

2023 ULI FALL MEETING SPONSORSHIP BENEFITS	PREMIER SPONSOR \$200,000	ICON SPONSOR \$150,000	PLATINUM SPONSOR \$100,000	GOLD SPONSOR \$75,000	SILVER SPONSOR \$40,000	BRONZE SPONSOR \$25,000
<b>PRE-EVENT MARKETING</b>						
ULI Conference Website Recognition	✓	✓	✓	✓	✓	✓
ULI Social Engagement with Sponsor-owned Posts	✓	✓	✓	✓	✓	
Marketing Email Campaign Recognition	✓	✓	✓	✓		
Additional Digital Marketing Opportunity (e.g. a unique social media post, email or ULI Events App ad)	✓	✓	✓			
Testimonial from Company Leader	✓	✓				
Pop-up Advertisement during Registration Drive	5-Day Run					
<b>ON-SITE EVENT MARKETING</b>						
On-site Branding and Signage	✓	✓	✓	✓	✓	✓
Choice of One Exclusive Add-on Benefit	✓	✓	✓	✓	✓	
Recognition in ULI Event App	✓	✓	✓			
Keynote Introductory Remarks from Company Leader	✓					
Co-branded Social Media Video	✓					
<b>URBAN LAND MAGAZINE FALL MEETING ISSUE ADVERTISING</b>						
Online Advertisement	2-Month Run	1-Month Run	1-Month Run	1-Month Run	1-Month Run	
Digital Feature	Homepage Sponsored Content: 2-Month Run	E-Newsletter Sponsored Content: 1 Weekly Issue & Homepage Standard Banner: 1-Month Run	Homepage Bottom Leaderboard Banner: 1-Month Run & Homepage Standard Banner: 1-Month Run	Homepage Standard Banner: 1-Month Run	Homepage Standard Banner: 1-Month Run	
Print Advertisement	2-Page Spread	2-Page Spread	Full-Page	Full-Page		
Print Feature	Dedicated Specialty Placement					
<b>ULI LOS ANGELES DISTRICT COUNCIL SPONSORSHIP</b>						
One Full Year of Benefits	Custom Local Benefits	Platinum	Platinum	Gold	Silver	Bronze
<b>REGISTRATION &amp; HOSPITALITY</b>						
ULI Fall Meeting Complimentary Registrations	15	12	8	6	4	2
ULI Fall Meeting Global Governing Trustees and Leadership Dinner Invitations	4	2				