



# University of Guelph Undergraduate Case Competition 2024 Corporate Package

# About URECC

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The University of Guelph's Undergraduate Real Estate Case Competition (URECC) is a student led organization that began in 2015.

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 development feasibility including market analysis, sustainability, physical constraints, financial viability and government regulation. Students will then proceed with a recommendation to the judges based on their analysis.



# The Opportunity

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## 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

# Event Day

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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, 2024.



# Final Judges Spotlight

Industry leaders joined the judge panel for URECC 2023



**Marco  
Macagnano**

Digital Real Estate Leader  
Deloitte



**Heather  
Kane**

Senior Vice President, Asset Management,  
Canadian Residential  
Starlight Investments



**Nanthini  
Mahalingam**

Senior Vice President, Finance and  
Accounting  
Incoming CFO  
ALLIED Properties REIT



**Dayna  
Gilbert**

Managing Director, Real Estate  
Development  
Forum Asset Management



**Richard  
Joy**

Executive Director  
Urban Land Institute



**Dermot  
Sweeny**

President & Founder  
Sweeny & Co Architects Inc.

# URECC 2023 Highlights

The most recent in-person event took place in March 2023 at Deloitte's Toronto Head Office. The competition attracted 11 participating schools from Canada and the United States.

The 2023 competition was our first in-person event since 2019. Despite the challenge of coming back from an online setting, we continued to attract a large number of international delegates. This included several teams from across North America. The 2023 first place award was presented to the Tri-City Capital team.



The 2023 Golden Shovel Recipients from the University of Guelph (Tri-City Capital)

# URECC 2023 Highlights

Other winning teams for 2023:



**Second Place**

Drane  
(York University)



**Third Place**

Sureal Estate  
(University of Calgary)



**Fourth Place**

Lotus Partners  
(The University of Wisconsin Madison)

# URECC 2023 Highlights

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The 2023 Individual Awards as following:

## **Most Innovative Analysis**

Drane  
(York University)

## **Best Financial Analysis**

Aventus Group  
(Dalhousie University)

## **Best Market Analysis**

Tri-City Capital  
(University of Guelph)

## **Best Sustainability Analysis**

Sureal Estate  
(University of Calgary)



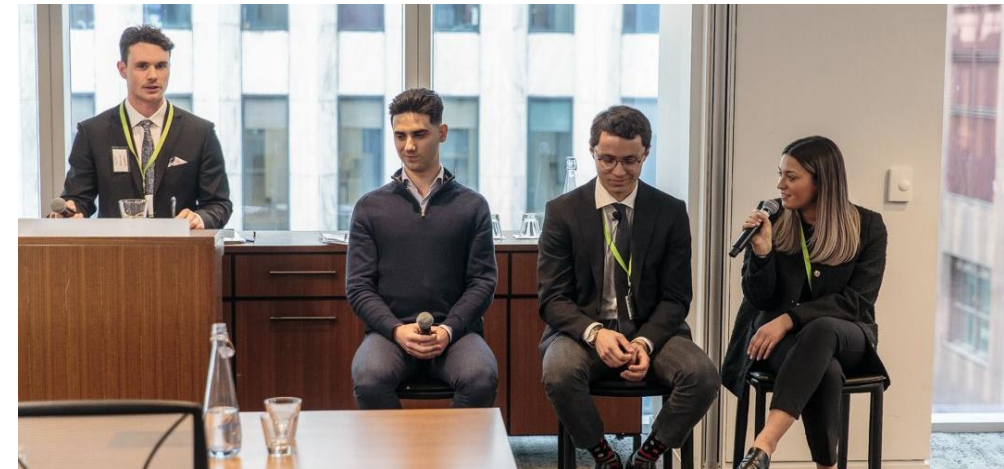
# URECC 2023 Highlights

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Michael Emery, CEO and founder of ALLIED Properties Reit, joined us at the event giving the keynote speech.

Followed by an amazing panel where three alumni gave testimony of their experiences entering the work force in the real estate market.

Concluding with the announcement of the winners and networking session.



# Awards

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Last year, we distributed ~\$20,000 in prize money. The following prizes were awarded to delegates:

- 1<sup>st</sup> Place Case Competition - \$7,500**
- 2<sup>nd</sup> Place Case Competition - \$5,000**
- 3<sup>rd</sup> Place Case Competition - \$2,500**
- 4<sup>th</sup> Place Case Competition - \$1,000**

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. In 2023, this award was presented by ALLIED Properties REIT

## **Research & Market Analysis Award:**

An award will be given to the team with the best market analysis, selected by our Market Research Partner. In 2023, this award was presented by ANTEC Appraisal Group.

## **Sustainability Award:**

An award will be given to the team who best integrates features of sustainability into their proposal, selected by our Sustainability Partner. In 2023, this award was presented by Westbank.

## **Innovation Award:**

An award will be given to the team with the best innovation proposal, selected by our Innovation Partner. In 2023, this award was presented by Deloitte.

\* Prize money is dependent on the availability of funds and may be subject to change

### TITLE SPONSOR - \$10,000

- 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

### GOLD SPONSOR - \$7,500

- 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

## SPONSORSHIP OPPORTUNITIES

### SILVER SPONSOR - \$5,000

- 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 SPONSOR - \$2,500

- 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

# Industry Support

The on-going support we receive from our sponsors contributes to the growth and success of the competition.

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
- Sweeny & Co
- 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



# Contact Information

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