

# PRIZE PACKAGE | PropTech Innovation Challenge 2025

## Benefits for the Finalists and the Winner

### Regional Winners

#### Networking and feedback

- Present your ideas in front of an esteemed local jury during the PIC Country Final, showcasing your vision to industry leaders.
- 1 x ULI Europe Associate Membership for one year, granting you access to a global network of 50,000 professionals in real estate development and land use from every sector and career stage.

#### Local and International Exposure

##### Social Media Recognition:

- Dedicated posts on ULI Europe's LinkedIn and Instagram pages (11,000+ followers), as well as ULI National Council LinkedIn pages (followers vary by country).

##### Newsletter Features:

- Spotlight in ULI Europe's newsletter, reaching over 20,000 members and prospects.
- Featured in targeted marketing emails to ULI Europe's Young Leaders network, with approximately 5,000 contacts.

##### Press Release Exposure:

- A dedicated press release published on ULI Europe's website and National Council pages, ensuring your achievement reaches a wide audience.

##### Special Event Invitations:

- Exclusive invitations to ULI National Council events (specific details available through the ULI National Council team).

##### Website Feature:

- Featured on ULI Europe website – including company bio and logo. See [2024 winners page](#) for example.

##### Additional Exposure Opportunities:

- Interviews and promotional features as part of ULI Europe's marketing and outreach programs (specific opportunities based on suitability).

#### Recognition

A Trophy commemorating your achievement and contribution to the industry.

### European Winner

#### Networking and feedback

- Pitch in front of top-notch European Jury during PIC European Final.
- 1 x ULI Europe Membership (Type: Full, Duration: One Year)

#### Regional and International Exposure

##### Event Access:

- Free ticket to the ULI Europe [C Change Summit 2025](#) in Paris, including access to the Leadership Dinner, Main Summit Day, and Product Council Day (November 2025).
- Be featured during the Award Ceremony at the ULI Europe C Change Summit, with an opportunity to deliver a winner's speech in front of 200+ influential industry leaders.
- Free ticket to the ULI Europe Annual Conference 2026, providing further networking and learning opportunities.

##### Press and Media Coverage:

- A dedicated press release and interview, ensuring pan-European media coverage, including email marketing and social media promotion across ULI Europe's platforms.

#### Recognition

A European Winner Trophy to celebrate your achievement and standout contribution to the real estate and land use industry.

***The European Winner Benefits are a supplement to the regional winner prize package.***

Please visit the [PIC web page](#) or contact the ULI Europe team ([helena.brown@uli.org](mailto:helena.brown@uli.org), [anna.nestulia@uli.org](mailto:anna.nestulia@uli.org)) to learn more and discuss opportunities for you!



Thank you to our ULI Europe Young Leaders Sponsor:

