



VIRTUAL | MARCH 16-17, 2021

HOUSING OPPORTUNITY CONFERENCE

The ULI Terwilliger Center for Housing will host its annual Housing Opportunity Conference on March 16-17, 2021. The conference is one of the nation's premier meetings of the residential development, lending, investing, and policy community and brings together a diverse mix of private and nonprofit real estate developers, public officials, urban and regional planners, housing advocates, architects, investors, and lenders with one common goal – to expand housing opportunities in their communities.

This year we will be moving the Housing Opportunity Conference to a virtual platform. Once again, we will be utilizing Social 27, a market leading technology platform that was successfully employed during the 2020 ULI Fall Meeting. This change in format will expand the reach of the conference and engage over 350 participants through an interactive 2-day online event.

Participants will have the opportunity to learn about cutting edge research and best practices in the housing industry; engage with industry leaders; and virtually tour innovative buildings and developments that showcase the best of mixed-income and affordable housing, as well as transit-oriented and mixed-use development. This year's event will have a particular focus on equitable housing development and supporting policy practices.

One of the many ways to get involved and showcase your company's commitment to this important initiative is by aligning your company's brand with the 2021 ULI Housing Opportunity Conference. Your sponsorship supports both the event and the ongoing work of ULI's Terwilliger Center for Housing.

Please contact sponsorship@uli.org with any questions.

2021 Sponsorship Opportunities

SPONSORSHIP BENEFITS	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000	BRONZE SPONSOR \$2,500	FRIEND SPONSOR \$1,000
AVAILABLE SPOTS	1	2	3	5
PRE-EVENT MARKETING				
ULI Website Recognition	✓	✓	✓	✓
Marketing Email Campaign Recognition	Plus the opportunity to include a ULI approved testimonial or video teaser from a company leader in 1 or more emails	✓	✓	✓
Promotional Posts Across ULI Social Media Platforms	2 posts			
“ONSITE” MARKETING				
Virtual Resource Library Sponsor Page	✓	✓	✓	
Virtual Platform Homepage Signage	✓	✓	✓	✓
Pre-recorded Conference Welcome Remarks from Company CEO or Leader	✓			
30-minute On-demand Micro-Learning Session	✓	✓		
POST EVENT MARKETING				
Thank You House Ad in Spring Urban Land Magazine	✓	✓	✓	✓
Post-Event Impact Report	✓	✓	✓	✓
ADDITIONAL ULI BENEFITS				
2021 ULI Housing Conference Complimentary Registrations	5	3	3	2
Complimentary Memberships (Associate Level)	1			

Special sponsorship opportunities are available for those interested in supporting both the Housing Opportunity Conference and the ULI Spring Meeting. Please contact ULI’s Sponsorship team at sponsorship@uli.org to learn more.

To learn more about ULI’s Terwilliger Center for Housing visit:

<https://americas.uli.org/research/centers-initiatives/terwilliger-center-for-housing/>