

Corporate Package

URECC 2027

2027

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 Head Office Downtown Toronto. 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 12th 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/GTA.

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

April 2, 2027

Full day event, ranging from 8:30am-6pm

EVENT DAY!

The preliminary round will take place in the morning and will be judged by 12–15 industry professionals. These judges will be divided into breakout sections, each assigned a group of teams to observe and evaluate using our official case rubric. At the end of the preliminary round, each judging group will advance one team from their section to the final round.

In the afternoon, the four qualifying teams will present to a final panel of judges, alongside an audience of delegates and industry professionals. The final judges will deliberate and determine the 1st, 2nd, 3rd, and 4th place winners.

The day will conclude with a networking event for all delegates and industry professionals at the venue. The event is scheduled to take place during the spring.

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



URECC

2026 final judges & industry partners

Spotlight



Finalist Judges



Shane Cooney

Senior Vice President,
Development
Mattamy Homes



Laetitia Pacaud

Chief Operating Officer
Epic Investments



Max Langridge

Vice President, Investments
Starlight Investments



Glenn Way

President
GWL Realty Advisors



Richard Warner

Partner, Infrastructure and Real
Estate Advisory
Deloitte



Dermot Sweeny

President and Founder
Sweeny&Co Architects



Gianni Ciufu

Partner, Financial Advisory Public
Sector Leader
Deloitte

2026 Sponsors

Deloitte.



Starlight INVESTMENTS

Epic
Investment
Services

Kipling

**GWL REALTY
ADVISORS™**

HRH

**REID'S HERITAGE
HOMES**

M
**MONTEZ
CORPORATION**



CLV GROUP



PURE INDUSTRIAL



Highlights

2026 Event

The most recent in-person event took place in March 2026 at Deloitte's Head Office in Toronto. The competition attracted **15 participating schools from Canada, the United States, and Australia.**

During the 2026 competition, we were thrilled to **welcome the Royal Melbourne Institute of Technology for the second straight year**, a highly acclaimed Australian university. For the 2027 competition, we strive to welcome more international teams from outside the North American border.



1ST PLACE: NORTHERN DEVELOPMENTS
(University of Guelph)

OTHER WINNERS



Second Place
Squarefoot Capital
(York University)



Third Place
UrbanEdge Developments
(University of Calgary)



Fourth Place
Crown Developments
(Wilfrid Laurier University)

INDIVIDUAL AWARDS

Most Innovative Analysis
UrbanEdge Developments
(University of Calgary)

Best Financial Analysis
Squarefoot Capital
(York University)

Best Market Analysis
Atlas Developments
(British Columbia Institute of Technology)

Best Sustainability Analysis
Terra Nova Developments
(University of Waterloo)

2026 Event

Highlights

KEYNOTE SPEECH

Saurabh Mahajan

We were pleased to welcome Saurabh Mahajan, Strategy, Innovation & Insights Leader at Deloitte, as our keynote speaker for the 2026 event. Saurabh delivered an insightful presentation on how artificial intelligence is transforming the real estate industry, focusing on rapidly changing operational models, technological integration, and forward-looking market trends. Bringing nearly two decades of executive expertise spread across strategy, analytics, and investment advisory, his discussion offered invaluable knowledge to both professionals and students in attendance.

INDUSTRY PANEL

Our keynote speech was followed by a panel featuring industry professionals who shared their experiences in the real estate industry, offering practical insights into the current market, career growth, and development within an industry-leading firm.

Moderator

Thomas Hayward



Panelist

Laetitia Pacaud



Panelist

Shane Cooney



Panelist

Max Langridge



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:

EPIC Investments

Deloitte

Allied Properties REIT

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**



Deloitte.



EMPIRE



CBRE



SKYLINE

Primaris

OXFORD
AN OMERS COMPANY



ALLIED



westbank

Sotheby's



2027

Sponsorship Levels

	 Title	 Gold	 Silver	 Bronze
	 \$12,500	 \$7,500	 \$5,000	 \$2,500
Keynote Speaker & Panel 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 or panelist

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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