

# The Council for Canadian Urbanism (CanU)

## Sponsorship Opportunities



CanU 2020 Vancouver:  
**STEP UP SERIES**

***Bold Ideas for the Resilient City***

**CanU** offers sponsorship for organizations seeking to support the STEP UP Series and CanU's activities throughout the year. These activities support CanU's mission of promoting Resilient Cities through Urban Design across Canada.

The STEP UP Series is organized by the Council for Canadian Urbanism (CanU) in collaboration with the following recognized city-building advocates in Vancouver and nationally.

**UBC/SALA**

(School of Architecture & Landscape Architecture) – recognized for Master programs focusing on design of urban environments

**MODUS**

(local planning/urban design/engagement firm) – working on city plan engagement

**Urbanarium**

(local city-building advocacy group) – hosting engaging, urbanism events throughout the year

**Privilege Presenting Sponsor of Step Up Series PLATINUM (\$1500)**

- Sponsor's name and logo to appear prominently on the Forum's summary findings and Action for Change document to be circulated to a wide audience.
- Special acknowledgment and inclusion of corporate logo at opening, closing, Forum, and Step Up events
- Acknowledgment via CanU Social Media during the Conversation and Forum timeline (2 tweets)
- 3 Complementary Forum registrations
- Inclusion of your Logo in all event online communications to include invitational email blasts to more than 5,000 industry leaders
- Prominent inclusion of corporate logo on CanU event/registration page

**Inclusion Sponsor - PLATINUM (\$1500)**

- Special acknowledgement and inclusion of corporate logo at opening, closing, Forum, and Step Up events
- Acknowledgment via CanU Social Media during the Conversation and Forum timeline (2 tweets)
- 3 Complementary Forum Registrations
- Each Inclusion Sponsorship enables CanU to offer 15 free conference registrations
- Recognition as a "Honorary corporate member" for a year on the CanU Website
- Inclusion of your Logo in all event online communications to include invitational email blasts to more than 5,000 industry leaders
- Prominent inclusion of corporate logo on CanU event/registration page
- Recognition as "Honorary Corporate Member and Supporter" for a year on the CanU Website

**GOLD (\$1,000)**

**Step Up Conversations    Coast to Coast to Coast (C2C2C)    City Conversation    Roundtables**

- Recognition as "Presenting Sponsor"
- Acknowledgment via CanU Social Media during the Form timeline (1 tweet)
- 2 Complementary Forum Registration
- Inclusion of your Logo in all event online communications to include invitational email blasts to more than 5,000 industry leaders
- Inclusion of corporate logo at each Forum and Step Up Conversations and Forum Events digital sessions
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**Commentator Series Podcast or Tour Sponsor – Silver \$500**

- Recognition as "Presenting Sponsor" of Podcast or Tour
- Acknowledgment via CanU Social Media during the Conversation and Forum timeline (1 tweet)
- 1 Complementary Forum Registrations
- Inclusion of your Logo in all event online communications to include invitational email blasts to more than 5,000 industry leaders
- Inclusion of corporate logo at each Forum and Step Up Conversations and Forum Events digital sessions
- Recognition as a "Corporate Friend of CanU" for a year on the CanU Website

**Supporting Sponsor – Bronze (\$250)**

- Inclusion of your Logo in all event online communications to include invitational email blasts to more than 5,000 industry leaders
- Inclusion of corporate logo at each Forum and Step Up Conversations and Forum Events digital sessions
- Inclusion of corporate logo on CanU event/registration page
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**Summary:**

| <b>Platinum</b>             |                             | <b>Gold</b>                     |                         |                                     |                              | <b>Silver</b>                   | <b>Bronze</b>              |
|-----------------------------|-----------------------------|---------------------------------|-------------------------|-------------------------------------|------------------------------|---------------------------------|----------------------------|
| <b>STEP UP Series</b>       |                             | <b>STEP UP Series</b>           | <b>STEP UP Forum:</b>   |                                     |                              | <b>STEP UP Forum:</b>           | <b>STEP UP Series:</b>     |
| <b>Privilege</b><br>\$1,500 | <b>Inclusion</b><br>\$1,500 | <b>Conversations</b><br>\$1,000 | <b>CTCTC</b><br>\$1,000 | <b>City Conversation</b><br>\$1,000 | <b>Roundtable</b><br>\$1,000 | <b>Podcast or Tour</b><br>\$500 | <b>Supporting</b><br>\$250 |

## Privilege Presenting Sponsor of Step Up Series – PLATINUM (\$1500)

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CanU 2020 is not only going online, it's changing the way we engage with our membership and the many city-builders we work with across Canada. This year we're getting creative, offering attendees the chance to celebrate Canadian urbanism and to collaborate in exploring how we can build cities to support more resilient communities through Urban Design. In place of our usual gathering, we've organized a Series of events. It starts with four Conversations on equitable access to city services and benefits, building momentum up to the three Forum events in late October. To contribute to this critical dialogue, we've invited exceptional hosts and guest urbanists from across Canada and abroad. Through interactive platforms you'll also have the chance to be part of informal discussions with guest speakers and your colleagues as the Series progresses.



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- **Sponsor's name and logo to appear prominently on the Forum's summary findings and Action for Change document to be circulated to a wide audience.**
- **Special acknowledgment and inclusion of corporate logo at opening, closing, Forum, and Step Up events**
- **Acknowledgment via CanU Social Media during the Conversation and Forum timeline (2 tweets)**
- **3 Complementary Forum registrations**
- **Inclusion of your Logo in all event online communications to include invitational email blasts to more than 5,000 industry leaders**
- **Recognition as "Honorary Corporate Member and Supporter" for a year on the CanU Website**
- **Prominent inclusion of corporate logo on CanU event/registration page**

## Inclusion Sponsor - PLATINUM (\$1500)

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CanU recognizes that Black, Indigenous and People of Colour, as well as people with disabilities are underrepresented in our professional community, and we need to enable wider access to widen the perspectives shared in the city-building community.

Each Inclusion Sponsorship enables CanU to offer 15 free conference registrations to equity-seeking practitioners or people with related lived experience in Urban Design, Planning, Architecture, L.Arch, and Community Advocacy.



### Sponsor Benefits:

- **Special acknowledgement and inclusion of corporate logo at opening, closing, Forum, and Step Up events**
- **Acknowledgement via CanU Social Media during the Conversation and Forum timeline (2 tweets)**
- **3 Complementary Forum Registrations**
- **Each Inclusion Sponsorship enables CanU to offer 15 free conference registrations**
- **Recognition as a "Honorary corporate member" for a year on the CanU Website**
- **Inclusion of your Logo in all event online communications to include invitational email blasts to more than 5,000 industry leaders**
- **Prominent inclusion of corporate logo on CanU event/registration page**
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## Step Up Conversations Sponsor – GOLD (\$1000)

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Four Conversations (in September & October) will explore how we can more deliberately and creatively support community resilience in Canadian city-building, especially focused on equity and inclusion. Join guest urbanists as they offer personal perspectives and insights on the 'big ideas' they believe will provide better access for all to the services, amenities and benefits of urban living. (Note: Step Up events will be assigned to sponsors on a first-come, first-serve basis).

### The four conversations are:

#### #1: Access to Nature: Wed Sept 30 (12-1:30pm EST):

Connecting natural systems and smaller urban landscapes across cities and neighborhoods can provide for a deeper, ecologically resilient public realm that facilitates placemaking, honours culture, and serves the innate human need for access to nature. Moderator: Jeanna South, Director of Sustainability, City of Saskatoon

#### #2 Access to Housing: Wed Oct 7 (12-1:30pm EST):

This session examines housing issues and the inability of many Canadians to access decent shelter in our very wealthy country, particularly those hit hardest by the pandemic - the disenfranchised and the racialized. Drawing on the deep housing expertise of our Conversation guests, focused presentations will set the stage for a dynamic dialogue that seeks to clarify what is currently happening, and what should be happening in the near and less near future. Moderator: Mark Guslits, Munk Centre for Dialogue, CanU Board

#### #3 Access to Mobility: Wed Oct 14 (12-1:30pm EST):

Join our guests from across the country to provide critical views on how we move around our urban communities to access our daily needs and how we can do better. Learn about the range of solutions and experimental strategies these communities are exploring and testing to make communities more resilient pre, post and during the COVID-19 experience. Listen in as they explore creative ways to improve our choices to move around. Moderator: Brent Toderian, UrbanWorks, former Director of Planning, City of Vancouver

#### #4 Access to Daily needs: Wed Oct 21 (12-1:30pm EST):

Join three Canadians living in, working with and influencing the urban communities around them. Learn how these communities have supported or hindered their access to the essentials of daily living - not only goods and services but also amenities and recreation - through the pandemic experience. And listen in as they explore with three members of the design community how design can open up creative ways to better satisfy essential daily needs. Moderator: Aftab Erfan, Chief Equity Officer, City of Vancouver



### Sponsor Benefits:

- **Recognition as "Presenting Sponsor" of selected Step Up Conversation**
- **Acknowledgement via CanU Social Media during the Conversation and Forum timeline (1 tweet)**
- **2 Complementary Forum Registrations**
- **Inclusion of your Logo in all event online communications to include invitational email blasts to more than 5,000 industry leaders**
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## Forum Events Sponsor – GOLD (\$1000)

The final events in the STEP UP SERIES build on the 'big ideas' explored in the four Conversations. With insights and contributions from our guest urbanists, media voices and attendees, the goal is to transform these ideas into 'bold steps', those actions for change that can affect more socially resilient city-building.

## Coast to Coast to Coast (C2C2C) Sponsor – Gold (\$1000)

Mon OCT 26, (12 – 3pm EST)

C2C2C (national): hosted by CanU, this annual tradition will go deeper this year with guest urbanists from across the country asked to respond to two questions: 1 What is the biggest challenge to community resilience in your city or region? 2 To address this challenge, what city-building initiatives/ investments are being given priority? Moderator: Gordon Harris, Harris Consulting



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## City Conversation Sponsor– Gold (\$1000)

Tue OCT 27, (12 – 3pm EST)

CITY CIRCLE (local): hosted by Urbanarium – virtual 'agora' moderated by Khelsilem (Elected Councilor, Squamish Nation) Circle guests will explore what bold steps cities are taking to design communities that better support community resilience. Circle 'guests' include: Kalen Anderson, Office of the City Plan, Edmonton, AB, Eveliina Hafvenstein-Säteri – Senior Urban Designer, Stockholm City Plan, as well as Phil Wihongi, Auckland Council, and Olivia Haddon, Maori urban design, both from Auckland, NZ. In the role of listener to the circle, Gil Kelley - GM of Planning, Urban Design & Sustainability, City of Vancouver – will comment on key insights explored in the dialogue. The City Circle discussion will be prompted by prepared & spontaneous questions from the host & attendees - highlights and 'big ideas' from the City Circle will inform the Roundtable event that follows on Thursday.



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## Rondtables – Gold (\$1000)

Tue OCT 29, (12 – 3pm EST)

ROUNDTABLE (all cities): hosted by MODUS & Mark Busse, a highly interactive event over a 3 hour period; led by the MODUS team and invited urbanists with Zoom-facilitation by Mark Busse, (longtime host of Creative Mornings Vancouver), a team seasoned in engagement and urban design. The prime activity will be in break-out 'Zoom-rooms' with participants selecting a resilience topic from the STEP UP Conversations to explore in a small group setting. As the last event in the STEP UP Series, the Roundtable is designed to elicit recommendations for community resilience in city-building; with the guidance of the MODUS group and CUMU reps (including students), a draft of the 'BOLD STEPS' will be produced to share with participants post-event.



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## Commentator Series Podcast or Tour Sponsor – Silver \$500

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Following each Conversation, a Post-Event Podcast will be produced and will capture the highlights. Each podcast will include a prominent Canadian journalist – Doug Saunders, Omayra Issa and Frances Bula (tbc) in a chat with other attendees.

The Series' CITY TOURS will include virtual visits of Vancouver's City Core neighborhoods with local urbanists including:

- Southeast False Creek – Scot Hein, former Sr Urban Designer, City of Vancouver
- South downtown – Larry Beasley, former Director of Planning, City of Vancouver
- Chinatown & Hogan's Alley – Chris Cheung, Urban Issues, Tyee community newspaper, Vancouver

Presenting Sponsor of a Podcast or Tour (i.e. This podcast is presented by)



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## Supporting Sponsor – BRONZE (\$250)

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### For more information or general inquires please contact:

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