



ATLANTA, GA | MARCH 8-9, 2022

HOUSING OPPORTUNITY CONFERENCE

The ULI Terwilliger Center for Housing will host its annual Housing Opportunity Conference in-person on March 8-9, 2022 in Atlanta, GA. A digital package option will also be available for participants not able to travel to Atlanta, expanding the reach of the conference.

ULI's Housing Opportunity 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. Participants will learn about cutting edge research and best practices in the housing industry; engage with industry leaders; and tour innovative buildings and developments that showcase the best of mixed-income and affordable housing, good design and transit-oriented and mixed-use development.

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 2022 ULI Housing Opportunity Conference in Atlanta, GA. 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.

2022 ULI Housing Conference SPONSORSHIP BENEFITS	PLATINUM SPONSOR \$20,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000	BRONZE SPONSOR \$2,500	FRIEND SPONSOR \$1,000
AVAILABLE SPOTS	1	2	8	10	15
PRE-EVENT MARKETING					
ULI Terwilliger Center Website Recognition	X	X	X	X	X
Marketing Email Campaign Recognition	Plus the opportunity to include a ULI approved testimonial from a company leader in 1 or more emails	X	X		
Promotional Posts Across ULI Social Media Platforms	2 posts	1 posts			
“ON-SITE” MARKETING					
On-site Branding and Signage	X	X	X	X	X
Virtual Platform Homepage Signage	X	X	X	X	X
Pre-recorded Conference Welcome Remarks from Company CEO or Leader	X				
POST-EVENT MARKETING					
Thank You House Ad in Spring Urban Land Magazine	X	X	X	X	X
Post-Event Impact Report	X	X	X	X	X
ADDITIONAL ULI BENEFITS					
2022 ULI Housing Conference Complimentary Registrations	5	4	3	2	1
2022 ULI Spring Meeting Complimentary Registrations	2	1			

Special sponsorship opportunities are available for those interested in supporting both the Housing Opportunity Conference in Atlanta, GA and the ULI Spring Meeting in San Diego, CA. 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/>