



## FY 18 Event Sponsorship Opportunities

Sponsoring an event ensures that ULI Idaho continues to produce high quality, relevant events that benefit our members and the real estate community at large. Take advantage of these unique opportunities to showcase your company and support ULI Idaho.

### The Value of Urban

The theme of FY 18 is “The Value of Urban”. What characterizes urban is of value to most Idaho communities. The characteristics include a compact mix of economically viable land uses with supportive public spaces and facilities that can be efficiently sustained overtime. Urban can include downtowns, community and neighborhood centers. Increasingly urban is being found in what were suburban locations. With this *Value of Urban* initiative ULI Idaho intends to focus on programs that addresses topics key to creating urban environments and promote these program to communities throughout the state.

### Featured Event

#### Food & Real Estate: The Economic Impact of Food Halls, Hubs and Indoor Markets

August 29th, 7:30 – 9:30a, Zions Bank Building 17<sup>th</sup> Floor

In the Spring of 2016, **ULI Center for Sustainability** and the **ULI Healthy Places Initiative** launched a program of work (*Cultivating Development: Trends and Opportunities at the Intersection of Food and Real Estate*) examining the intersection of food and real estate. Thus far, the research and programs has explored the relationship between food-based amenities – such as community gardens, farmer’s markets, food halls, restaurants, grocery stores and community building. The work recognizes how access to fresh, local food is spurring innovation in development projects.

#### Speakers include:

**Matthew Norris**, Senior Associate at the Urban Land Institute, supports ULI’s Building Healthy Places Initiative and works on projects linking health, sustainability, and development. Matt is leading ULI’s efforts to influence and inform development practice to shape projects and places in ways that improve the health of people and communities.

**Lloyd Llewelyn**, COO and General Counsel of The Carlin Company. The Carlin Company is America’s preeminent developer of artisan food markets. The company’s founder and CEO Steve Carlin developed and continues to oversee the **Oxbow Public** Market in the Napa Valley, and served as Project Manager of the Ferry Building Marketplace in San Francisco. Mr. Llewelyn is a “recovering” attorney with 15 years’ experience in the areas of finance, real property acquisition and sales, leasing, land use, and alcohol regulatory compliance. Mr. Llewelyn and Mr. Carlin joined forces in April 2016 in order to pursue development of premium food markets throughout the U.S.

**Chris Bennett**, is currently the Director of Development for LAB Holdings, LLC, the team behind the LAB and the CAMP retail centers in Costa Mesa and the Packing District and Center Street in Anaheim. Chris is involved in new project ideation through construction and has been instrumental in the expansion of the LAB’s project portfolio to include new retail centers, office projects, event centers and future mixed-use projects. Currently the LAB has been dedicated to a revitalization of the retail landscape of downtown Anaheim with three new projects on the boards.

## Program Sponsorship Levels Per Event

	Platinum	Gold	Silver	Bronze	Table	YLG Events
	\$2,500	\$1,500	\$750	\$500	\$500	\$250
Exclusivity in Business Category	√					
Website recognition	logo	logo	logo	√		√
Website link to company webpage	√	√				
Pre-event dinners with national speakers	√	√	√			
Event Program Listing	logo	logo	√	√	√	√
Logo on digital banner at event	logo	logo	logo	√	√	√
Up-front preferential seating at ULI programs	√	√	√		√	
Comp registration per person	8	4	3	2	8	1
Podium Remarks at Event	√					
Sponsor Ribbon on attendee name badges	√	√	√	√		√
Logo on promotional material for event	Logo	Logo	Logo	√		√
Recognition in social media	√	√	√			
One Complimentary ULI Associate Membership	√					

## Sponsorship Benefits



**Advance the Mission:** ULI provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI Idaho is a self-sustaining organization that relies on the generous support of its sponsors to achieve this mission at the local level.

**Impact the Community:** ULI Idaho sponsors encompass the leading real estate companies in the region. 100% of the funds received from sponsors stays local and support programs, education activities, community outreach, and research directly impacting Idaho communities.



**Enhance Company Visibility:** ULI Idaho's membership is a diverse group that crosses all disciplines, sectors and product types tied to real estate and land use. ULI sponsorship will provide recognition for your organization with the region's key stakeholders.

**Connect, Learn, Give Back:** ULI Idaho provides thoughtful, relevant programming that convenes leaders and decision makers in the real estate industry and beyond, providing useful take-home value. Attendees use these events for networking, continuing education and opportunities to share knowledge. We evaluate the outcomes of our programming not by the number of attendees but by the leaders who attend and the quality of the take home value of the information presented.

# FY 18 Events

Date	Program	Location	Type
July 11 8a	Tour of the Watercooler and Idaho Street Town Houses	Downtown Boise Westside	YLG/ Members only
July 18 5p	YLG Social	Payette Brewing	YLG
August 17, 4:30-6p	Tour of Crescent Rim	Boise Bench	YLG/Members only
August 29 7:30a – 9:30a	Real Estate and Food: Economic Impact of Food Halls, Hubs and Indoor Markets	8 <sup>th</sup> & Main – 17 <sup>th</sup> Floor	BIG
Sept 22 7:30a – 9a	Economic Impact of Historic Preservation with Don Rypkema of Place Economics.	CSHQA	Medium
Sept	CEO Series		YLG
Sept 26, 8:30a	Communities in Motion 2040 2.0	Compass – Meridian	YLG
Late Oct/Early Nov	Tour of Fowler Apartments	Fowler – LIV District	YLG/ Members only
Oct 23-26	ULI Fall Meeting	Los Angeles	National
Nov	Emerging Trends	Coeur d’Alene, Boise, Twin Falls and Idaho Falls	Big
Nov	CEO Series		YLG
Dec 5	Holiday Social	CTA Architects	Members Only
Jan	Urban Schools	Athlos Academy	Mid-size (plus tour)
Feb	Harvesting the Value of Water: Storm water, Green Infrastructure and Real Estate		
Feb	CEO Series		
Mar	Housing Trends: Affordable Housing + Review of “1000 Units by 2020” Report		BIG
Apr	Tour of Ash Street and Pioneer Corridor		YLG/ Members only
May	Transportation		BIG
June	Annual Chairs’ Reception & Summer Networking		Member Only

**Please complete this pledge today.**

ORGANIZATION: \_\_\_\_\_  
 CONTACT NAME: \_\_\_\_\_  
 PHONE: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_  
 WEBSITE: \_\_\_\_\_

RETURN TO:  
 ULI Idaho District Council Att: Kâren Sander  
 PO Box 1957 Boise, ID 83701

Or email to [karen.sander@uli.org](mailto:karen.sander@uli.org)

For more information contact: 208-850-7300

The Urban Land Institute is a 501(c)(3) Nonprofit organization.

Federal Identification Number 53-0159845.