



Urban Land
Institute

Northern New Jersey

SPONSORSHIP OPPORTUNITIES – 2017

ABOUT ULI

The Urban Land Institute (ULI) is a 501(c)(3) nonprofit research and education organization supported by its members. Founded in 1936, the institute now has more than 40,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.

As the preeminent, multidisciplinary real estate forum, ULI facilitates the open exchange of ideas, information and experience among local, national and international industry leaders and policy makers dedicated to creating better places. Members say that ULI is a trusted “idea place” where leaders come to grow professionally and personally through sharing, mentoring and problem solving. With pride, ULI members commit to the best in land use policy and practice.

MISSION

The mission of ULI is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

This mission is effected at the local level in New Jersey by the activities of the Northern New Jersey District Council (ULI-NNJ):

- Convening national and local experts to critically assess issues confronting the development community
- Fostering open dialogue and collaboration among private, public and not-for-profit leaders
- Performing research on land use policies and trends
- Sharing knowledge and practices and honestly discussing successes and failures
- Networking with ULI members with global expertise and local impact

WHY BE A SPONSOR?

Nearly 90 percent of dues paid by local members supports ULI programs and services around the world. By contrast, ULI-NNJ sponsorship revenues remain local, enabling us to provide a first-class educational and networking experience here in New Jersey. Sponsors receive complimentary registrations and great visibility at all ULI-NNJ events, in our e-mail newsletters and on our website, <http://nnj.uli.org>

ULI-NNJ events are major forums and present excellent opportunities for corporate visibility to top-tier decision-makers.

TYPES OF SPONSORSHIPS

Annual sponsorships offer benefits throughout the year. **A new benefit for our ALL Annual Sponsors includes the opportunity to host an Advisory Board Meeting at your office.** Your company will be in the spotlight as the agenda will afford you an opportunity to highlight some of your company's recent projects and achievements.

| <u>Annual Sponsorship</u> | <u>Silver</u> <u>(\$2000)</u> | <u>Gold</u> <u>(\$5000)</u> | <u>Platinum</u> <u>(\$7500)</u> | <u>Diamond</u> <u>(\$10,000)</u> |
|---|----------------------------------|---|---|---|
| Participation on Advisory Board | Yes | Yes | Yes | Yes |
| Complimentary Tickets to DC Events | 1 ticket/event \$700 value | 2 tickets/event \$1400 value | 4 tickets/event (\$2800 value) | 5 tickets/event (\$3500 value) |
| NEW ULI Membership(s) included | 1 <35 OR Govt (\$220 value) | 1 Associate & 1 Student (\$550 value) | 1 < 35 OR Govt & 1 Student & 1 Associate (\$770 value) | 1 Full & 1 <35 OR Govt (\$1440 value) |
| Recognition on DC Website, Flyer & Event | Yes | Yes | Yes | Yes |
| Social Media Promotion of Company | No | Yes | Yes | Yes |
| Corporate Booth space available | No | No | Yes | Yes |
| Champion Event & First Opportunity for Speaking Engagements | Yes | Yes | Yes | Yes |
| Craft & Brand Own Flagship Event | No | No | Yes | Yes |

***Discount packages are now available. Save 10% when you pledge a 2-year sponsorship to ULI NNJ.**

It may be possible that sponsorships are deductible for tax-related purposes. ULI-NNJ also welcomes "in-kind" services from its members and sponsors, which may also be deductible for tax-related purposes. Please consult your tax advisor on the deductibility of sponsorship and "in-kind" services.

We have instituted a new sponsorship package that will be afforded on a rolling basis. Existing sponsorships that were received last August, for example, will continue to receive stated benefits until August of this year.

We trust that this policy change will prove to be more consistent with your annual corporate planning and budgeting process and will encourage you to utilize all the resources that ULI-NNJ and ULI have to offer. We hope you will remain an active participant and that ULI will continue to be a professional resource for you and your company. We are open to your comments and welcome your input.

EVENT SPONSORSHIPS are also available and can be custom tailored to your organization's individual needs. Contact Mara Winokur at 201-312-8817 for more information.

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