



Urban Land Institute

Triangle

Sponsorship Committee

Description of Sponsorship Committee:

Sixty-five percent of ULI Triangle's budget comes from our Annual Sponsorship Campaign. Sponsorship allows ULI Triangle to host free member-only events, keep fees low for larger events and support community outreach and the Technical Assistance Program.

The Sponsorship Committee develops and implements the annual sponsorship plan and builds relationships with Triangle supporters. The Sponsorship Committee works closely with the Membership Committee as the "business development" arm of the District Council.

Specific Tasks for Committee Members:

- Develop and implement annual sponsorship plan with strategic growth goals for the District Council.
- Invite prospective sponsors to events.
- Be an "ambassador" for ULI sponsorship – i.e. ensure sponsors take advantage of benefits and are as active as they want to be in the district council program of work.
- Plan and implement annual sponsor thank you/recognition event.
- Recruits and retains companies to support ULI Triangle's educational programs, free member-only events and community outreach.
- Build relationships with and recognize the contributions of Triangle supporters.

Committee Meeting Schedule:

The Sponsorship Committee will meet monthly during the annual sponsorship campaign from October - January. The sponsorship committee will meet on an as-needed basis during the rest of the fiscal year. The sponsorship committee volunteer is a one-year commitment renewable 3 times.

For more information:

Contact Keith Burns, Sponsorship Chair, at kburns@nexsenpruet.com, or Julie Paul, ULI Triangle Executive Director, at julie.paul@uli.org.