



**Urban Land
Institute**

2025 ULI FALL MEETING SPONSORSHIP GUIDE

November 4-6, 2025 | San Francisco, CA





QUICK FACTS

DATE

November 4-6, 2025

LOCATION

San Francisco, CA

VENUE

Moscone West Convention Center

WEBSITE

fall.uli.org

SPONSORSHIP CONTACT

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Business Development
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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 four 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 San Francisco from November 4-6 at the 2025 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.

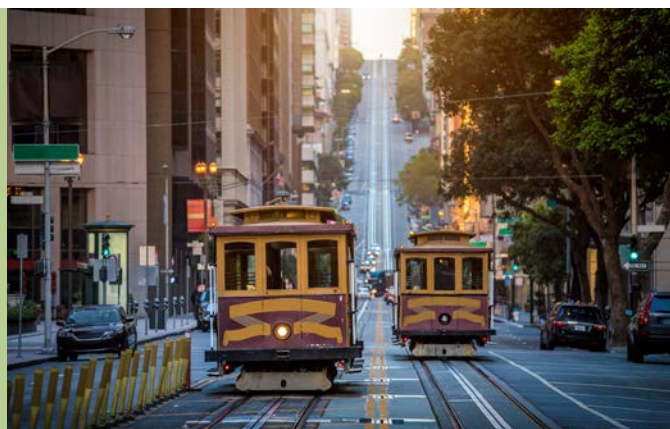
WHY SPONSOR?

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 |



5,000+

Real Estate
Professionals

45+

Sessions

25+

Tours

80+

Networking
Events



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 (1) - \$200,000
- General Session (2) - \$150,000
- Digital Experience (1) - \$100,000
- Golf Simulator (1) - \$75,000
- Branded Giveaway (3) - \$75,000
- ULI Events App Pinned Post (4) - \$25,000
- Individual Tours (15) - \$25,000
- Headshot Station (1) - \$25,000
- Charging Station (4) - \$15,000

Thought Leadership 08

- Concurrent Session (2) - \$150,000
- Presenting Tour (1) - \$100,000 - **Sold Out!**
- Podcast Sponsor (1) - \$100,000
- Short Session (8) - \$75,000

Equitable Engagement 10

- Presenting NEXT/YLG Experience (1) - \$200,000
- An Evening With WLI: Curated Conversations
- Dine Arouds (1) - \$75,000 - **Sold Out!**
- WLI Coffee Connect (4) - \$25,000
- WLI View From the Top (4) - \$25,000
- DEI & WLI Leaders Exchange (4) - \$25,000

- DEI Reception (4) - \$25,000
- LGBTQ Reception (4) - \$25,000
- Scholarship for Students (4) - \$25,000

Environmental Stewardship 12

- Event Greening (1) - \$100,000
- Hydration Sponsor (2) - \$25,000

Industry Networking 14

- Full Member Luncheon (1) - \$100,000
- Barista Service Coffee Bar (2) - \$50,000 - **Sold Out!**
- Networking Lunch (2) - \$50,000
- Happy Hour Pick-Me-Up (3) - \$50,000
- New Member Breakfast (2) - \$25,000 - **Sold Out!**
- First Time Attendee Networking Reception (2) - \$25,000

Additional Opportunities 17

- Nonprofit/Public Sponsorship (10) - \$10,000
- Friends of the Institute Sponsorship (10) - \$5,000 - \$20,000

Customized Packages 18

- Cornerstone Partnership



CORPORATE BRAND EXPOSURE AND VISIBILITY

\$200,000 Welcome Reception

One (1) available

- Sponsorship of Welcome Reception; 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** Digital Advertising Package
- Urban Partner Level Local Sponsorship
- Fifteen (15) Registrations

\$150,000 General Session

Two (2) available

- Sponsorship of One (1) General Session; 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** Digital Advertising Package
- Urban Partner Level Local Sponsorship
- Twelve (12) Registrations

\$100,000 Digital Experience

One (1) available

- Sponsorship of ULI Events App; Premier Logo Placement on the App Homescreen and Schedule Banner
- Two (2) ULI Event App Pinned Posts
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Platinum Level Local Sponsorship
- Eight (8) Registrations

\$75,000 Golf Simulator

One (1) available

- Sponsorship of Golf Simulator; Recognition on all Activation Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local 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** Digital Advertising Package
- Gold Level Local Sponsorship
- Six (6) 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
- Bronze Level Local 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
- Bronze Level Local Sponsorship
- Two (2) Sponsored Tour Tickets
- Two (2) Registrations

\$25,000

Headshot Station

One (1) available

- Sponsorship of One (1) Headshot Station; Recognition on all Station Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Bronze Level Local Sponsorship
- Two (2) Registrations

\$15,000

Charging Station

Three (4) available

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



THOUGHT LEADERSHIP

\$150,000 **Concurrent Session**

Two (2) available

- Sponsorship of One (1) Concurrent Session; Recognition on all Session Related Signage and Materials
- Opportunity to Develop and Plan One (1) Session
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Urban Partner Level Local Sponsorship
- Twelve (12) Registrations

\$100,000 **Presenting Tour**

One (1) available

- Sponsorship of Tour Area; Recognition on all Tour Related Signage and Materials (Includes: Branded Grab-N-Go Snack)
- 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** Digital Advertising Package
- Platinum Level Local Sponsorship
- Eight (8) Registrations

SOLD OUT

\$100,000 Podcast Sponsor

One (1) available

- Sponsorship of Podcast; Recognition on all Podcast Related Signage and Materials
- Option to Develop and Host One (1) Podcast
- Branded Recognition Across ULI's Digital Platforms Associated with Fall Meeting
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Platinum Level Local Sponsorship
- Eight (8) 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** Digital Advertising Package
- Gold Level Local Sponsorship
- Six (6) Registrations



EQUITABLE ENGAGEMENT

\$200,000 Presenting NEXT/Young Leaders Group Experience

One (1) available

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

\$75,000 An Evening with WLI: Curated Conversations Dine Arounds

One (1) available

- Sponsorship of Evening with WLI Event; Recognition on all Event Related Signage and Materials
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Gold Level Local Sponsorship
- Six (6) Registrations

SOLD OUT

\$25,000

Women's Leadership Initiative Coffee Connect

Four (4) available

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

\$25,000

Women's Leadership Initiative View From the Top

Four (4) available

- Sponsorship of WLI's View From the Top; Recognition on all Event Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- Bronze Level Local 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
- Bronze Level Local Sponsorship
- Two (2) Registrations

\$25,000

DEI Reception

Four (4) available

- Sponsorship of DEI Reception; Recognition on all Event Related Signage and Materials
- Recognition within the Lounge
- ULI Conference Website Recognition
- On-site Branding and Signage
- Bronze Level Local Sponsorship
- Two (2) Registrations

\$25,000

LGBTQ Reception

Four (4) available

- Sponsorship of LGBTQ Reception; Recognition on all Event Related Signage and Materials
- Recognition within the Lounge
- ULI Conference Website Recognition
- On-site Branding and Signage
- Bronze Level Local Sponsorship
- Two (2) Registrations

\$25,000

Scholarship for Students

Four (4) available

- Sponsorship of Scholarship for Students
- Receives access to the post-conference Stewardship Report
- ULI Conference Website Recognition
- On-site Branding and Signage
- Bronze Level Local Sponsorship
- Two (2) Registrations



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
- One (1) Green Initiative Social Post
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Platinum Level Local Sponsorship
- Eight (8) Registrations

\$50,000 Hydration Sponsor

Two (2) available

- Sponsorship of One (1) Hydration Station; Recognition on all Activation Related Signage and Materials (Includes: Branded Water Bottle Giveaway)
- ULI Conference Website Recognition
- On-site Branding and Signage
- Silver Level Local Sponsorship
- Four (4) 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, PARTNERSHIP SERVICES, ULI



INDUSTRY NETWORKING

\$100,000

Full Member Luncheon

One (1) available

- Sponsorship of Full Member Luncheon; Recognition on all Full Member Luncheon Related Signage and Materials
- Introduction of Luncheon Guest Speaker
- Marketing Email Recognition
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Platinum Level Local Sponsorship
- Eight (8) Registrations

\$50,000

Barista Service Coffee Bar

Two (2) available

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

SOLD OUT

\$50,000

Networking Lunch

Two (2) available

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

\$50,000

Happy Hour Pick-Me-Up

Three (3) available

- Sponsorship of Complimentary Happy Hour Pick-Me-Up; Recognition on Happy Hour Pick-Me-Up Related Signage and Materials
- ULI Conference Website Recognition
- On-site Branding and Signage
- **Urban Land** Digital Advertising Package
- Silver Level Local 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
- Bronzel Level Local Sponsorship
- Two (2) Registrations

SOLD OUT

\$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
- Bronze Level Local 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





ADDITIONAL OPPORTUNITIES

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

Ten (10) available

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

\$5,000 - \$20,000 **Friends of the Institute** **Sponsorship**

Ten (10) available

- ULI Conference Website Recognition
- On-site Branding and Signage
- One (1) Registration



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 Jennifer Johnson, Vice President, Business Development.

CONTACT

Jennifer Johnson

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Business Development
jennifer.johnson@uli.org



WE HOPE TO SEE YOU IN SAN FRANCISCO!

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

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Vice President, Business Development

jennifer.johnson@uli.org

