



**CANADIAN
URBAN
INSTITUTE**

URBAN LEADERSHIP AWARDS SPONSORSHIP PROSPECTUS

Each year since 2004, the Canadian Urban Institute (CUI) has been hosting a celebration of individuals and organizations making a profound impact on the quality of life in Canada's urban regions.

**14TH ANNUAL URBAN
LEADERSHIP AWARDS
CELEBRATION**

November 8, 2017

The 2017 Urban Leadership Awards Celebration is an excellent opportunity to show your support for community building while connecting with urban decision-makers and friends in a relaxed setting. Sponsors have the opportunity to align their brands with discussions that frame the urban agenda.

Background

The event is an evening cocktail awards presentation followed by moderated panel sessions with the recipients exploring new ideas with the audience. [See here for information on the 2016 event.](#)

The awards recognize recipients in the following categories:



JANE JACOBS LIFETIME ACHIEVEMENT AWARD

Individual whose vision and passion for cities has had a profound impact on urban health over many years.



DAVID CROMBIE AWARD

Individual engaging community, government and private sector partners to help regenerate and enhance the public realm in the Greater Golden Horseshoe.



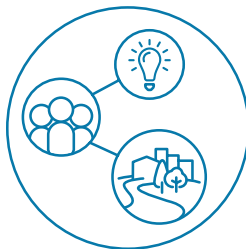
CITY BUILDER AWARD

Leader whose bold vision and ability to implement change is improving our communities.



NEXTGEN AWARD

Emerging leader(s) whose work is helping improve the health of their community.



URBAN VITALITY AWARD

Physical project that demonstrates excellence in creativity, relationship to context and community spirit.



CITY LIVABILITY AWARD

Project or organization that makes our cities more livable in areas such as healthcare, education and the environment.

2016 Awards and Sponsors



JANE JACOBS LIFETIME ACHIEVEMENT AWARD

The Honourable **Ratna Omidvar**, C.M., O. Ont., Senator and Distinguished Visiting Professor at Global Diversity Exchange (GDx) at the Ted Rogers School of Management, Ryerson University. Senator Omidvar is recognized for her outstanding impact on issues of migration, diversity and inclusion.

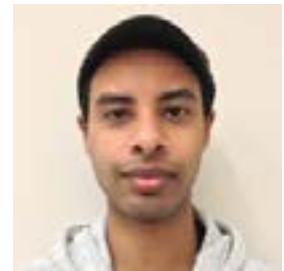
2016
Award Sponsor:



NEXTGEN AWARD

Agazi Afewerki, Co-Founder and Director of Youth Empowering Parents (YEP). Mr. Afewerki mentors, motivates and equips newcomer youth with skills to become mentors to newcomer adults.

2016
Award Sponsor:



DAVID CROMBIE AWARD

Martha J. Shuttleworth, President and Founder of Neptis Foundation. Ms. Shuttleworth's work with Neptis Foundation has revolutionized the way we make decisions in the Toronto region.

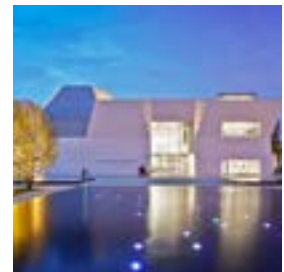
2016
Award Sponsor:



URBAN VITALITY AWARD

Aga Khan Museum, recognized for its spectacular architectural contribution to the City and outstanding relationship to Toronto's multicultural identity.

2016
Award Sponsor:



CITY BUILDER AWARD

Judy and Wilmot Matthews, head of the Judy and Wilmot Matthews Foundation and urban planner/activist (Mrs. Matthews) and investment banker (Mr. Matthews). The Matthews have put bold visions in city building together with the resources for implementation.

2016
Award Sponsor:



COMMUNITY BUILDER SPONSORS:



Sponsorship

Title Sponsor	Jane Jacobs Award	Award Sponsor	Community Builder
\$15,000 (1 opportunity available) Exclusive right to have the organization's name appear prominently before the Event title	\$10,000 (1 opportunity available) Sponsorship link to the Jane Jacobs Lifetime Achievement award	\$6,000 (5 opportunities available) Sponsorship link to a specific award	\$3,000 (2 opportunities available) Sponsorship link to event
COMPLIMENTARY GALA TICKETS			
10	8	6	3
OPPORTUNITY TO ADDRESS THE AUDIENCE			
Opening remarks to event	Introduce award winner	Introduce award winner	—
AWARD PRESENTATION, RECOGNITION BY MASTER OF CEREMONIES & RECOGNITION IN CUI ANNUAL REPORT			
✓	✓	✓	✓
BRAND RECOGNITION			
Large logo featured in event program, signage, website, e-news & name etched in award.	Large logo featured in event program, signage, website, e-news & name etched in category award.	Large logo featured in event program, signage, website, e-news & name etched in category award.	Logo featured in event program, signage, website, e-news.
COMPANY PROFILE IN BACKGROUNDER IN CUI ULA PRESS KIT			
✓	✓	✓	✓
PRE & POST EVENT JOINT-PRESS RELEASE, AWARD RECIPIENT BACKGROUNDEES. DISTRIBUTED TO CUI NETWORK 5000+ DECISION-MAKERS.			
✓	✓	✓	✓
SOCIAL MEDIA OUTREACH MENTIONS VIA. CUI'S TWITTER, FACEBOOK, LINKED-IN, YOUTUBE FEEDS. 5000+ REACH.			
Recognition on all event posts. A custom e-mail to promote your sponsorship of the conference and custom Tweets and Facebook mentions with preferred content, hashtag, and handle	Recognition on all event posts and custom Tweets/Facebook posts mentions with preferred content, hashtag, and handle.	Recognition on all event posts and custom Tweets/Facebook posts mentions with preferred content, hashtag, and handle.	Recognition on event posts.
EXHIBITING			
On-site exhibit display opportunity.	—	—	—

History of Impact

The Urban Leadership Awards raise funds to support the CUI's internship programs. Since 1990, we have offered hands-on learning experiences to hundreds of students and recent graduates from across Canada. In addition to supporting the next generation of city builders, you are recognizing individuals and programs dedicated to the development of healthy urban communities.

Who Attends?

- 150+ senior decision-makers from the private sector, civil society and government.
- Members of the Media, Academic and Institutional leaders.

Sponsorship Opportunities

To discuss sponsorship opportunities, please contact:

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Program Director
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416 365 0816 ext. 223.

The Canadian Urban Institute (CUI) delivers non-partisan information in accessible formats in support of decision-making that sustains economically, socially and environmentally resilient communities. We accomplish this through building teams to develop answers to complex urban problems.

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