



**Urban Land  
Institute**

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# 2024 ULI FALL MEETING SPONSORSHIP GUIDE

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October 28-30, 2024 | Las Vegas, NV







## QUICK FACTS

### DATE

October 28-30, 2024

### LOCATION

Las Vegas, NV

### VENUE

Resorts World Las Vegas

### WEBSITE

[fall.uli.org](https://fall.uli.org)

### SPONSORSHIP CONTACT

Erin Sloneker  
Senior Vice President,  
Corporate Partnership & Strategy  
[erin.sloneker@uli.org](mailto:erin.sloneker@uli.org)

## ABOUT FALL MEETING

### REAL ESTATE'S PREMIER EVENT

The ULI Fall Meeting, a global stage for real estate, connects cross-disciplinary land use professionals worldwide. Over three days, engage with influential decision-makers and industry experts, gaining insights through thought-provoking sessions, interactive workshops, and collaborative forums. Together, we will explore innovative solutions to the pressing issues affecting our cities and communities.

Join thousands of decision-makers convening in Las Vegas from October 28-30 at the 2024 ULI Fall Meeting—the only event uniting every sector of the real estate industry. Attend to build relationships with top professionals and acquire cutting-edge information for your business.

# WHY SPONSOR?

INNOVATE. COLLABORATE. CONNECT.

- **Align your company with industry evolution.** Directly align your company with the mission priorities of ULI, focusing on key initiatives such as decarbonization and achieving net-zero, increasing housing attainability, and educating the next generation of diverse leaders. Investing in ULI allows your brand to champion these crucial objectives, reinforcing your commitment to sustainable practices, housing accessibility, and fostering diverse leadership in the real estate sector.
- **Strengthen your network.** Build meaningful connections, establish valuable relationships, and create opportunities for growth. Sponsoring allows companies to be an integral part of a community that values meaningful connections in the realm of real estate and land use.
- **Elevate your company's thought leadership.** Showcase your innovative solutions, engage in discussions with industry leaders, and position your brand at the forefront of real estate innovation. It's a unique opportunity to contribute to and lead conversations that shape the future of the industry.

## Connect with the World of Real Estate

- |                       |              |                  |
|-----------------------|--------------|------------------|
| ✓ Developers          | ✓ Architects | ✓ Urban Planners |
| ✓ Engineers           | ✓ Investors  | ✓ Placemakers    |
| ✓ Financial Analysts  | ✓ Industrial | ✓ Academic       |
| ✓ Venture Capitalists | ✓ Mixed-use  | ✓ Nonprofit      |
| ✓ Commercial          | ✓ Government | ✓ Technology     |



6000+

Real Estate  
Professionals

15+

Development  
Tours

40+

Concurrent  
Sessions

150+

Speakers



# OVERVIEW

## SPONSORSHIP OPPORTUNITIES AT A GLANCE

Explore the ULI Fall Meeting sponsorship guide, organized by areas of interest, to align your company with tailored opportunities for maximum impact.

### **Corporate Brand Exposure and Visibility ..... 05**

- Welcome Reception - \$200,000
- General Session - \$150,000
- Digital Experience - \$100,000
- Branded Giveaway - \$75,000
- Golf Simulator - \$75,000
- Interactive Bubble Screen - \$50,000
- ULI Events App Pinned Post - \$25,000
- Individual Tours - \$25,000
- Green Screen Photo Opportunity - \$25,000
- Art Installation Wall - \$25,000
- Charging Station - \$15,000

### **Thought Leadership ..... 07**

- Presenting Tour - \$100,000
- Short Session - \$75,000

### **Equitable Engagement ..... 09**

- Presenting YLG Experience - \$200,000
- Presenting NEXT Experience - \$100,000
- An Evening with WLI - \$75,000
- WLI Coffee Connect - \$25,000
- Lounge Hosted by DEI Committee - \$25,000
- DEI & WLI Leaders Exchange - \$25,000
- Reception Hosted by DEI Committee - \$25,000

### **Environmental Stewardship ..... 12**

- Event Greening - \$100,000
- Hydration Station - \$25,000

### **Industry Networking ..... 14**

- Afternoon Pick-Me-Up - \$50,000
- Networking Lunch - \$50,000
- Barista Service Coffee Bar - \$50,000
- First Time Attendee Networking Reception - \$25,000
- New Member Breakfast - \$25,000

### **Additional Opportunities ..... 16**

- Public/Nonprofit Sponsorship - \$10,000
- University Connections Networking Roundtables - \$5,000

### **Customized Packages ..... 17**

- Cornerstone Partnership





**SPONSORSHIP OPPORTUNITIES:**

## **CORPORATE BRAND EXPOSURE AND VISIBILITY**

**\$200,000**

### **Welcome Reception**

**One (1) available**

- Sponsorship of Welcome Reception with Recognition on all Welcome Reception Related Signage and Materials
- Marketing Email Recognition
- Executive Testimonials in Email Campaigns
- ULI Conference Website Recognition
- On-site Branding and Signage
- Additional Marketing Opportunity
- **Urban Land** Print and Digital Advertising Package
- Custom Local Market Sponsorship
- Fifteen (15) Registrations

**\$150,000**

### **General Session**

**Three (3) available**

- Sponsorship of One General Session with Recognition on all General Session Related Signage and Materials
- Opening Remarks at General Session
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Print and Digital Advertising Package
- Custom Local Market Sponsorship
- Twelve (12) Registrations

## \$100,000 Digital Experience

One (1) available

- Sponsorship of ULI Events App; Premier Logo Placement on the App Splash Screen
- Two (2) ULI Event App Pinned Posts
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Print and Digital Advertising Package
- Custom Local Market Sponsorship
- Eight (8) Registrations

## \$75,000 Golf Simulator

One (1) available

- Sponsorship of Golf Simulator with Recognition on all Activation Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Print and Digital Advertising Package
- Sustaining Local Market Sponsorship
- Six (6) Registrations

## \$75,000 Branded Giveaway

Three (3) available

- Customizable, Branded Giveaway for all Meeting Attendees; One (1) ULI Event App Pinned Post about Giveaway
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Print and Digital Advertising Package
- Sustaining Local Market Sponsorship
- Six (6) Registrations

## \$50,000 Interactive Bubble Screen

One (1) available

- Sponsorship of Interactive Bubble Screen with Recognition on all Activation Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Print and Digital Advertising Package
- Supporting Local Market Sponsorship
- Four (4) Registrations

**\$25,000**

## **ULI Events App Pinned Post**

Four (4) available

- Sponsorship of One (1) ULI Events App Pinned Post
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Local Market Sponsorship
- Two (2) Registrations

**\$25,000**

## **Individual Tours**

Fifteen (15) available

- Sponsorship of One (1) Tour; Recognition on all Tour Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Local Market Sponsorship
- Two (2) Registrations
- Two (2) Tickets to Sponsored Tour

**\$25,000**

## **Green Screen Photo Opportunity**

One (1) available

- Sponsorship of Green Screen Photo Opportunity with Recognition on all Activation Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Local Market Sponsorship
- Two (2) Registrations

**\$25,000**

## **Art Installation Wall**

One (1) available

- Sponsorship of Art Installation Wall with Recognition on all Activation Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Local Market Sponsorship
- Two (2) Registrations

**\$15,000**

## **Charging Station**

Four (4) available

- Sponsorship of Charging Station; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration





**SPONSORSHIP OPPORTUNITIES:**  
**THOUGHT LEADERSHIP**

**\$100,000**  
**Presenting Tour**

One (1) available

- Sponsorship of Tour Area with Recognition on all Tour Related Signage and Materials
- Option to Develop and Plan One (1) Meeting Tour
- Four (4) Tickets to Full Member Only Tour
- Custom and Branded Tour Departure Area in Premier Meeting Location
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Print and Digital Advertising Package
- Custom Local Market Sponsorship
- Twelve (12) Registrations

**\$75,000**  
**Short Session**

Eight (8) available

- Sponsorship of Curated 20-minute Session; Recognition on all Session Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Print and Digital Advertising Package
- Sustaining Local Market Sponsorship
- Six (6) Registrations

**Short Sessions**

**Short sessions are a great way to foster the exchange of information,** serving as an effective platform for communicating development concepts, sharing lessons learned, and discussing best practices.







SPONSORSHIP OPPORTUNITIES:  
**EQUITABLE ENGAGEMENT**

**\$200,000**  
**Presenting Young Leaders  
Group Experience**

One (1) available

- Sponsorship of YLG Experience Offerings with recognition on all YLG Related Signage and Materials; 3 Complimentary Tickets to YLG Reception
- Opening Remarks at YLG Reception
- Marketing Email Recognition
- Executive Testimonials in Email Campaigns
- ULI Conference Website Recognition
- Additional Marketing Opportunity
- On-site Branding and Signage
- **Urban Land** Print and Digital Advertising Package
- Custom Local Market Sponsorship
- Fifteen (15) Registrations

**\$100,000**  
**Presenting NEXT Experience**

One (1) available

- Sponsorship of NEXT Experience Offerings with recognition on all NEXT Related Signage and Materials; 2 Complimentary tickets to NEXT Reception
- Speaking Opportunity at NEXT Forums
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Print and Digital Advertising Package
- Custom Local Market Sponsorship
- Eight (8) Registrations

**\$75,000**

## **An Evening with Women's Leadership Initiative**

One (1) available

- Sponsorship of Evening of WLI with Recognition on all Event Related Signage and Materials as Supporting Sponsor
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Print and Digital Advertising Package
- Sustaining Local Market Sponsorship
- Six (6) Registrations

**\$25,000**

## **Women's Leadership Initiative Coffee Connect**

Two (2) available

- Sponsorship of WLI Coffee Connect ; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Local Market Sponsorship
- Two (2) Registrations

**\$25,000**

## **Lounge Hosted by DEI Committee**

Four (4) available

- Sponsorship of DEI Lounge; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Local Market Sponsorship
- Two (2) Registrations

**\$25,000**

## **DEI & WLI Leaders Exchange**

Four (4) available

- Sponsorship of DEI/WLI Leaders Exchange; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Local Market Sponsorship
- Two (2) Registrations

**\$25,000**

## **Reception Hosted by DEI Committee**

Four (4) available

- Sponsorship of DEI Reception; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Local Market Sponsorship
- Two (2) Registrations

**96%** of CRE firms have  
DEI strategies

The Global Real Estate DEI Survey reports a nearly 96% adoption of DEI policies, with 56.4% employing formal strategies—a 5% YoY increase. Investing in ULI’s DEI program offerings ensures impactful contributions to industry diversity and inclusion initiatives.





**SPONSORSHIP OPPORTUNITIES:**  
**ENVIRONMENTAL STEWARDSHIP**

**\$100,000**  
**Event Greening**

One (1) available

- Sponsorship of all Greening Practices throughout Host Hotel or Convention Center; Recognition on all Greening Practices through Signage and Marketing Materials
- Sponsorship of Carbon Footprint Quiz Center in Member Engagement Area
- One (1) Green Initiative Social Post
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Print and Digital Advertising Package
- Custom Local Market Sponsorship
- Eight (8) Registrations

“ Behind every successful event lies the invaluable support of our sponsors. In the world of real estate and land use, their contributions are not just investments; **they are the foundation that construct meaningful impact in advancing ULI’s mission.**”

**KRISTINA GRIFFIN**, VICE PRESIDENT, CLIENT SERVICES, ULI

**\$25,000**

## Hydration Station

Six (6) available

- Sponsorship of Water Wise Hydration Station; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration

## Water Wise Initiative

Support ULI's Water Wise Initiative by sponsoring a Hydration Station. Building on the success of ULI's report, *Water Wise: Strategies for Drought-Resilient Development*, the Urban Resilience program introduced the Water Wise Development Coalition. This coalition brings together land use and real estate professionals with policymakers to promote water-smart development and policies. It offers abundant opportunities for sharing best practices and networking, with participants actively shaping coalition programming and implementation.





**SPONSORSHIP OPPORTUNITIES:  
INDUSTRY NETWORKING**

**\$50,000**

**Afternoon Pick-Me-Up**

One (1) available

- Sponsorship of Complimentary Afternoon Pick-Me-Up; Recognition on all Afternoon Pick-Me-Up related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Print and Digital Advertising Package
- Supporting Local Market Sponsorship
- Four (4) Registrations

**\$50,000**

**Networking Lunch**

Three (3) available

- Sponsorship of Complimentary Lunch; Recognition on all Lunch related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Print and Digital Advertising Package
- Supporting Local Market Sponsorship
- Four (4) Registrations



**\$50,000**

## Barista Service Coffee Bar

One (1) available

- Sponsorship of Barista Service Coffee Bar; Recognition on all Barista Service Coffee Bar related Signage and Materials; ULI Conference Website Recognition
- On-site Branding and Signage
- *Urban Land* Print and Digital Advertising Package
- Supporting Local Market Sponsorship
- Four (4) Registrations

**\$25,000**

## New Member Breakfast

Two (2) available

- Sponsorship of New Member Breakfast; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Local Market Sponsorship
- Two (2) Registrations

**\$25,000**

## First Time Attendee Networking Reception

Two (2) available

- Sponsorship of First Time Attendee Networking Reception; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Annual Local Market Sponsorship
- Two (2) Registrations

“ULI is the only organization that joins leading real estate players and institutions globally to provide a diverse perspective on real estate investing, lending, operations and trends. **Their councils and events allow members the opportunity to share ideas and experiences, and establish meaningful connections across the industry.**”

**KRISTIN GANNON**, MANAGING DIRECTOR  
EASTDIL SECURED





**SPONSORSHIP OPPORTUNITIES:  
ADDITIONAL OPPORTUNITIES**

**\$10,000  
Nonprofit/Public  
Sponsorship**

Ten (10) available

- ULI Conference Website Recognition
- On-site Branding and Signage
- Two (2) Registrations

**\$5,000  
University Connections  
Networking Roundtables**

Ten (10) available

- Sponsorship of One (1) Roundtable at the University Connections Networking Roundtables event; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration





**SPONSORSHIP OPPORTUNITIES:  
CUSTOMIZED PACKAGES**

### **Cornerstone Partnership**

Explore elevated opportunities through our customized Cornerstone Partnership packages, extending beyond the conventional sponsorship offerings. Tailored to meet your company's specific needs, these packages provide specialized benefits that set your brand apart.

If your company brings unique value, whether through installations, activations, or technology, we are always eager to hear new ideas and collaborate to enhance the conference experience. Have an idea or looking for an elevated presence at this year's Fall Meeting? Contact Erin Sloneker, Senior Vice President, Corporate Partnership & Strategy.

### **CONTACT**

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**Erin Sloneker**

Senior Vice President,  
Corporate Partnership & Strategy  
[erin.sloneker@uli.org](mailto:erin.sloneker@uli.org)





## FALL MEETING ADVERTISING PACKAGES

**\$9,000**

One (1) Half-page Advertisement in *Urban Land Magazine*  
One (1) Homepage Middle Banner

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**\$10,500**

One (1) Full-page Advertisement in *Urban Land Magazine*  
One (1) E-newsletter Top Banner

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**\$16,000**

One (1) 2-page Spread Advertisement in *Urban Land Magazine*  
One (1) E-newsletter Top Banner

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**\$21,000**

One (1) 2-page Spread Advertisement in *Urban Land Magazine*  
One (1) Leaderboard Banner on *Urban Land Online*  
One (1) E-newsletter Top Banner  
Three (3) Month Ad Package on Urban Land's Online Marketplace  
*\*To use any time over 1 year from time of purchase*

**Align your brand around the 2024 ULI Fall Meeting**

For more information, please contact Erin Sloneker at [erin.sloneker@uli.org](mailto:erin.sloneker@uli.org).



**WE HOPE TO SEE YOU IN LAS VEGAS!**

**For more information regarding event sponsorship,  
please contact:**

**Erin Sloneker**

Senior Vice President, Corporate Partnerships & Strategy

[erin.sloneker@uli.org](mailto:erin.sloneker@uli.org)

