


Grant Proposal for the “Titans of Industry Night” Event

Submitted by Derek Wilson, President, UBC Real Estate Club

TITANS OF INDUSTRY NIGHT

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| <p style="text-align: center;">CHUCK BROOK ON BUILDING A NETWORK</p> <p style="text-align: center;">GEORGE WONG ON BUILDING A BRAND</p> <p style="text-align: center;">DAVID PODMORE ON BUILDING A BUSINESS</p> |  |
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APRIL 11 AT THE HOTEL PAN PACIFIC OCEANVIEW SUITES
COCKTAILS AT 7PM, SPEAKERS START AT 7:30PM
\$35 FOR PROFESSIONALS, \$10 FOR STUDENTS

1 – What It Is

On April 11, 2011, the UBC Real Estate Club will be holding an event presenting some of the city’s most influential entrepreneurs to students and professionals. At this event, our esteemed speakers will offer up advice on topics that are critical to success in the professional community. The event aims to provide insight from these CEO-level executives as well as significant networking opportunities for those in attendance. Comprised of a cocktail reception and a series of three speeches, the event will feature coastal fare and a beautiful venue.

2 – Who It Is

Our speakers for this event are three company heads that come from the real estate industry. Vancouver is well established as a real estate-based economy, and with that in consideration, our speakers represent what is likely the most powerful circle in this city and province.

1. **Chuck Brook, Principal – Brook and Associates**
Brook and Associates is a real-estate development consultancy that assists in project conceptualization, management, and political organization. He has worked with developers including Francesco Aquilini, Jim Pattison, and Bob Rennie, as well as politicians including Gregor Robertson and Gordon Campbell. An incredibly connected man, he will be presenting on “Building A Network” – advice on how to meet and retain important and powerful contacts.
2. **George Wong, Principal – Magnum Project Marketing**
Magnum Projects is a marketing firm that specializes in real estate development projects. Like Chuck, George has worked with many of the city’s most influential people and is currently seeing explosive growth in his company. Now working on the city’s single biggest development, the new Telus headquarters and adjoining tower, he has created a powerful brand for himself. Luckily, he will be sharing his secrets to personal marketing in his presentation, “Building A Brand”.
3. **Dr. David Podmore, CEO – Concert Properties**
Ranked consistently in Vancouver Magazine’s *Power 50*, David knows everybody and everybody knows him. His influence ranges from politics to the Olympics to real estate development – he recently developed the much-lauded *Patina* project and the Robert Lee YMCA, and worked as John Furlong’s right-hand man after the passing of Jack Poole. He has built a mammoth company and a fortune

alongside it, and to close off our evening will be giving some insight into creating an empire in “Building A Business”.

3 – Why It Is Valuable

It goes without saying that targeted advice from these individuals will be incredibly useful for our students. However, there are even more benefits for both the attendees and the CUS;

- The Urban Development Institute, Urban Land Institute, and Real Estate Institute of BC have all agreed to have their members participate in the event. These three organizations have powerful connections, particularly in their board members; collectively they are worth tens of billions of dollars. This event provides both the club and the CUS great exposure to these individuals, as well as the organizations’ member bases. Over ten thousand executives and managers will be aware of this event, bringing us a great deal of publicity and exposure.
- The event itself offers a great opportunity to make connections with professionals that can lead to large sponsorship deals. For example, BCIT became connected with Dr. Podmore and he has since donated over a million dollars to its business school and student union. At this event we expect there to be dozens of these high-profile individuals.
- With such a crowd, this event offers our students to make valuable connections and network with high-level executives on a mass scale; an opportunity that is rarely offered at Sauder.

4 – Why We Need Funding

Following our biggest year ever (in terms of event scale, frequency, and cost), the club has been left with slightly more than \$2500 in assets. In order to fund initial operations for next year, we will require at least \$1000, which means we can contribute to this event a maximum of \$1500.

The quoted price for the event, to be held at the Pan Pacific Hotel, is \$11819.51. This includes the room rental fee, set-up charge, food for our guests, and one drink for each attendee. This is based on 200 guests – we have currently confirmed just over 60 guests in four days, and with marketing being sent out to all Sauder students, UDI (4000 members), ULI(7500 members), and REIBC (2000 members) early this week, we do not anticipate a low attendance.

We have engineered the event for 100 students and 100 professionals (each group is capped at 100 tickets). This converts to \$4500 in ticket sales (S@10, P@35), and when combined with our \$1500 contribution, we are left with a shortfall of \$5819.51.

In order for this event to go forward, we require funding from the CUS. We are anticipating that an event sponsorship deal will be inked this week with Borden Ladner Gervais LLP for \$2500, however, we want to ensure we are covered in the worst-case scenario. Consequently, we are requesting a grant in the amount of \$3500, with a contingency for an additional \$2500 if the sponsorship deal with BLG does not go through.

We would like to emphasize that this event, even with the full \$6000 grant, will likely prove to be of net benefit to the CUS. By holding it, we are opening the door to millions in potential sponsorship and providing the CUS access to the wealthiest and most powerful group in this province. As such, we hope you decide to grant our funding request and provide our students with an incredible opportunity.

Regards,



Derek Wilson

Pan Pacific Vancouver Catering Department

ESTIMATED CHARGE WORK SHEET

Event: **UBC Real Estate Club**
 Date: **11-Apr-11**
 Based on: **200** guests

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|---------------------------|---------|---|-----|------------|------------|
| Reception Food | \$35.00 | @ | 200 | per guest | \$7,000.00 |
| Dinner | | @ | | per guest | \$0.00 |
| Cocktails | \$8.00 | @ | 200 | per guest | \$1,600.00 |
| Wine | | @ | | per bottle | \$0.00 |
| Champagne est. @ | | @ | | per bottle | \$0.00 |
| Champagne est. @ | | @ | | per guest | \$0.00 |
| Non - Alcoholic Beverages | | @ | | per gallon | \$0.00 |
| Non - Alcoholic Beverages | | @ | | per glass | \$0.00 |

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|------------------|--|-------------------|
| Sub Total | | \$8,600.00 |
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| Service Charge | 17.00% | \$1,462.00 |
| HST | 12.00% | \$1,207.44 |
| | | \$0.00 |

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| Total Food and Beverage | | \$11,269.44 |
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| Average Price Per Guest (Food and Beverage only) | | \$56.35 |
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| Cappuccino Bar | | |
| Set up fee | | \$450.00 |
| Hosted Coat Check | | |
| Bartender Labour Charge | | |
| Chef's Labour Charge | | |
| Entertainment & SOCAN (if applicable) | | \$41.13 |
| Flowers | | |
| Wedding Cake/ Cutting | | |
| Audio Visual | | |
| Miscellaneous (GST only) | | |
| Outside Rentals (GST & PST) | | |

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| Sub Total | | \$491.13 |
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| HST | 12.00% | \$58.94 |
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| Total Miscellaneous | | \$550.07 |
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| Estimated Grand Total | | \$11,819.51 |
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Less Deposit

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| Estimated Balance | | \$11,819.51 |
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All charges are estimated and will be based on final menus, actual beverage consumption, and final guarantees.

Prepared by: Teri Dill

Date: 18-Mar-11