

Corporate Package

URECC 2025

2025

To our Sponsors

This corporate package outlines the opportunities for industry leaders to partner with the Undergraduate Real Estate Case Competition. It includes detailed descriptions of various sponsorship tiers, each offering tailored benefits such as brand visibility, promotional offerings, and premium delegate engagement.



about

URECC

The University of Guelph's Undergraduate Real Estate Case Competition (URECC) is held annually in March at Deloitte's Toronto offices. Since the organization first began in 2015, this exclusive not-for-profit competition has provided a unique platform for undergraduate students, industry professionals, and academics to come together to network, learn and grow as the future of the real estate industry.

The event is organized by a dedicated team of eight real estate major students from the University of Guelph, who handle all aspects of planning, coordination, and execution to ensure a professional and engaging experience.

Building on the success of previous years, we are thrilled to announce our plans for the 10th anniversary of URECC. We sincerely thank you for your continued support; your involvement pushes us to improve each year.

We are eager to extend an invitation to participate in this in-person event and look forward to seeing you as we foster connections between the next generation of real estate leaders and industry experts.

scope of the Competition

The competition is designed to challenge undergraduate students to collaborate with their team and prepare a full-scale development proposal on a site selected in Toronto.

Students will create an analysis that considers all aspects of

- **Market Analysis**
- **Sustainability**
- **Physical Constraints**
- **Financial Viability**
- **Government Regulation**



Our Stakeholders

We will be welcoming approximately:

- ◆ ~ 80 Students from Canadian and International schools
- ◆ ~ 30 industry professionals
- ◆ ~ 15 Alumni and faculty from the University of Guelph

Event Details

Deloitte Toronto Office

Bay Adelaide East 8 Adelaide Street West, Suite 200 Ontario M5H 0A9

March 2025

Tentatively scheduled for March 21st***

EVENT DAY!

The preliminary judges include 12-15 industry professionals that will judge the morning portion. The judges are divided into sections and are given a group of teams. Following the presentations, each judging group will advance one team to compete in the final round.

The qualifying teams will then present to the final panel of judges, delegates, and industry professionals in the afternoon. The finals judges will deliberate and select the first, second, third and fourth place winners.

The day will conclude with a networking event for all delegates and industry professionals at the venue. The event is projected to be held on March 2025.

the Opportunity



Sponsorship Opportunities and Benefits

URECC offers sponsors the opportunity to directly support an education-based competition that benefits students worldwide. Sponsors gain access to top talent, with the chance to recruit high-achieving real estate students. Additionally, the event enhances brand visibility, while demonstrating corporate social responsibility by investing in the next generation.



Access to Top Talent

- Exposure to the top international student talent
- Dedicated networking session for all delegates and industry supporters
- Many delegates are preparing for graduation and seeking employment opportunities



Branding & Marketing

- Strategically market your brand through social media and publications
- Send representatives to judge on your company's behalf
- Distribution of promotional items to participants



Corporate Social Responsibility

- Create a positive impact on the next generation of leading professionals
- Enhancing student experience by providing a pragmatic approach to learning that is
- not offered in the classroom

2024 final judges

Spotlight



**Marco
Macagnano**

Digital Real Estate Leader
Deloitte



**Dermot
Sweeney**

President & Founder
Sweeny & Co Architects Inc.



**Heather
Kane**

Executive Vice President, Asset
Management, Canadian Residential
Starlight Investments



**Shane
Cooney**

Senior Vice President, Development
Mattamy Homes



**Andrew
Garrett**

Vice Chair
Urban Land Institute



**Max
Rosenfeld**

Executive Vice President, Head of
Asset Management
Crestpoint Real Estate
Investments Ltd.



**Alex
Jones**

President and Broker of Record
Omada Inc., Real Estate Brokerage

2024 event

Highlights

KEYNOTE SPEECH Shane Cooney

Shane Cooney, Senior Vice President of Development at Mattamy Homes, joined us at the event as our keynote speaker. He shared insights on real estate development, focusing on industry trends, challenges, and opportunities, offering valuable knowledge to both students and professionals in attendance.

ALUMNI PANEL

This was followed by a panel featuring three alumni who shared their experiences entering the real estate workforce, providing practical insights and advice for students preparing to launch their careers in the industry.

Sabrina Di Cosola



Alec Moyle



Brooke Sonshine



Concluding with the announcement of the winners and networking session.



last year's Awards



Last year, we distributed ~\$25,000 in prize money. The following prizes were awarded to delegates:

- 1st Place Case Competition - \$7,500
- 2nd Place Case Competition - \$5,000
- 3rd Place Case Competition - \$2,500
- 4th Place Case Competition - \$1,500

In addition to these prizes, we will also be awarding three individual prizes to teams based on their submitted slides. The individual prizes will be worth ~\$2,000.

Financial Analysis Award:

An award for the best financial analysis separately as an excel document, will be given to one team from our Financial Planner.

Research & Market Analysis Award:

An award will be given to the team with the best market analysis, selected by our Market Research Partner.

Sustainability Award:

An award will be given to the team who best integrates features of sustainability into their proposal, selected by our Sustainability Partner.

Innovation Award:

An award will be given to the team with the best innovation proposal, selected by our Innovation Partner.

industry
Support

The ongoing support from our sponsors makes URECC's growth and success possible. Our past sponsors include the following groups:

Allied Properties REIT

Deloitte

Starlight Investments

Sotheby's International Realty

GWL Realty Advisors

Oxford Properties

CLV Group & InterRent REIT

CBRE

Westbank

Mattamy Homes

Sweeny & Co Architects

First Capital Realty

Reid's Heritage Homes

Colliers International

International Council of Shopping Centers
(ICSC)

Urban Land Institute (ULI)

QuadReal

Skyline

ICSC foundation Canada & Primaris Stone
Road

Crestpoint Real Estate Investments LTD

Empire Communities

**Sweeny&Co
Architects**

Starlight
Investments

Deloitte.

mattamyHOMES

Crestpoint
REAL ESTATE
INVESTMENTS LTD.

REID'S HERITAGE HOMES

EMPIRE

**GWL REALTY
ADVISORS**

CBRE

ICSC
FOUNDATION
CANADA

SKYLINE

Primaris

OXFORD
AN OMERS COMPANY

**FIRST
CAPITAL**

QuadReal

ALLIED

ICSC

westbank

Sotheby's

CLV GROUP

**INTERRENT
REIT**

**Colliers
INTERNATIONAL**

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2025

Sponsorship Levels

	 Title	 Gold	 Silver	 Bronze
	 \$12,500	 \$7,500	 \$5,000	 \$2,500
Keynote Speaker Opportunity	★			
Title Sponsor Banner	★			
Special Mention in Sponsorship Speech	★	★		
Co-Branded Content	★	★		
Promote Recruitment Activities/Openings via Website	★	★		
Access to Student Database	★	★	★	
Option to send a judge to the competition	★	★	★	★
Sponsor Logo in Welcome Kit	★	★	★	★
Promote Sponsorship on Social Media	★	★	★	★
Program Book Advertisement	★	★	★	★
Logo Listing on Website	★	★	★	★

Title

- Announce and present the Golden Shovel Award to the first place recipients
- Unlimited distribution of promotional items, recruiting, and marketing materials as well as branding on publications
- Highest level of exposure to top student talent seeking employment opportunities
- Send representatives to judge on your company's behalf
- Opportunity to send a Keynote speaker

Gold

- Announce and present award to the second-place recipients
- Representation in promotional publications relating to the case competition
- Exposure to top real estate students preparing to graduate
- Social media promotion marketed towards students and other industry professionals
- Send representatives to judge on your company's behalf

Silver

- Announce and present award to the third-place recipients
- Company name on the cheque for an individual award*
- Networking opportunities to represent your brand throughout conference
- Exposure to top real estate students preparing to graduate
- Distribution of marketing materials in delegate loot-bags

Bronze

- Company logo on banners and in event program
- Networking opportunities to represent brand throughout the competition
- Exposure to top real estate students preparing to graduate
- Distribution of marketing materials in delegate loot-bags

*Either financial analysis, market analysis, or sustainability analysis



Contact Information

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