

# Make a Local Impact



British Columbia



**Sponsorship Opportunities**

# Join our Annual Sponsor Family

ULI BC sponsors have access and visibility to the region's top real estate, construction, and development thought leaders.



## PLATINUM

CONCERT®



onni<sup>®</sup>  
group

## GOLD



BLG  
Borden Ladner Gervais

DIALOG®

FASKEN



PCI  
DEVELOPMENTS

POLYGON

real estate  
foundation  
BRITISH COLUMBIA

STRAND

## WLI

## YLG



## SILVER

## PRINT

Anthem

BDO

BentallGreenOak

CBRE

Claridge Realty Advisors

Cushman & Wakefield

Gracorp

Intracorp

ITC Construction Group

Jameson Development Corp.

Keltic

Ledcor Group

Rize

Dominion Blue

Reprographics



# About ULI & ULI BC



The Urban Land Institute stands at the forefront of the land use and real estate industry, a steadfast leader in the best practices for a changing world. Since 1936, ULI has been a unique and trusted forum where members come together to share and exchange ideas, information and experiences—to shape tomorrow's horizon and improve the way communities grow. Today, ULI has more than 45,000 members in over 80 countries.

## Our Commitment

**Connection.** We offer high-level professional networking that connects a diverse array of industry leaders throughout the year.

**Convening leaders and decision makers.** Leaders and decision makers come together from the public and private sector to move ULI BC's agenda forward.

**Sharing best practices.** We share best practices with the trusted networks of our members and explore the most important issues impacting land use today.

**Leadership and mentoring.** We have many opportunities through our Young Leaders Group for rising industry professionals under 35, and the Women's Leadership Initiative, which will raise the visibility and number of women leaders in ULI and the real estate industry.

## Why We Do It: ULI BC's Mission

ULI's mission is to shape the future of the built environment for transformative impact in communities worldwide.

ULI BC is a non-profit organization bringing together multi-disciplinary professionals with a range of experiences and expertise. We offer non-partisan, unbiased content that lends itself to be the leading organization in the region dedicated to excellence in city building.

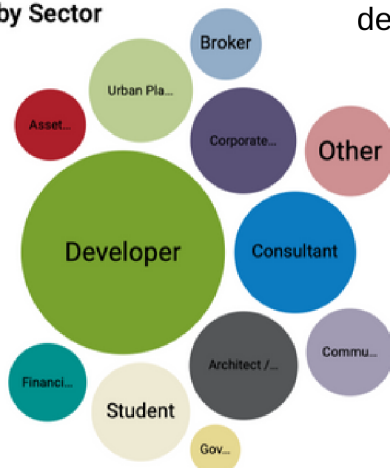
Through thought leadership, developing the leaders of tomorrow, leveraging ULI's global network, and being fully engaged in our communities, we are committed to tackling the greatest urban challenges we face as cities, regions, a province, and the country.

# ULI BC Dashboard 2023

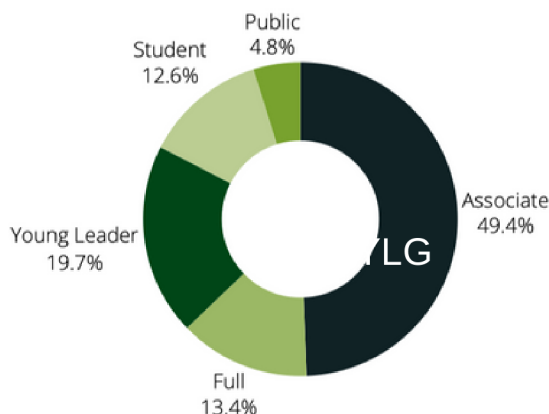
## Membership Diversity

ULI members represent the entire spectrum of the land use and development industries in both the private and public sectors.

Membership by Sector & Discipline



Currently, ULI BC has over **455** members.



## Events

In 2023 ULI BC hosted over **45 events** and engaged **2,300+** attendees (not including 55+ speakers and event volunteers), of which 75% were members.

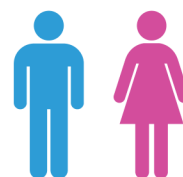
## Communications

ULI BC distributes e-communications to **over 4,800** members and non-members about our upcoming events, activities, initiatives and more! Our annual sponsors are recognized on each communication. We also have an active following on our social media platforms that we post regularly on.

## Member Volunteers

District Councils deliver the ULI mission at the local level. They engage local members through developing various ULI priority programs, hosting educational forums, and convening events. ULI BC is driven and led by its member volunteers.

- 12 Industry professionals sit on ULI BC's Executive Committee
- Various committees and initiatives include:
  - Mission Chair of Advancement
  - Treasurer
  - Programming
  - Sponsorship
  - Communications & Marketing
  - Young Leaders Group
  - Women's Leadership Initiative
- 30 Members appointed to the Young Leaders Group Committee as Chairs and Committee Members, delivering top notch programming and initiatives to their fellow ULI members
- 15 ULI BC Member Leaders
- 40 Young Leaders experienced the launch of a reimagined Mentor Program, which has expanded to the Etkin Scholars Program





# YLG Committee 2023



Zoe Brook  
YLG Co-Chair  
Principal  
Brook Development



Monika Rau  
YLG Co-Chair  
Partnership Prowess and  
Lifestyle Real Estate Advisor



T'Brenn Kelly-McKinnon  
YL Executive Member  
Rental Protection Fund



Katrina May  
YL Executive Member  
Catalyst Community  
Development Society



Robyn Gerry  
YL Executive Member  
BC Housing

## YLG Committee Members

Charlotte Au, Speaker Series & Professional Development,  
FL Housing

Meghan Garland, Socials & Happy Hours, Grosvenor

Kim Gieves, Etkins Student Initiatives, PGL Environmental

Pio Gunawan, Walking Tours, Townline

Kelly Hager, Speaker Series & Professional Development,  
GB Growth Partners

Laire MacDonald, Socials & Happy Hours, Lowtide  
Properties

Chris Kuno, Coffee & Conversations, Colliers International

Randolf Lee, Speaker Series & Professional Development,  
Laurentian Bank

Jason Liu, Etkins Student Initiatives, Nicola Wealth

JB McEown, Speaker Series & Professional Development,  
BC Housing

Daniel Saxton, Mentorship Series, CitySpaces

Sasha Somjen, Speaker Series & Professional  
Development, Grosvenor

Amanda Tang, Socials & Happy Hours, Rize Alliance

Oliver Tennant, Walking Tours, CitySpaces

Cayley Van Hemmen, Walking Tours, Turner Construction

Adam Mattinson, Coffee & Conversations, BA Studios

Duncan Wade, Mentorship Series, Anthem Properties

Eduardo Tanc, Mentorship Series, Colliers International

Sandra Aeng, Mentorship Series, Bosa Properties

Aisha Damji, Coffee & Conversations, Hovercraft Builders

Danveer Chatha, Etkins Student Initiatives, TD Bank





# YLG Activities 2023

## YLG BC

In 2023, YLG was happy to return to offering in-person programming to our membership and guests while maintaining core educational components virtually. YLG hosted a **total of 17 events** across the span of walking tours, coffee and conversations, socials, professional development, mentorship, and special initiatives focused on outdoor movement and collaboration such as cycle club and ski day in partnership with NAIOP Vancouver.



YLG had the privilege of hosting the Cascadia Regional Conference (CRC) in Vancouver in July, 2023 with fellow district council ULI Northwest (Seattle and Portland). The Conference focused on exploring adaptive reuse and land partnerships and welcomed **over 120** YLG members, 20 speakers, five walking tours, five sponsors, yoga, an economic forecast, a keynote speech, networking receptions, and socials. On the topic of land partnerships lies central the process of decolonization and reconciliation with First Nations and Urban Indigenous communities. We were honoured to have Chief Ian Campbell of Squamish Nation open the conference with a land acknowledgement and welcome, storytelling, and a panel discussion on Indigenous Lands particularly relating to the Granville Island 2040 Plan and coastal adaptation strategies.



# YLG 2024 Sponsorship Opportunities

## SPONSORSHIP RATES

<b>Annual Sponsor</b>	<b>\$7,500/year</b>
Summer Social	\$4,500/event
Winter Social	\$3,500/event
Happy Hours	\$2,000/event
Project Tours	\$1,000/event
Mentorship Series	\$2,500/event
Professional Development & Speaker Series	\$2,500/event (\$500/virtual)
Coffee & Conversations	\$1,500/event (\$250/virtual)
ULI BC Cycling Club	\$1,000/year



See following pages for more detail on each sponsorship opportunity

\*Annual Sponsorships make up over 50% of ULI BC's annual budget as a non-profit organization.

\*\*As of July 1, 2022 ULI BC will be adding a 3% processing fee to any sponsorships that are paid via credit card.



# YLG Annual Sponsorship

These commitments provide general operating revenue to ULI BC and offer broad identity with the district council.

Our sponsor companies comprise the leading real estate industry companies in the region. Corporate sponsors receive the following benefits for their contributions, in addition to

the satisfaction of knowing that 100% of their funds are going to support ULI's local programs, educational activities, and research.

Please call or email Shannon Paterson (604.761.8060 or [shannon.paterson@uli.org](mailto:shannon.paterson@uli.org)) to discuss sponsorship package options.

*\*As of July 1, 2022 ULI BC will be adding a 3% processing fee to any sponsorships that are paid via credit card.*

Branding + Profile	YLG ANNUAL SPONSOR
Logo + link on ULI BC website	●
Logo + link on YLG web page	●
Logo + link in ULI BC eblasts	●
Logo on ULI BC introductory slides at events (scaled according to tier level)	●
Opportunity to distribute materials at ULI BC events	●
Thought Leadership + Influence	YLG ANNUAL SPONSOR
Dedicated post on ULI BC social media	●
Dedicated post or case study within ULI BC eblast	●
Dedicated blog post or case study on ULI BC blog	●
Membership + Registrations	YLG ANNUAL SPONSOR
Associate Membership \$348 value ea.	1
YL Membership \$180 value ea.	3
Tickets Max 4 to be used per event	4
Additional Exposure	YLG ANNUAL SPONSOR
Post on ULI BC Career Page	●
Project Highlights on social media	●

# YLG Initiatives

## Summer Social (1/year)

## Winter Social (1/year)

Become the Title Sponsor for YLG's flagship Summer Social, atop 745 Thurlow, or ULI BC's Annual Winter Social. This quintessential annual event always attracts a record numbers of attendees.

- Receive 4 complimentary tickets to each event
- Company logo displayed at event and all event collateral
- Speaking opportunity at event



## Happy Hours (2/year)

Become the Title Sponsor for YLG's popular industry networking social (2 per year), where ULI Members and Non-Members alike come together for an evening of cocktails and conversations in an informal setting.

- Receive 2 complimentary tickets to all Happy Hours
- Company logo displayed at event and all event collateral
- Speaking opportunity



## Project Tours (2-3/year)

ULI BC hosts a variety of project and site tours to allow members to see behind-the-scenes planning and building design, learn the history and reasons of how a project came to be, or experience first hand the sustainable benefits incorporated into a project. Following the tour, we always aim to wrap up over a cocktail with a casual social to conclude the tour.

- Receive 2 complimentary tickets to tour
- Company logo displayed at event and all event collateral
- Speaking opportunity

# ULI BC YLG Initiatives

## Mentorship Series (2/year)

Become the Title Sponsor for YLG's Mentorship Series, which brings together Young Leaders and established professionals in a vibrant and intimate setting, to share knowledge and drive the professional success of the industry's young professionals. YLG hosts two (2) Mentorship events per year.

- Opportunity to host the event at your office (optional)
- Opportunity to have a member of your team participate as a Mentor
- Receive 2 complimentary tickets for Young Leaders in your company
- Company logo displayed at event and all event collateral

## Professional Development & Speaker Series (3-4/year)

Our professional development series helps individuals increase their visibility, knowledge and comfort level in the real estate industry. We do this through many ways including, but not limited to, case studies, workshops, panel discussions on specialized topics, and resources that help earn industry credits (ex. AIBC/PIBC). These events happen in person and virtually.

Our Speaker Series is aimed at engaging the real estate industry on special topics discussed by a panel of industry leaders. We offer an opportunity for senior leaders to share their expertise and experience on relevant topics and issues the industry is facing, and share further knowledge on current projects and industry insights. For in person events, and we generally conclude with a networking session during a casual cocktail reception. These events happen predominately over Zoom and occasionally in person.





# ULI BC YLG Initiatives

## Coffee/Cocktails & Conversations (6-8/year)

Coffee & Conversations is ULI BC's regular early morning 1 hour event. Each event features a podcast-style interview with a person of influence in the industry who speaks about their career history, their area of expertise, their current interests, and words of wisdom followed by a Q&A with the audience. This event is typically hosted over Zoom, with one or two 'Coffee/Cocktail & Conversations' events hosted in person throughout the year, which also include a morning or after-work networking event.



## Young Leader's Cycling Club

The ULI BC Cycling Club is a new initiative created by the YLG in 2023 to offer an active, social alternative to the evening happy hour and social events. All people of all abilities is welcome to join the free in-person events which range from 5-10 kilometre rides held between June and September. The events culminate with an informal social at a cafe or brewery with the first beverage and snacks hosted by the Cycling Club Sponsor.



Above: YLG Committee members from Vancouver, Seattle and Portland at the 2023 Cascadia Conference hosted in Vancouver by the ULI BC YLG.

# Sponsorship Pledge Form



Sponsorship Pledge Form

Organization:  
\_\_\_\_\_

Phone:  
\_\_\_\_\_

Contact Name:  
\_\_\_\_\_

Email:  
\_\_\_\_\_

Mailing Address:  
(include city, province & postal code)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Social Media Handles:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsorship Type:  
  
Annual Sponsor: ☐  
Event Sponsor: (indicate below) ☐  
\_\_\_\_\_

Payment Method:  
  
Cheque: ☐  
Credit Card (3% fee): ☐

Please return completed pledge form to [britishcolumbia@uli.org](mailto:britishcolumbia@uli.org)

Once received, an invoice will be provided.

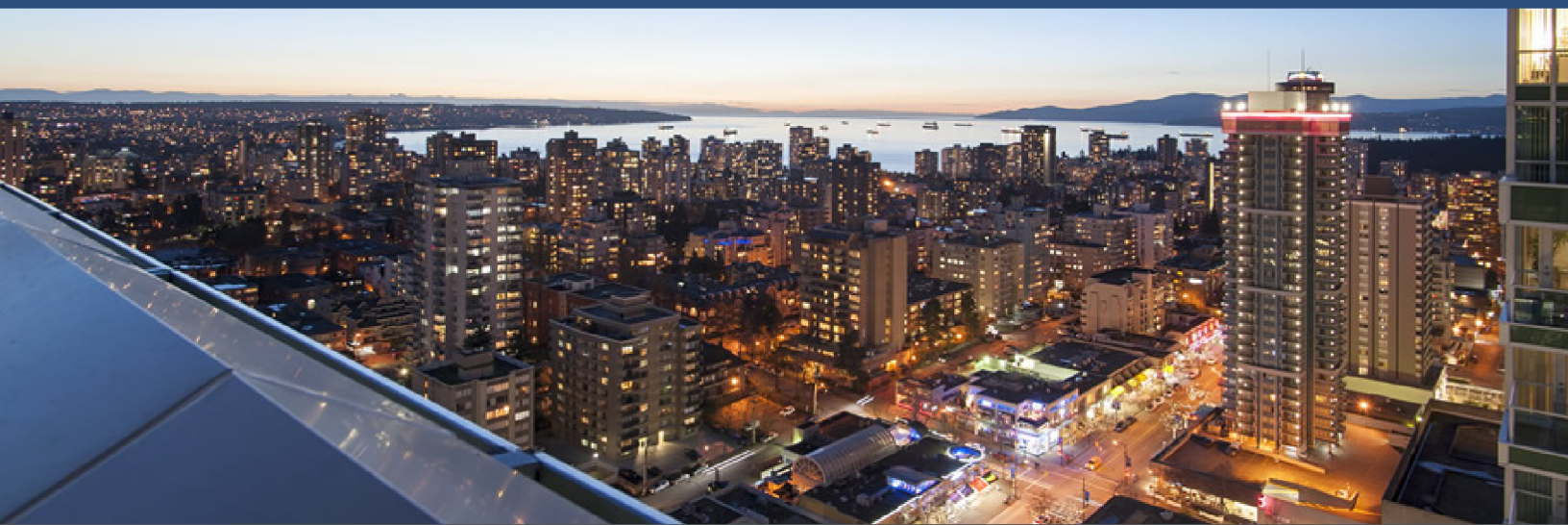
*\*Please note that all annual sponsorships are non-refundable.*

*\*\*If paying via CC, a 3% processing fee will be added.*





# Connect. Inspire. Lead.



**British Columbia**

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