

2024 ULI SPRING MEETING SPONSORSHIP BENEFITS	PREMIER SPONSOR \$150,000	ICON SPONSOR \$100,000	PLATINUM SPONSOR \$75,000	GOLD SPONSOR \$50,000	SILVER SPONSOR \$25,000
<b>PRE-EVENT MARKETING</b>					
ULI Conference Website Recognition	✓	✓	✓	✓	✓
ULI Social Engagement with Sponsor Thank You Post	✓	✓	✓	✓	
Marketing Email Campaign Recognition	✓	✓	✓		
Additional Digital Marketing Opportunity (a unique social media post)	✓	✓	✓		
Testimonial from Company Leader	✓	✓			
Pop-up Advertisement during Registration Drive	5-day				
<b>ON-SITE MARKETING</b>					
On-site Branding and Signage	✓	✓	✓	✓	✓
Recognition in ULI Event App	✓	✓	✓	✓	✓
Choice of One Exclusive Add-on Benefit	✓	✓	✓	✓	
Keynote Introductory Remarks from Company Leader	✓				
Co-branded Social Media Reel	✓				
<b>URBAN LAND ADVERTISING</b>					
Online Advertisement	Pushdown Homepage Banner: 2-Month Run Web Sponsored Content: 1-Month Run E-Newsletter Sponsored Content: 1Weekly Issue	Web Sponsored Content: 1-Month Run E-Newsletter Sponsored Content: 1Weekly Issue Standard Banner: 1-Month Run	Standard Banner: 2-Month Run	Standard Banner: 1-Month Run	Standard Banner: 1-Month Run
Print Advertisement	2-Page Spread	2-Page Spread	Full-Page	Full-Page	Half-Page
Print Feature	Dedicated Specialty Placement				
<b>ANNUAL LOCAL SPONSORSHIP</b>					
One Full Year of ULI New York Sponsorship Benefits	Urban Visionary	Urban Visionary	Platinum	Gold	Silver
<b>REGISTRATION &amp; HOSPITALITY</b>					
ULI Spring Meeting Complimentary Registrations	15	12	8	5	3
ULI Spring Meeting Global Governing Trustees and Leadership Dinner Invitations	2	1			