

URBAN
ECONOMY
FORUM

UEF7

POWERED BY
WORLD NEXus

OCT 6,7,8, 2025
TORONTO, CANADA

HOUSING
FINANCE

PARTNERS:



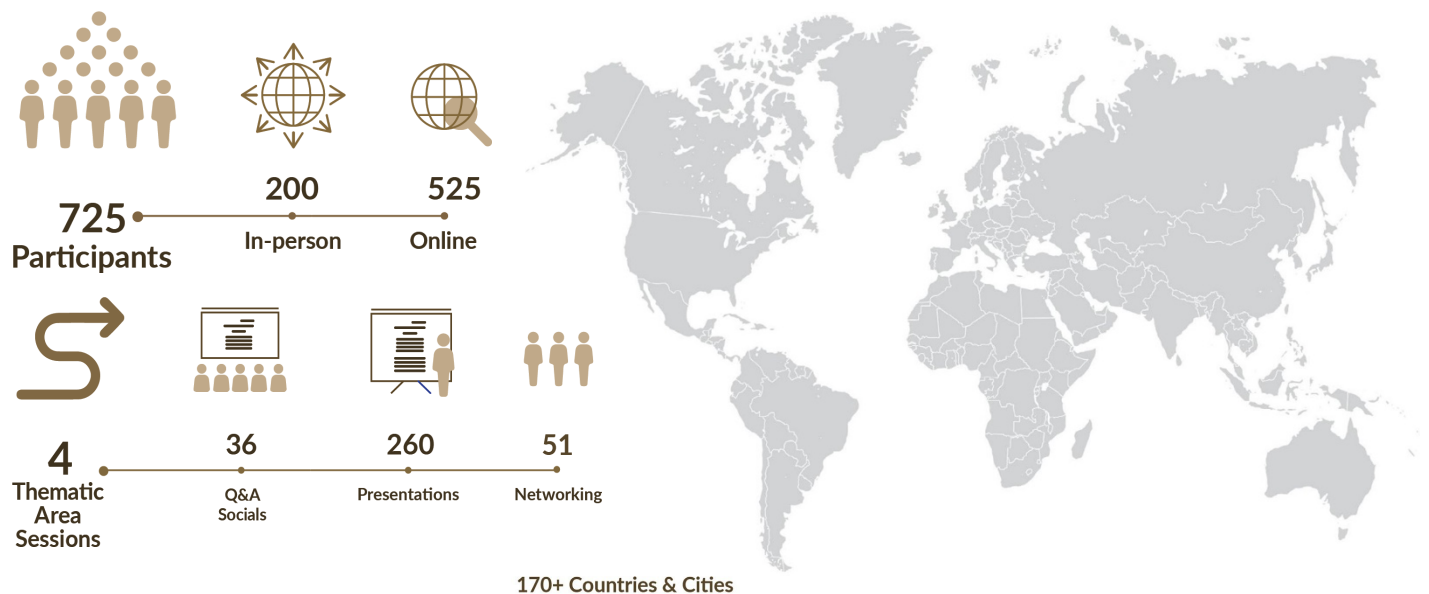
SPONSERHIP BROCHURE

About UEF 6

The upcoming 6th Urban Economy Forum, UEF intends to explore the potential of tourism as a major factor and resource that can be tapped by cities worldwide. Tourism, and urban tourism in particular, if managed well, can contribute to sustainable economic growth for communities locally and nationally. Tourism is a significant economic driver that contributes to job creation, revenue generation, and cultural exchange. However, as an engine of growth, it puts enormous stress on local land use, increased pollution, and natural habitat loss, gradually affecting the environmental resources on which it depends. As one of the fastest-growing sectors and the largest industries in the world, tourism is highly vulnerable to the adverse effects of climate change but can also be an important contributor to achieving international climate goals. Furthermore, the pandemic-induced travel restrictions and health concerns caused a steep decline in global tourism, adversely affecting economies and businesses heavily reliant on tourist activities.

UEF 6 will focus on the fundamental notion of sustainable tourism and its nexus to various subjects and will open a debate on the theory and practices that while contributing to economic growth, prosperity, and local development, ensure the protection and conservation of natural resources, biodiversity and the promotion of cultural aspects simultaneously, including local assets and values, activate the available resources and generate positive social impacts with direct and measurable improvements in quality of life.

Who attends?



UEF 7 Steering Committee

STEERING COMMITTEE



Mayor David West
Mayor of Richmond Hill, Ontario,
Canada



Margaretta Cederfelt
Vice-President and two terms as
Rapporteur of the General Committee
on Political Affairs and Security



Andrea Rosa Collard
Specialist Advisor on Digital
Transformation, Innovation, and
Modernization



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Professor at University of Memphis,
USA



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Senior Associate Professor at Jilin
Jiaotong-Liverpool University



Kyle Farrell
Managing Partner, Economic Pulse
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Professor, Geography & Environmental
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Immigration & Settlement Studies,
Toronto Metropolitan University



Brad Robinson
Proprietor and Chief Executive Officer of
Thrive Tours



Mayor Utku Caner Çaykara
Mayor of Ayvalık, Istanbul



KAMRAN ESPILLI
UEF Executive Director



YUSUF ANDANI
Chairman of ISE - Istanbul



EDUARDO ORTIZ JASSO
Director of ISEF-LA



EDUARDO MORENO
Co-Director, World Urban Platform in Bogotá
Park - Powered by Google



ELWIN VELASQUEZ
Regional Representative - UN-Habitat / Latin
America and the Caribbean



ANANTHA KRISHNAN
ISEP Secretary - General

Why Sponsor?

Becoming a sponsor of the UEF6 offers opportunities to:

- Improve their organisation's reputation as being on the cutting edge of shaping the future of resilient and sustainable cities at both the local and global scales.
- Expand their network with national and global banks and financial organisations, city leaders, governments, the private sector, economists, initiatives, researchers, and industries.
- Build brand awareness with a forward- thinking community that is looking to make positive change through local and global means.
- Access to internal and high-profile meeting engagements.
- Show community responsibility or corporate social responsibility through the lens of sustainable urbanism and viable local economies
- Demonstrate support for global agendas, such as the New Urban Agenda and the achievement of the UNSDGs.
- Stay in the loop on trends and opportunities on urban economy, sustainable development, municipal finance, decarbonization, climate action and the environment, new technologies and urban recovery in the post COVID-19 and other relevant urban topics.
- Support the use of sustainable city and regional planning locally, nationally and globally.

Sponsorship Selection Criteria

- Organisational mandate is aligned with UN Sustainable Development Agenda and the UEF's mission statements and goals.
- No real or perceived conflict of interest between individuals, organisations
- and UEF
- Supportive of UEF initiatives and programs.
- Actively involved, working toward, or interested in sustainable urban development.

Sponsorship Opportunities

CO-ORGANIZER (max 2): \$100,000 USD

- UEF Annual Membership
- Promotional video for UEF7
- Honorary guest at UEF7
- Full brand visibility and recognition
- Exclusive session co-host for select discussion sessions
- Link to Sponsor's profile on main page of forum website
- Logo on event website and print material
- Organizational branding on UEF's social media

PLATINUM (max 2): \$80,000 USD

- UEF Annual Membership
- Promotional video for UEF7
- Honorary guest at UEF7
- Brand visibility and recognition
- Opening or closing session discussion
- Link to Sponsor's profile on sponsorship page of forum website
- Logo on event website and print material

GOLD (max 3): \$60,000 USD

- UEF Annual Membership
- Honorary guest at UEF7
- Brand visibility and recognition
- Speaking opportunity during a session
- Link to Sponsor's profile on sponsorship page of forum website
- Logo on event website

SILVER: \$30,000 USD

- Honorary guest at UEF7
- Brand visibility and recognition
- Acknowledgment of Sponsorship during session at UEF7
- Link to Sponsor's profile on sponsorship page of forum website
- Logo on event website

BRONZE: \$10,000 USD

- Brand visibility in all promotional materials and recognition
- Discounted UEF7Ticket
- Logo on event website

GREEN SPONSOR OPPORTUNITIES: \$2,000 USD

Sponsor for Media Coverage:

- Introduced as the main media partner of the congress
- Exclusive media coverage (based on negotiated contract)
- Brand visibility and recognition

Break Sponsor:

- Option to provide break entertainment (DJ/artist) / wellness presenter
- Sponsor Branding and Recognition on event collateral
- Brand visibility and recognition

Booth:

- Brand visibility and recognition
- Option to have your company at a table display with your booth material and banner

Technical tours:

- Brand visibility and recognition
- Opportunity to propose a technical tour

OTHER SPONSOR OPPORTUNITIES: \$1,000 USD

- Brand visibility and recognition
- Branding on registration website page and at registration booth
- Bring and display your company banner

IN-KIND CONTRIBUTION OPPORTUNITIES:

Conference goods and services (food, printing, swag)

- Brand visibility and recognition

Please contact us at UEF6@ueforum.org for more information
