

Sponsorship Packages

Updated 10-11-16

	Annual Cost	Membership Credit	Complimentary Event Registrations				Promotions & Marketing	Other
			Breakfast Series (10/yr)	Real Estate Trends	All Other ULI IN Events	Monumental Awards		
Sustaining Sponsors								
Platinum								
One Year	\$12,000	-	3	3	3	2	Logo linked to your site on Indiana.uli.org, Logo on ULI IN emails, Logo visible at events, Social media mentions	Industry exclusivity within category
Three Year	\$10,800	\$1,220	3	3	3	2		
Gold								
One Year	\$6,000	-	2	2	2	2	Logo linked to your site on Indiana.uli.org, Logo on ULI IN emails, Logo visible at events, Social media mentions	-
Three Year	\$5,400	\$440	2	2	2	2		-
Silver								
One Year	\$3,500	-	1	1	1	-	Logo linked to your site on Indiana.uli.org, Logo on ULI IN emails, Logo visible at events; Social media mentions	-
Three Year	\$3,150	\$220	1	1	1	-		-
Breakfast Series Sponsors								
Presenting	\$7,500	-	3	-	-	-	Logo linked to your site on Indiana.uli.org, Logo on ULI IN emails, Logo visible at events, Social media mentions	Opportunity to introduce speakers
Supporting	\$3,000	-	2	-	-	-		-
Associate	\$1,500	-	1	-	-	-		-
Real Estate Trends Sponsors								
Presenting	\$2,500	-	-	4	-	-	Logo linked to your site on Indiana.uli.org, Logo on ULI IN Trends emails, Logo visible at events, Social media mentions	Opportunity to introduce speakers
Supporting	\$1,250	-	-	2	-	-		-

Please complete the form below and email it to Jennifer.Milliken@uli.org.
Sponsorships generally run with the calendar year, but may be pro-rated for partial years upon request.

- | | | | | |
|---------------------------------|--------------------------|-------------------|--------------------------|---|
| Sustaining / Platinum | <input type="checkbox"/> | 1 year @ \$12,000 | <input type="checkbox"/> | 3 years @ \$10,800/yr (billed annually)
Assign membership credit to: _____ |
| Sustaining / Gold | <input type="checkbox"/> | 1 year @ \$6,000 | <input type="checkbox"/> | 3 years @ \$5,400/yr (billed annually)
Assign membership credit to: _____ |
| Sustaining / Silver | <input type="checkbox"/> | 1 year @ \$3,500 | <input type="checkbox"/> | 3 years @ \$3,150/yr (billed annually)
Assign membership credit to: _____ |
| Breakfast Series / Presenting | <input type="checkbox"/> | \$7,500 | | |
| Breakfast Series / Supporting | <input type="checkbox"/> | \$3,000 | | |
| Breakfast Series / Associate | <input type="checkbox"/> | \$1,500 | | |
| Real Estate Trends / Presenting | <input type="checkbox"/> | \$2,500 | | |
| Real Estate Trends / Supporting | <input type="checkbox"/> | \$1,250 | | |

Current Sponsors: Upgrade from Silver to Gold or from Gold to Platinum and get 20% off your first year!

We can customize sponsorship & membership packages—just ask!

Company Twitter Handle (if applicable):

@ _____

Form of payment requested:

- Please send me an invoice.
- I will mail a check. Please make payable to ULI Indiana and send to 202 East Market Street, Indianapolis, IN 46204.
- Pay by Credit Card.

Card Number: _____ Expiration Date: _____

Signature: _____

Person authorizing sponsorship:

Company Name: _____ Signature: _____

Title: _____ Print: _____

Contact information where future invoices should be sent:

Name: _____ Email address: _____

2016 Sponsors

Sustaining Sponsors

Platinum Founding: (\$10,000):



Gold (\$5,000):



Silver (\$2,500):



ULI Indiana thanks the following for their support of the Central Indiana Council of Elected Officials.

\$25,000:



VECTREN
Live Smart

Breakfast Series Sponsors

Presenting (\$6,000):



Supporting (\$3,000):



Associate (\$1,500):



Real Estate Trends Sponsors (2015)

Presenting (\$3,000):



Supporting (\$1,250):



To learn more visit Indiana.uli.org or contact our full time staff:

Jennifer Milliken
Director, ULI Indiana
jennifer.milliken@uli.org

Why Support ULI Indiana?

The People

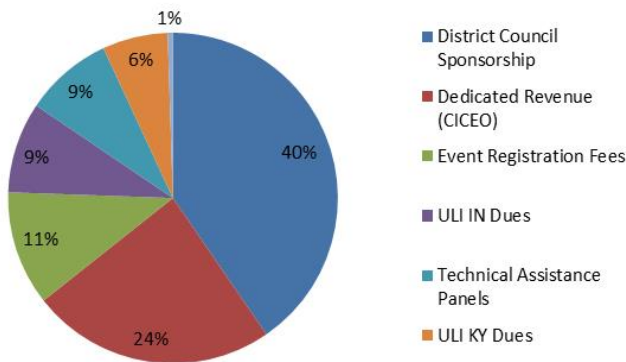
When you sponsor ULI Indiana, you'll engage with some of the best and brightest leaders in land use and real estate. Our members work in private, public, academic and nonprofit organizations, across every sector of the industry. They're the people you want to know.

As a sponsor, you can be as involved in ULI as you wish. If you are also a member, you can participate in local leadership or in ULI national meetings. And ULI has room for people at any career stage. For example, we offer discounted memberships for people under 35, who are also welcome to participate in our active Young Leaders group. Many sponsor companies find that ULI is an ideal place for their employees to gain valuable professional development skills.



The Need

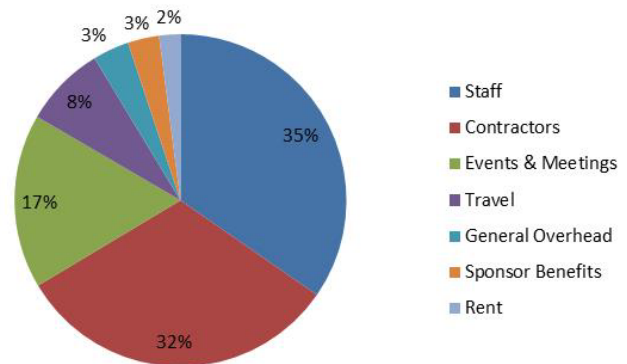
FY16 Revenue Sources



ULI Indiana needs corporate support because we only receive 20% of your ULI membership dues.

Also, we keep event prices low so more people can attend. Many of our events are free to members, and we usually offer discounts for public/academic/nonprofit employees, people under 35, and students.

FY17 Budgeted Expenses

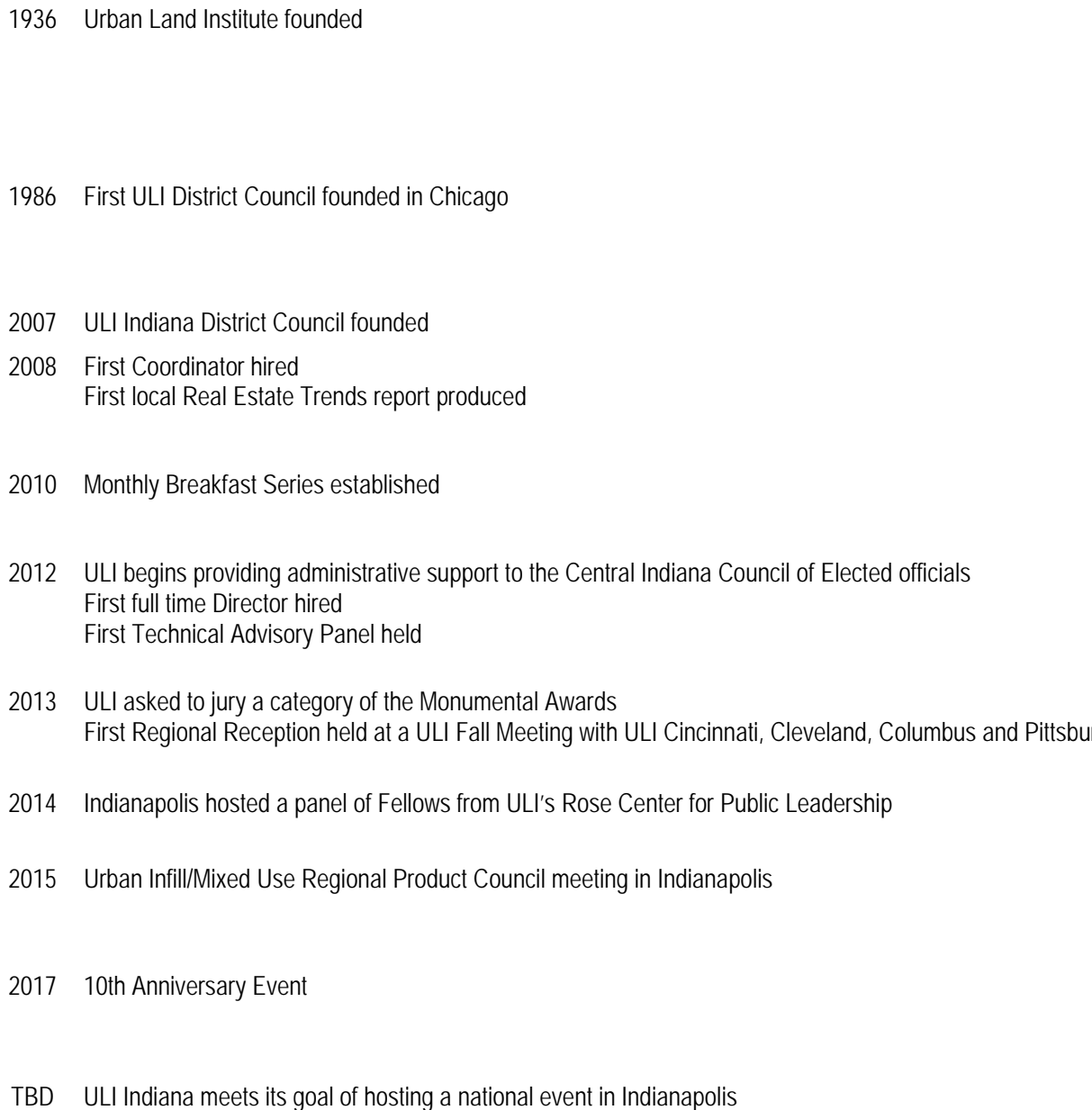


For FY17, ULI IN has planned:

- An increased investment in bringing regional and national experts to ULI Indiana programs.
- Contractor support to enhance communications and increase the awareness of ULI and its programs, members and sponsors.
- Contractor support for administration, leading to a higher level of service.
- Rent for ULI Indiana to have office space at the Platform.

The Numbers

- In FY16, ULI Indiana membership grew by 25%, to nearly 300 members.
- We have an e-mail list of approximately 1,200 professionals statewide.
- In FY16, over 26,000 ULI Indiana emails were opened.

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- 1936 Urban Land Institute founded
 - 1986 First ULI District Council founded in Chicago
 - 2007 ULI Indiana District Council founded
 - 2008 First Coordinator hired
First local Real Estate Trends report produced
 - 2010 Monthly Breakfast Series established
 - 2012 ULI begins providing administrative support to the Central Indiana Council of Elected officials
First full time Director hired
First Technical Advisory Panel held
 - 2013 ULI asked to jury a category of the Monumental Awards
First Regional Reception held at a ULI Fall Meeting with ULI Cincinnati, Cleveland, Columbus and Pittsburgh
 - 2014 Indianapolis hosted a panel of Fellows from ULI's Rose Center for Public Leadership
 - 2015 Urban Infill/Mixed Use Regional Product Council meeting in Indianapolis
 - 2017 10th Anniversary Event
 - TBD ULI Indiana meets its goal of hosting a national event in Indianapolis

Global Mission | ULI, the Urban Land Institute, is a 501(c) (3) nonprofit. Founded in 1936, we now have nearly 40,000 members worldwide who work across the spectrum of real estate and land use disciplines and in the private and public sectors. Our mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities. ULI is non-lobbying and non-partisan. Instead, we provide the avenue for dialogue between private industry and public interest and across disciplines to develop better outcomes and better communities. Members say we provide information they can trust.

Local Impact | ULI Indiana is one of over 50 District Councils in North America. District Councils are ULI at the local level, and implement the mission by connecting individuals and convening groups, providing a forum for education and sharing best practices, and giving back to our communities. ULI Indiana is a statewide district council, with our work focused in urbanized areas, especially Central Indiana, Metro Louisville (KY) and Ft. Wayne.

Programming & Events

Breakfast Series | Topics for these 10 events per year on the north side of Indianapolis include current local issues, projects, and real estate sector updates.

Real Estate Trends | Taking place each November, this event highlights *Emerging Trends in Real Estate*, from the ULI Center for Capital Markets in Real Estate and PwC, with focus on Central Indiana and our peer cities.

Other Programs | We generally provide 3-5 additional programs per year, from project tours to social hours to keynote events.

ULI in the Community

Central Indiana Council of Elected Officials (CICEO) | The CICEO is a voluntary group made up of the chief elected officials from Indianapolis and the surrounding counties (cities and towns over 10,000 in population; 18 eligible communities). ULI Indiana provides administrative and programming support for the CICEO because we believe that regional collaboration is essential to the mission of a thriving Central Indiana community. Our role with the CICEO is consistent with the role we play with our members – convening, educating, and sharing best practices. The group meets seven times per year for lunch with an educational speaker and time for discussion.

TAPs Technical Assistance Panels (TAPs) | A TAP brings together a panel of ULI members for a one- to two-day workshop to help a community address a real estate or land use challenge. These projects also provide value to ULI members by enabling them to give back and develop new relationships and skills. TAPs are also an additional revenue source for the District Council (approx. \$5-15K per TAP).

Monumental Awards | ULI is proud to sanction and jury an award for Real Estate Development in this annual awards program hosted by the Indy Chamber.

Other Resources | ULI can provide a multitude of industry information to assist local communities as well as our members. Much of this information can be found at ULI.org, including publications, videos, case studies, and other information from our research centers and fellows.

Member Involvement

Member Small Groups | ULI members often want to develop small groups that share a common interest. ULI Indiana currently offers:

Young Leaders Group (YLG) | Open to all members under 35 years old.

Women's Leadership Initiative (WLI) | Dedicating to promoting women in the industry.

Regional Product Councils (RPC) | Fostering interaction with colleagues from ULI Cincinnati, Cleveland, Columbus, Kentucky, and Pittsburgh.

District Council Leadership | ULI Indiana is led by a volunteer Management Committee and Advisory Board including talented leaders from top local, regional and national companies, including Browning Investments, Milhaus, BMO Harris Bank and others. For information see <http://indiana.uli.org/about-us/advisory-board/>.

Management Committee

Chair

Tadd Miller
CEO, Milhaus
Tadd.miller@milhaus.com

Chair for Mission Advancement

Kelli Lawrence
Partner, Cityscape Residential
klawrence@cityscaperesidential.com

Treasurer

Jeff Cartwright
Vice President, US Commercial Real Estate;
BMO Harris Bank
Jeffrey.cartwright@bmo.com

Governance Chair

Greg Jacoby, AIA
COO, Browning Day Mullins Dierdorf
gjacoby@bdmd.com

Sponsorship

Shawn Bullock
Senior Vice President, Associated Bank
Shawn.Bullock@associatedbank.com

Membership

Mark Plassman
Vice President, Business Development for
Central & NE Indiana; Fidelity National Title
Mark.plassman@fnf.com

Programming

Traci Kapsalis
Senior Vice President, Agency Leasing;
Jones Lang LaSalle
traci.kapsalis@am.jll.com

Communication

Holly Bolton, FSMPS, CPSM
3chord Marketing
holly@3chord-marketing.com

At-Large

Jeff Kingsbury
Managing Principal, Greenstreet, Ltd.
jeff@greenstreetltd.com

At-Large

Wes C. Podell
Senior Vice President, Development;
PK Partners
wpodell@pkpartners.com

Staff

Jennifer L. Milliken, AICP
Director, ULI Indiana
Jennifer.milliken@uli.org

Sponsorship

Shawn Bullock
Senior Vice President, Associated Bank
Shawn.Bullock@associatedbank.com

Samantha Hargitt
Associate, Wooden McLaughlin
Samantha.Hargitt@WoodenMcLaughlin.com

University Outreach

Matt Nolley
Senior Associate, Bingham Greenebaum Doll
mrolley@bgdlegal.com

Membership

Mark Plassman
Vice President, Business Development for Cen-
tral & NE Indiana; Fidelity National Title
Mark.plassman@fnf.com

Jamie Ford-Bowers
Partner/Director of Land Development,
HWC Engineering
Jford-bowers@hwcengineering.com

Programming

Traci Kapsalis
Senior Vice President, Agency Leasing;
Jones Lang LaSalle
traci.kapsalis@am.jll.com

Ben Houle, PE
Landworx
Ben.houle@landworxeng.com

Young Leaders Group (YLG) / Breakfast Series

Josh Malarsky
Director, Real Estate Services
Katz Sapper & Miller, LLP
jmalarsky@ksmcpa.com

Jake Dietrich
Director of Development
Milhaus
Jake.dietrich@milhaus.com

Community Impact

Sean Northup
Assistant Executive Director, Indianapolis
Metropolitan Planning Organization
Sean.northup@indympo.org

Women's Leadership Initiative (WLI)

Jacque Haynes, CCIM
Senior Vice President; Cushman & Wake-
field
Jacque.haynes@cushwake.com

Angie Wethington
Vice President of Asset Management,
Browning Investments
awethington@browninginv.com

Monumental Awards

Adam Thies
Assistant Vice President for Capital Planning
and Facilities; Indiana University
athies@iu.edu

ULI Indiana is a statewide district council, with our work focused in urbanized areas, especially Central Indiana, Metro Louisville, KY, and Ft. Wayne. Our chosen goal as a District Council for 2016-2018 is to make an impact on Indiana's urban areas, positioning Indiana as a "Great Place to Live, Great Place to Invest."

Educating

ULI Indiana will use our resources (access to local, regional and national thought leaders) to educate our networks on topics important to Indiana and its urban places, positioning Indiana as a "Great Place to Live, Great Place to Invest."

Topics identified:

1. Healthy corridors – transportation alternatives, land use planning and building design, health, security, and vibrancy.
2. Providing a variety of housing throughout the metro area, with the neighborhood as the building block (urban, suburban, and rural).
3. Importance of access to quality K-12 and higher education in individual and business location decisions.
4. Providing an environment to grow startups/entrepreneurship.
5. Early recognition/adaptation to harness the use/effects of disruptive technologies as they relate to the built environment (Uber, Airbnb, 3D printing, etc.).
6. Redevelopment and new development opportunities that accommodate modern industry, from technology, advanced manufacturing, and life sciences, to maker spaces.
7. Providing increased opportunities for the real estate industry by becoming a market for institutional and foreign capital.

Promoting

ULI Indiana will use our resources (human and capital) to promote positive stories about Indiana's urban places and how they contribute to making Indiana a "Great Place to Live, Great Place to Invest."

1. Expand ULI networks – Number of members and member engagement. Seek better engagement of: a) sponsor companies, b) CICEO communities, c) university networks (alumni groups/students/etc.).
2. Expand the size and scope of events – Higher attendance driven by higher level speakers and framing of events for broad appeal.
3. Hire a promotional professional – To assist in getting the word about Indiana out beyond our borders.
4. Share positive stories coming from Indiana's urban places, for example:

The Active Transportation Story
The Downtown Story
The North Suburban Story (Carmel, Fishers)

Healthy Corridor/ Neighborhood Stories
The Higher Ed Story
The K12 Story

The Startup story
The Adaptive Technology Story
The Modern Industry story
The Capital Story

Improving

ULI Indiana will use our resources (access to research and best practices) to help make improvements to Indiana's urban places that contribute to positioning Indiana as a "Great Place to Live, Great Place to Invest."

ULI Indiana's community improvement strategies have centered on our TAP (Technical Assistance Panel) program and our support of the Central Indiana Council of Elected Officials. Within this framework, we're now focusing on proactively addressing the topics we have identified to be important.

1. Perform community audits and demonstration designs with regard to the identified topics.
2. Provide expertise where needed on topics of regional importance such as transportation alternatives and housing choice.
3. Identify drivers of institutional/foreign capital.