



Urban Land  
Institute

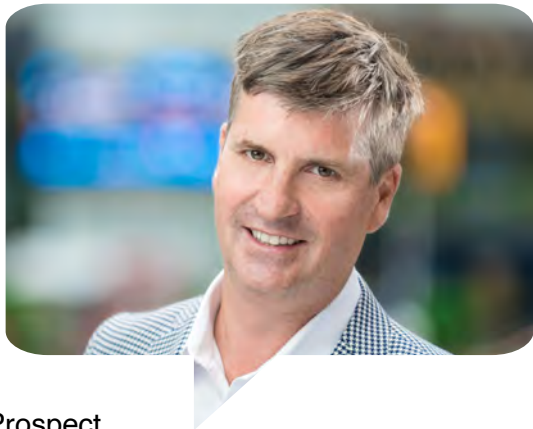
Toronto

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FY21 SPONSORSHIP  
OPPORTUNITIES







Dear Prospect,

I wanted to bring to your attention the valuable work that ULI Toronto is doing to support our industry during this challenging economic time – work that we can only advance if we secure the support of leading companies such as yours.

As you may know, ULI Toronto quickly pivoted from the planned 2020 ULI Spring Meeting in Toronto, in order to meet the challenges of COVID-19 head on:

- Massively expanded our programming to support our industry and its professional members;
- Organized other real estate organizations in a campaign to secure critical resources for healthcare sectors, the City and the United Way;
- Aligned with the Toronto Region Board of Trade to co-lead their Recovery Support Framework;
- Offered our annual sponsors complimentary registration to a 4-part MasterClass leadership program to develop talent.

None of these unplanned activities accrue revenue to our local District Council. They are supported entirely by our annual sponsors.

This past year has also seen ULI Toronto launch an Indigenous-focussed programming track in response to the national truth and reconciliation agenda - and Pathways to Inclusion, a formal diversity and inclusion program designed to increase the participation of equity-seeking communities who are currently underrepresented in the real estate development, land use, and city-building fields. Neither of these initiatives accrue revenue and are made possible only through the support of our annual sponsors.

Looking forward, we are going to rely more than ever on the support of larger companies as we mount our efforts toward an accelerated economic recovery. Past economic downturns have proven the value of industry associations such as ULI Toronto. When supported, we have the capacity to convene and

coordinate industry professionals and governments at all levels. The Toronto Region has benefitted from such industry association leadership in response to previous shocks such as SARS and the global recession of the last decade.

COVID-19 is an even greater threat to the global competitiveness of the Region – requiring a much more fundamental economic rethink, including how we retrofit and develop the physical city going forward. This is why we mobilized to support the Toronto Region Board of Trade's Recovery Support Framework and lead the effort to leverage the full professional ecosystem of the real estate and development industry. It's an effort that has ULI Toronto convening over 100 leading regional, national and international companies, labour unions, and public agencies.

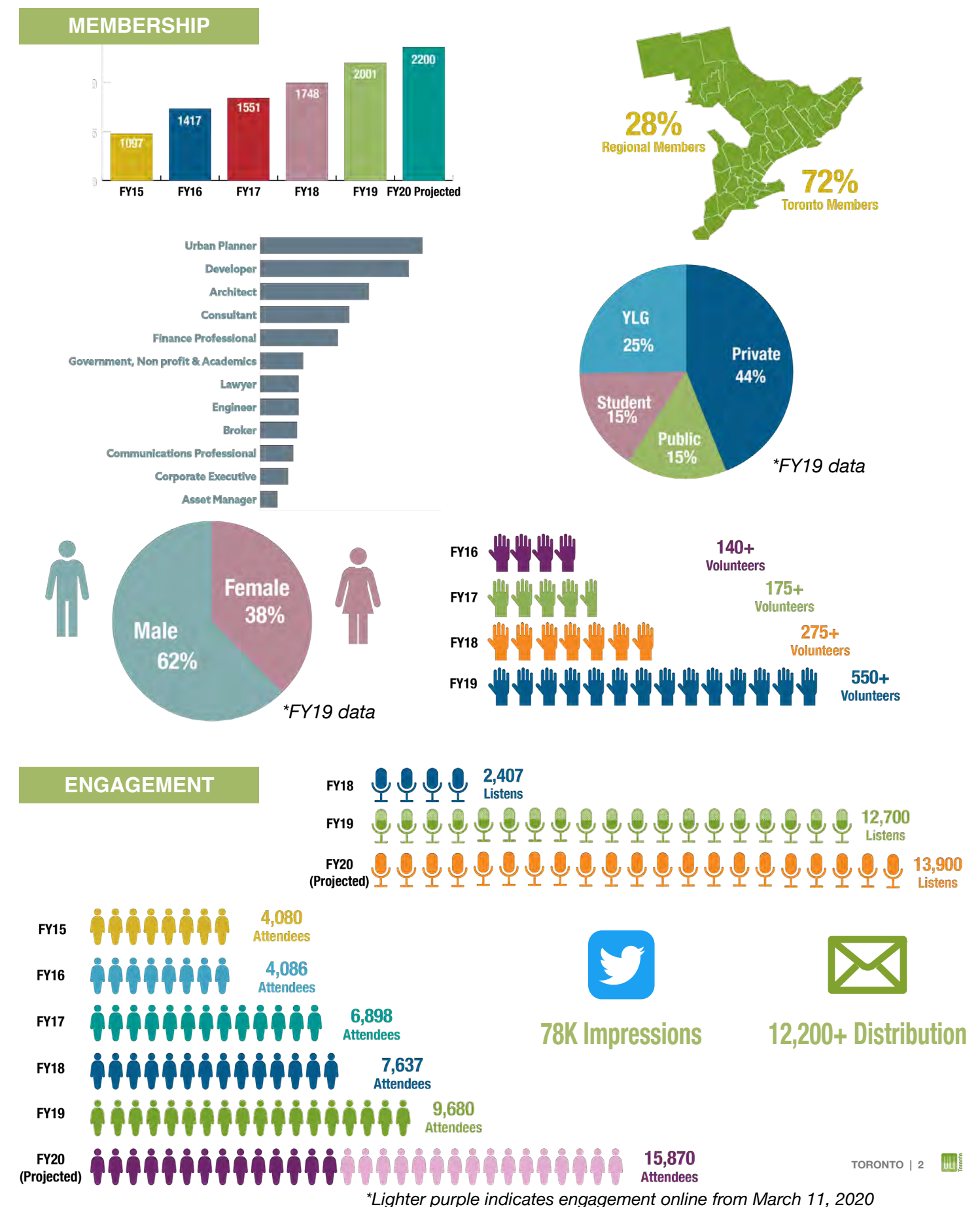
Please know that I fully respect the financial challenges facing your organization. My pitch is a simple one: Organizations like yours can rely on ULI Toronto to stand up for our industry and regional economy - but we need the industry to stand behind us.

I would welcome the opportunity to discuss with you and your colleagues how we can further support you – and how you can, in turn, support ULI Toronto through this most critical year ahead.

Sincerely,

Richard Joy  
Executive Director  
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416-575-9329

# ULI Toronto by the Numbers



# Join Us In Shaping Toronto’s Landscape

Annual sponsorship makes it possible for ULI Toronto to provide quality programming and community initiatives thanks to recognized leaders in the real estate community. Becoming an Annual Sponsor is the most visible way to show you are a part of the ULI community. As a sponsor, your company will enjoy exposure and recognition at various ULI events and activities in addition to the satisfaction of becoming a catalyst for ULI’s outstanding education and leadership.

BENEFITS	PLATINUM (\$15,000)	GOLD (\$7,500)	BRIDGE (\$5,000)
Priority registration to: <ul style="list-style-type: none"><li>Urban Leadership Program</li><li>UrbanPlan</li><li>Mentorship Program</li><li>Meet the Chiefs Dinner</li><li>Annual Trends in Real Estate Program</li></ul>	✓	✓	
Priority membership to ULI Toronto Committees	✓	✓	
Advertise job openings on ULI Toronto website	✓	✓	✓
Profile in member profile or Podcast (19K listens)	✓		
Logo recognition in quarterly eNewsletter (12,000+ distribution list)	✓	✓	✓
Logo on website with hyperlink to company website	✓	✓	✓
Logo recognition on all webinars and digital signage at 4 signature events (~300 attendees)	✓	✓	✓
Logo recognition on email blasts for 4 signature events (12,200+ distribution list)	✓		
Social media recognition (75K impressions)	✓	✓	
Annual Trends in Real Estate Event	Complimentary Table	50% Discount on a Table	
Complimentary registration(s) to ULI Toronto events (4 signature + 2 WLI)	✓	✓	
Featured profile on a single webinar	✓	✓	✓
Complimentary memberships	Associate: 2 Under 35: 2	Associate: 2	Associate: 2
Choice of 2 exclusive, customizable upgrades Customizable options include: <ul style="list-style-type: none"><li>Host a Members-Only Tour</li><li>Host a roundtable</li><li>Host a member event</li><li>Participate on a panel (1 per year)</li><li>Featured in member profile or podcast</li></ul>	✓		

Contact ULI Toronto: 30 St. Patrick St. 5th Floor Telephone: 647-258-0017  
Toronto ON M5T 3A3 Email: toronto@uli.org

# Thank You To Our Annual Sponsors

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## Truth and Reconciliation

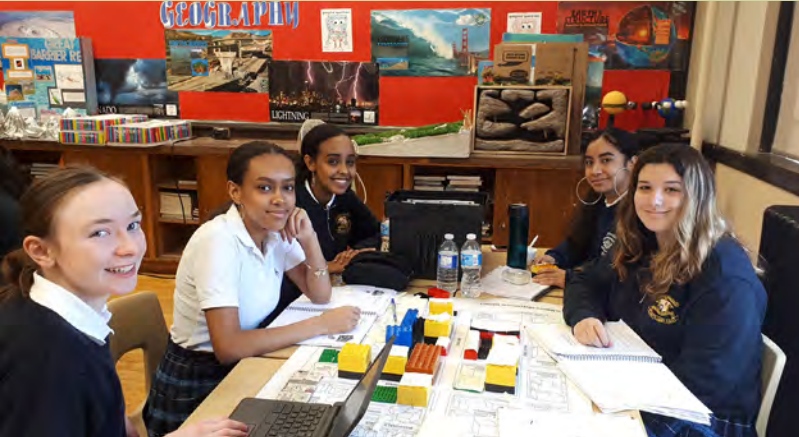
ULI Toronto is committed to advancing a deeper understanding of our region's Indigenous history and the opportunities to embrace Indigenous values in the advancement of our global mission.



## UrbanPlan

UrbanPlan has been operating in ULI Toronto for over three years in more than nine local high schools.

The classroom curriculum provides high school students with a hands-on experience in developing realistic land use solutions to real estate challenges and provides them with an understanding of how residents can engage in the development their city.



## Curtner Urban Leadership

An annual curriculum-based program designed to immerse mid-career professionals from different disciplines in Toronto city building to create positive change in our city. Led by former City of Toronto Chief Planner Paul Bedford, participants have an opportunity to provide leadership on a critical Toronto issue over the course of 8 months.



## Diversity & Inclusion

The Pathways to Inclusion initiative was created by ULI to increase the participation of equity-seeking communities who are currently underrepresented in the real estate development, land use, and city-building fields. The Pathways to Inclusion Program is supported by the Diversity & Inclusion committee.

## Digital Content & Connection

By leveraging the power of the ULI network, our community can foster industry resilience and endure together during these uncertain times. In the current environment, we are committed to providing timely, practical guidance; best practices; and global insights.

