 timed pinned posts on the homepage. Sponsor is also recognized in promotional marketing of the app leading up to and during the Spring Meeting.

Closing Reception – 1 Available

All Spring Meeting attendees are welcomed to attend the closing cocktail reception and networking opportunity at the Metro Toronto Convention Centre.

Sponsor receives logo recognition on all event related signage and in the ULI events app and website. Opportunities for additional digital signage is available depending on venue options and pricing.

Full Member Luncheon – 1 Available

The Full Member Luncheon includes a sit-down plated lunch and unique key-note speaker, exclusively offered to ULI's Full Members. Sponsor receives logo recognition on all event related signage and marketing items, including recognition in event invitations emails, and the ULI events app and website.

Women's Leadership Initiative (WLI) Speakeasy: co-sponsorship opportunity – 2 Available

ULI's Women's Leadership Initiative (WLI) aims to support local programs and initiatives that help increase both the number and visibility of more women leaders throughout ULI's vast network.

WLI sponsors receive logo recognition on all WLI Speakeasy related signage and marketing materials, including event invitations, ULI events app and website. Additionally, sponsors receive free access to attend the event as well (some restrictions may apply).

Bronze and Silver Level Opportunities

Individual Tours - 20 Available

Tours provide meeting attendees with the chance to explore award-winning projects across the Toronto region, gain behind-the-scenes insights, and connect with peers in a small group setting.

Tour sponsors can choose 1 of over 20 tours taking place during the Spring Meeting and receive 2 complimentary tickets to attend their selected tour. Tour sponsors also receive logo recognition on tour related signage, including in the ULI events app and website.

Concurrent Sessions – 25 Available

Concurrent sessions explore cutting-edge real estate and land use related topics during a 45–60-minute panel style discussion. Industry leader panelists facilitate session conversations, followed by a moderated Q+A.

Concurrent Session sponsors can choose 1 of over 25 sessions taking place at the Spring Meeting and receive logo recognition on session related signage, including in the ULI events app and website.

New Member Breakfast: co-sponsorship opportunity – 2 Available

At each meeting, ULI hosts a networking breakfast welcoming new members to ULI. The breakfast attracts between 50-100 attendees and is a by invitation only event.

Sponsors receive logo recognition on all event related signage and marketing items, including recognition in event invitations emails, and the ULI events app and website.

Networking Lunches – 3 Available

ULI provides all meeting attendees with a complimentary boxed lunch on each afternoon of the meeting.

Sponsors receive logo recognition on branded napkins and boxed lunch stickers, and event related signage, including in the ULI events app and website.

Swag Giveaway Shelf – 6 Available

Provide a branded give-away item to Spring Meeting attendees. Located near the Ask ULI information desk, the swag shelf is a popular attraction and sure way to get your brand in the hands of attendees.

Sponsors can provide one or more items to be showcased on the shelf during *one* day of the meeting. Items are provided by sponsors at their own expense and must be approved by ULI.

ULI Events App Pinned Posts – 4 Available

Pinned posts are sponsor ads that live on the home page of the ULI events app – both web and mobile versions. This highly visible opportunity allows sponsors to promote their business and/or share important one-time messages with ULI's 4,000+ Spring Meeting attendees.

Posts include both text and graphic and can also include hyperlinks and tracking as desired. Posts will be scheduled for one 4-hour time block throughout the meeting, based on availability.

Young Leader Group Reception: co-sponsorship opportunity – 3 Available

ULI's Young Leaders Group (YLG) network creates opportunities for young professionals under the age of 35 to develop skills and build relationships that will help advance their careers and foster an understanding of thoughtful development practices. Each Spring Meeting the YLG network hosts an exclusive networking reception for all under the age of 35 Spring Meeting attendees and local members. This event is ticketed, by invitation only, and typically attracts 150-200 attendees.

Sponsors receive logo recognition on all event related signage and marketing items, including recognition in event invitations emails, and the ULI events app and website. Additionally sponsors receive 3 complimentary tickets to attend the YLG reception.

Young Leader Group Morning Yoga – 1 Available (Silver Only)

All Spring Meeting attendees are welcomed to attend an early morning yoga class at an exclusive venue in Toronto (location TBD). A free branded yoga mat will be available to up to 75 participants.

Sponsor receives logo recognition on branded yoga mats, all event related signage and marketing materials, and in the ULI events app and website.

Pathways to Inclusion: co-sponsorship opportunity – 4 Available (Silver Level Only)

Pathways to Inclusion is a ULI Diversity, Equity, and Inclusion initiative that aims to broaden ULI's membership and to create a forum for underrepresented developers and land use professionals at the Spring and Fall Meetings. The program covers the cost for a local cohort of 25+ BIPOC professionals to attend ULI's Spring Meeting and includes a one-year ULI membership. After the Spring Meeting, the local District Council provides additional programming to reinforce engagement with ULI. By lowering the barriers to entry and diversifying ULI's membership the organization's mission of creating and sustaining thriving communities can be better fulfilled.

By supporting Pathways to Inclusion, your sponsorship dollars cover cohort expenses including Spring Meeting registration and memberships. Sponsors receive logo recognition in all Pathways to Inclusion marketing and recruitment emails and on the local District Council website. Additionally, sponsors are invited to attend the Pathways to Inclusion kick-off reception at Spring Meeting and receive logo recognition on event related signage including in event invitations emails, and the ULI events app and website.