

Urban Leadership Awards Sponsorship Package 2009



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Background

The Canadian Urban Institute (CUI):

CUI is Canada's leading applied urban policy institute with a mission to identify, develop and deliver policy and planning solutions to enable urban regions to thrive and prosper.

The Institute's work is dedicated to building strong communities and equitable, sustainable and competitive urban regions. Our mandate is to:

- Enhance policymaking and management of urban areas.
- Facilitate the exchange of information between urban areas within Canada and internationally.
- Foster cooperative approaches to urban issues.
- Identify, track and raise awareness of significant urban issues.
- Improve the outcomes, systems and participation in urban development decision-making.
- Celebrate and reward urban leadership and innovation.
- Enhance the skills and competitiveness of urban leaders and practitioners.
- Promote the understanding and development of urban regionalism.
- Champion local solutions to global challenges.
- Value and promote citizenship.

As a non-profit organization based in Toronto, CUI works across Canada and around the world. Some of the methods used in our work include:

- Connecting urban decision makers at all levels of government and the corporate community sectors.
- Convening groups of decision-makers throughout Canada and abroad.
- Communication results of applied research and providing training.
- Researching, modeling and demonstrating solutions to urban challenges.
- Benchmarking the success and challenges facing urban regions.
- Developing strategies, partnerships, methodologies and tool kits to achieve urban policy outcomes.
- Organizing people, capital and ideas to implement significant urban projects.
- Identifying best practices in urban development and planning, evaluating and reporting on the success of urban policies.

Board of Directors

Glen Murray, *President and CEO*

Bohdan S. Onyschuk, *Chairman*

Caryl Arundel, Terry Cooke, Ian D. Clark, , Mark Entwistle, John Farrow, W. Michael Fenn, Melanie Hare, Robert S. Maclsaac, Michael Murray, Edward Sajecki, Rupen Seoni, May Wong

Canadian Urban Institute
555 Richmond St. W., Suite 402
PO Box 612
Toronto, ON M5V 3B1 Canada
T 416-365-0816
F 416-365-0650
cui@canurb.com
www.canurb.com

Inquiries and submissions may be directed to

Janis Lynch
T 416-365-0816 x283
urbanleadershipawards@canurb.com

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About the Urban Leadership Awards (ULA) Program

Since its inception in 2004, the Urban Leadership Awards program has been paying tribute to individuals, groups and organizations that have made a profound and lasting impact on the quality of life in Canada's cities and urban regions.

Proceeds from the ULA help to support the Canadian Urban Institute's research, education and internship programs. Through our education and research centre, CUI promotes dialogue on urban affairs by communicating the results of our own and others' urban research to advance an understanding of the emerging urban agenda. Our applied research focuses on four principal areas of interest: 1) urban governance, systems and infrastructure, 2) economic development and environment, 3) urban planning, housing and growth management, and 4) heritage and culture. Our Youth Internship Program is designed to build leadership skills for the next generation of urban practitioners by providing entry-level professional work experience – both in Canada and overseas - to university students and recent graduates of degree programs in urban-related fields.

2008 Urban Leadership Award Recipients

Phyllis Lambert - *Jane Jacobs Lifetime Achievement Award*

Habitat for Humanity Movement in Canada; Quartier International de Montréal – *City Renewal Award*

Dyan Marie; B. Denham Jolly – *City Soul Award*

Evergreen; Janet Rosenberg – *City Livability Award*

Province of Ontario; The Bird-Friendly Development Working Group – *City Initiatives Award*

Christopher Beausoleil; Ayan Hersi; Ryan Teschner – *City Youth Award*

2008 Local Hero Award Recipients

Evergreen-A United Neighbourhood

Toronto Police Service

Richard Gosling

Michel Labbé, Founder and President of Options for Homes

2007 Urban Leadership Award Recipients

Moses Znaimer, *Jane Jacobs Lifetime Achievement Award*

Derek Ballantyne; the principals of **Cityscape Development Corporation**, *City Renewal Award*

Andy Barrie; Matthew Blackett; The Chinese Cultural Centre of Greater Toronto, *City Soul Award*

Kitchener City Council; Minto Urban Communities Inc., *City Livability Award*

The Mentoring Partnership, Toronto Region Immigrant Employment Council (TRIEC); **Nuit Blanche**, *City Initiatives Award*

Danielle Francis; Adam Garnet Jones, *City Youth Award*

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2007 Local Hero Award Recipients

Hockey Legend and Future Aces visionary, **Herbert H. Carnegie**;
Brantford developer and community leader **Steve Charest**;
Former Markham Mayor, **Donald Cousens**;
Toronto Poet Laureate, **Pier Giorgio DiCicco**;
St. Christopher House CEO, **Susan Pigott**;
Community advisor, mentor and facilitator, **P.C. Ojo Tewogbade**.

2006 Urban Leadership Award Recipients

Michael Harcourt, *Jane Jacobs Lifetime Achievement Award*
Benny Farm Task Force, Montreal, *City Renewal Award*
Dr. Peter Simon, Robert Sirman, *City Soul Award*
10, 000 Trees Project; Steven Peck, *City Livability Award*
Pinball Clemons and the Toronto Argonauts;
PACT Youth Crime Reduction Program, *City Initiatives Award*
Jamal Clarke; Subria Lapps, *City Youth Award*

2005 Urban Leadership Award Recipients

June Callwood, *Jane Jacobs Lifetime Achievement Award*
David Pecaut, *City Renewal Award*
YMCA of Greater Toronto, *City Soul Award*
The Carpenters' Local Union 27 Joint Apprenticeship & Training Trust Fund Inc.; Eva's Initiatives, Horizons Program; The Pathways to Education Program, *City Livability Award*
The Greenbelt Task Force (Chair: Mayor Rob McIsaac), *City Initiatives Award*
Kehinde Bah; Rahul Raj, *City Youth Award*

2004 Urban Leadership Award Recipients

Ed Mirvish, *Jane Jacobs Lifetime Achievement Award*
Avana Capital Corporation, *City Renewal Award*
Anne Golden, *City Engagement Award*
Toronto Public Library, *City Livability Award*
Toronto International Film Festival Group, *City Soul Award*

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Urban Leadership Awards 2009
Friday, June 5, 2009

The **Canadian Urban Institute** is proud to announce the sixth annual **Urban Leadership Awards** luncheon to be held on Friday, June 5, 2009 at the Fairmont Royal York Hotel in Toronto from 11:30 am to 2:00 pm.

Nominations are open from September 22 to November 14, 2008 and are welcome for individuals, groups or organizations under any of the following **award categories**:

City Innovation Award

New technologies, programs, policies and ideas that solve problems and open up opportunities for urban regions. These initiatives must demonstrate originality, creativity, efficacy and an entrepreneurial imagination.

City Renewal Award

Efforts and initiatives that renew and revitalize the places, spaces and systems of cities. Leadership that engages people and creates the vision, culture and engine necessary for successful urban renewal.

Natural City Award

Undertakings that contribute to building cities within the constraints and opportunities of the natural ecology of their region - initiatives that are restorative, with outcomes such as reduced environmental foot prints, reduced carbon emissions, restored natural habitats, enhanced biodiversity, or, that result in the improved spatial organization of cities that minimizes the use of energy and material resources.

Universal City Award

Initiatives and actions that make a city a place for everyone. These include projects in universal design, the celebration of human diversity, the removal barriers to the participation of people in the economic, cultural and political life of the cities, initiatives that are dedicated to the advancement of human rights and to the principles of pluralism and citizenship.

City Prosperity Award

Undertakings that build a city's capacity to generate wealth and enable its people to benefit from the strengthening and development of the local and regional economy. These include dynamic public sector policies, private or public investments, corporate and labour leadership, or, entrepreneurial initiatives that generate significant new and enduring economic activity, quality employment opportunities, and stronger regional economies.

Secure City Award

Policies, actions or initiatives in fields such as urban design, architecture, law enforcement, justice, emergency preparedness, culture, employment, or education which effectively manage risks to public safety and contribute to our personal security and well being.

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Creative City Award

Programs and projects that stimulate and facilitate the enrichment of the creative capacity of a city and advance research and development. Initiatives that make a city more technologically savvy, develop talent, celebrate diversity, accelerate the commercialization of research, and facilitate the exploration of ideas and the application of new knowledge to city building.

City Soul Award

Pursuits that inspire, inform, enrich and engage our collective spirits, which celebrate the authenticity of place and achieve, whether through culture, arts, entertainment, heritage, sports, recreation, or politics, a re-igniting of the soulfulness and passion of a city.

Global City Award

Developments, events or initiatives that are transformational and position and purpose a city, or city-region, as a global centre of excellence. Projects that create a global identity for a city and enhance its reputation and place in the world.

City Youth Award

Contributions made by individuals under the age of 30 that demonstrate outstanding citizenship and leadership and in city building.

Local Hero Awards

Individuals, or groups, whose actions make a difference in the lives of the people in their community.

David Crombie Award

People and initiatives that provide collaborative solutions to the complex problems that face Canada's largest urban region – the Greater Golden Horseshoe and, through engaging community members with government and private sector partners, support the repair, regeneration and/or enhancement of the regions' public realm.

Jane Jacobs Lifetime Achievement Award

An individual who has made an extraordinary contribution to the public realm, over many years and in more than one field, thereby gaining reputation and acclaim for their vision, passion and impact.

Members of Jury

Members on the ULA Jury panel, under the chairmanship of The Hon. David Crombie, *include*:

Mr. John Kim Bell, founder, National Aboriginal Achievement Foundation; Mr. Al Duerr, former Mayor of Calgary, Alberta; Ms. Mitzie Hunter, Goodwill Industries, Ontario; Dr. Linda Inkpen, Medical Practitioner & Educator, Newfoundland; Dr. Pierre Marc Johnson, former Premier of Quebec, Quebec; Dr. Antonia Maioni, Director of the McGill Institute for the Study of Canada; Glen Murray, President & CEO, Canadian Urban Institute; and, Dr. Nola Kate Seymoar, Executive Director, International Centre for Sustainable Cities.

For more information

Please visit www.canurb.com/awards

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Sponsor Opportunities

Leadership Platinum Sponsor

Commitment: \$25,000

This level of sponsorship guarantees your organization a highest level of recognition and visibility. The following benefits are provided:

- 2 Tables of 10 with priority placement (assigned on a first come first serve basis) with corporate name on table
- 2 Tables of 10 (20 tickets) sponsorship of community members with corporate name on table
- Present an Urban Leadership Award at luncheon
- Speaking opportunity at the Awards luncheon, to introduce award category and recipient
- Recognition at event and acknowledgement with a special gift
- Corporate Membership at the Canadian Urban Institute for one year (includes access for two individuals to all CUI conferences for one year, at no charge, and access to all Roundtable Breakfast seminars during the year for four individuals)
- Logo and corporate name as “Leadership Platinum Sponsor” on the Canadian Urban Institute website with a link back to corporate website
- Logo and corporate profile, as “Leadership Platinum Sponsor”, in the 2009 ULA event program
- First right of refusal to continue as “Leadership Platinum Sponsor” for the next year
- Recognition as a Leadership Platinum Sponsor in all ULA Media Releases
- Inclusion in all photo opportunities at the event
- Recognition with corporate name and logo as “Leadership Platinum Sponsor” in the Canadian Urban Institute’s 2009 Annual Report and other 2009 CUI marketing initiatives

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Leadership Gold Sponsor

Commitment: \$15,000

This level of sponsorship guarantees your organization a high level of recognition and visibility. The following benefits are provided:

- 1 Table of 10 with priority placement (assigned on a first come first serve basis) with corporate name on table
- 2 Tables of 10 (20 tickets) sponsorship of community members with corporate name on table
- Present Urban Leadership Award at luncheon
- Recognition at event and acknowledgement with a special gift
- Corporate Membership at the Canadian Urban Institute for one year (includes access for two individuals to two conferences per year at no charge and access to any Roundtable Breakfast seminar during the year as well as corporate logo on CUI marketing material)
- Logo and corporate name as “Leadership Gold Sponsor” on the Canadian Urban Institute website with a link back to corporate website
- Logo and corporate profile, as “Leadership Gold Sponsor”, in the 2009 ULA event program
- First right of refusal to continue as “Leadership Gold Sponsor” for the next year
- Recognition as a Leadership Gold Sponsor in all ULA Media Releases
- Inclusion in all photo opportunities at the event
- Recognition with corporate name and logo as “Leadership Gold Sponsor” in the Canadian Urban Institute’s 2009 Annual Report and other 2009 CUI marketing initiatives

Community Builder

Commitment: \$5,000- \$10,000

- Table of 10 (assigned on a first come first serve basis) with corporate name on table
- Logo and corporate name as “Community Builder” of the sixth annual Urban Leadership Awards event on the Canadian Urban Institute website with a link back to corporate website
- Recognition as a Community Builder Sponsor in all ULA Media Releases
- Recognition with corporate name and logo as “Community Builder” in the Canadian Urban Institute’s 2009 Annual Report and newsletter
- Business/Institutional Membership at the Canadian Urban Institute for one year (includes access for two individuals to one major conference per year at no charge and access for one staff member to 5 Roundtable Breakfast seminars)

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Sponsor Reply Form

Option A

Yes, we would like to become a Sponsor of the Urban Leadership Awards Program. (Please check box below):

- Leadership Platinum Sponsor \$25,000
- Leadership Gold Sponsor \$15,000
- Community Builder \$5,000-\$10,000

Option B

We will not be purchasing a table for the ULA luncheon, but would like to make a donation of \$_____.

Sponsor Contact Information

Please fill in the following section and return to the contact below:

Company Name _____
(As you wish it to appear in the event program and other media)

Name _____ Title _____

Address _____

City _____ Prov. _____ Postal Code _____

Contact Person _____

Telephone _____ Fax _____

Email _____

Company Name _____

As you wish it to appear on the charitable donation receipt

Please make cheque payable to: Canadian Urban Institute

Charitable Registration Number: 12184 4419 RR0001

- Cheque will follow
- Cheque is enclosed

Sponsor Reply Forms can be mailed, faxed or emailed to the address below.

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