



2019 Winners – Rotman School of Management

2020 SPONSORSHIP OPPORTUNITIES



Presented by:  **AltusGroup**

ABOUT DEVELOPERS' DEN

Students in Schulich's Real Estate and Infrastructure program, alongside teams of students from across North America, compete in an industry-specific case competition that hones real estate and business skills by immersing students in real-world scenarios.

Launched in 2011, Developers' Den is the brainchild of George Carras, founder of RealNet, and Andre Kuzmicki, Schulich School of Business. **Developers' Den now stands among the most successful and prestigious real estate case competitions in Canada and the United States.**



COMPETITION FORMAT

PRELIMINARY ROUND

February 2nd 2020

More than 20 teams enter the preliminary round in hopes of being selected for the next stage of the competition. After being provided with the facts of the case, student competitors work in teams to prepare concise and compelling real estate proposals.



SEMI-FINAL ROUND

March 6th 2020

12 qualifying teams arrive at the Schulich School of Business and are greeted with a case twist. This new information requires modifications to their original plan before presenting to a panel of industry experts. The top 3 teams move on to the Final Round.

THE FINAL ROUND

March 6th 2020

Final round teams face the challenge of pitching their proposal to a group of Canada's top real estate experts, followed by an intense question and answer period. Teams compete for cash prizes ranging from \$1,500 to \$6,000, the admiration of their colleagues, and the coveted Developers' Den trophy.

GAIN ACCESS TO THE FUTURE OF REAL ESTATE AND INFRASTRUCTURE

Expose your brand and connect with top students from across North America. Past competitions featured students from these leading schools.

COLUMBIA
GSAPP

IVEY
Business School
WESTERN UNIVERSITY • CANADA

TED ROGERS
SCHOOL OF
MANAGEMENT
RYERSON
UNIVERSITY

JOHNS HOPKINS
CAREY BUSINESS SCHOOL

MIT
MANAGEMENT
SLOAN SCHOOL

Rotman
UNIVERSITY OF TORONTO

NYU | SPS
Schack
Institute of
Real Estate

School of Urban and
Regional Planning
Planning for people and places.
It could be your future.

Queen's
UNIVERSITY

Schulich
School of Business
YORK
UNIVERSITY

CULTIVATING FUTURE LEADERS

Net proceeds from Developers' Den will go toward the **Real Estate and Infrastructure Student Experience Fund** which provides financial assistance for real estate and infrastructure students to attend and participate in case competitions, site visits, industry conferences, skills development and mentorship opportunities.

An investment in Developers' Den is also an investment in promoting and enhancing the learning experience for Schulich students.



GOLD LEVEL

Awards Ceremony & Reception Sponsor

\$5,000 SPONSORSHIP
(2 available)

Make your mark as a pivotal supporter of Developers' Den 2020.

You'll receive highly-coveted branded ownership of the Awards Ceremony and Reception. You'll be prominently featured every step of the way on signage, verbally and you'll have guest passes for 3 VIPs to mix and mingle with industry professionals and next generation talent.



SOLD OUT

BENEFITS & RECOGNITION	
Hospitality & Engagement	✓ Three (3) guest passes to attend the Final Presentation Round, Awards Ceremony and Reception
Verbal Recognition	✓ During the Competition's Opening and Closing Remarks
Print/Digital Recognition	✓ Prominent signage (with logo) on all competition tables (2 nd tier); exposure to industry professionals, judges, students and sponsors
	✓ Digital logo displayed on the screens in the Final Presentation room, Awards Ceremony and Reception
	✓ Prominent recognition (with logo) on the banners displayed at the Competition (2 nd tier)
	✓ Recognition (logo) on printed agenda for the day, showcasing sponsorship of the Awards Ceremony and Reception
Extended Reach	✓ Prominent listing of logo on the Developers' Den website in advance of event with live link to sponsor's website
	✓ Two custom tweets during event
	✓ Sponsor mention in pre-event communications to delegates and Final Round guest list
	✓ Recognition (text only) in a post-event article, featured in the Schulich Alumni e-newsletter and posted to the Schulich website and Developers' Den website

SILVER LEVEL

Luncheon Sponsor

\$4,000 SPONSORSHIP
(2 available)

You'll be featured on all event signage and receive **special recognition at the Luncheon**. We'll also recognize your support verbally and provide you with 2 VIP guest passes for the Awards Ceremony and Reception.



Sample 24x36 event signage.

BENEFITS & RECOGNITION	
Hospitality & Engagement	✓ Two (2) guest passes to attend the Final Presentation Round, Awards Ceremony and Reception
Verbal Recognition	✓ During the Competition's Opening & Closing Remarks
Print/Digital Recognition	✓ Signage (with logo) on tables in the Luncheon space showcasing sponsorship of the Luncheon; exposure to competitors and judges
	✓ Digital logo displayed on the screens in the Final Presentation room and Awards Ceremony
	✓ Recognition (with logo) on the banners displayed at the Competition (3 rd tier)
	✓ Recognition (logo) on printed agenda for the day, showcasing sponsorship of the Luncheon
Extended Reach	✓ Prominent listing of logo listed on the Developers' Den website in advance of event with live link to sponsor's website
	✓ Two custom tweets during event
	✓ Sponsor mention in pre-event communications to delegates and Final Round guest list
	✓ Recognition (text only) in a post-event article, featured in the Schulich Alumni e-newsletter and posted to the Schulich website and Developers' Den website

BRONZE LEVEL

Breakfast Sponsor

\$3,000 SPONSORSHIP
(2 available)

Help kick-off the Developers' Den 2020 as Breakfast Sponsor. You'll receive special recognition throughout the event and 2 VIP guest passes for the Awards Ceremony and Reception.



Sample 24x36 event signage.

ASSOCIATE LEVEL

\$1,500 SPONSORSHIP
(10 available)

BENEFITS & RECOGNITION

Hospitality & Engagement	✓	Two (2) guest passes to attend the Final Presentation Round, Awards Ceremony and Reception
Verbal Recognition	✓	During the Competition's Opening & Closing Remarks
Print/Digital Recognition	✓	Signage (with logo) on tables in the breakfast space and on the printed agenda for the day, showcasing sponsorship of the Breakfast; exposure to mainly student competitors
	✓	Digital logo displayed on the screens in the Final Presentation room and Awards Ceremony
	✓	Recognition (with logo) on the banners displayed at the Competition (4 th tier)
Extended Reach	✓	Listing of logo on the Developers' Den website in advance of event with live link to sponsor's website
	✓	Sponsor mention in pre-event communications to delegates and Final Round guest list
	✓	Recognition (text only) in a post-event article, featured in the Schulich Alumni e-newsletter and posted to the Schulich website and Developers' Den website

BENEFITS & RECOGNITION

Hospitality & Engagement	✓	One (1) guest pass to attend the Final Presentation Round, Awards Ceremony and Reception
Verbal Recognition	✓	During the Competition's Closing Remarks
Print/Digital Recognition	✓	Digital logo displayed on the screens in the Final Presentation room and Awards Ceremony
Extended Reach	✓	Listing of logo on the Developers' Den website

SPONSOR RECOGNITION

Our generous sponsors are featured in every component of Developers' Den.



All sponsor logos will be featured in the CIBC Marketplace. Competitors, judges and audience members congregate here.



Gold, Silver and Bronze Sponsors featured during final Round Competition in the 300-seat McEwen Auditorium.



Gold Sponsor logos featured during the Semi-Finalist round.



Gold, Silver and Bronze Sponsors featured during the Awards Reception.

ABOUT THE BROOKFIELD CENTRE IN REAL ESTATE & INFRASTRUCTURE

The Brookfield Centre in Real Estate and Infrastructure has established a global leadership role for the School in the expanding and evolving fields of real estate and infrastructure, and the increasingly important intersections between them. First announced in 2016 and made possible by a generous \$4 million donation from Timothy R. Price (Hon. LLD '09) and his wife, Frances Price, together with the Brookfield Partners Foundation, the Brookfield Centre is well positioned to become a globally renowned and sought-after real estate and infrastructure education and applied research hub at Schulich.

Since creating the MBA specialization in Real Estate in 1991, Schulich has always been ahead of the curve in helping students build their careers in the industry. In 2010, Schulich expanded the specialization by becoming the first business school in the world to offer a specialization in Infrastructure. In January 2017, Schulich welcomed the inaugural class of its new Master of Real Estate & Infrastructure– the first of its kind. Real Estate & Infrastructure education at Schulich provides real world skills connected to current industry trends while maintaining a unique emphasis on experiential hands-on learning.



BECOME A SPONSOR OF DEVELOPERS' DEN 2020 TODAY!

CONTACT I Chair 2020 of Sponsorship Committee
Philip Ristevski, MBA '14
Director, Development at Cadillac Fairview
Philip.ristevski@cadillacfairview.com

Presented by:



Hosted by:

Brookfield Centre
in Real Estate & Infrastructure

**Schulich Real Property
Alumni Association**

