



# 2022 CARE Awards of Vancouver Island Sponsorship Opportunities

Celebrating Canada's Leaders in Sustainable West Coast Design & Construction





2021 CARE Awards  
GOLD SPONSORS



## Community Builders... Building Communities



Dear Industry Partner,

This is your invitation to brand your company with the **2022 CARE Awards** celebrating Canada's leaders in sustainable West Coast residential design and construction. Prices remain the same as last year offering outstanding marketing value. ***In addition, we continue to offer Gold Sponsors a free one-year membership in VRBA.***

Last year, we returned to the Crystal Ballroom at the Fairmont Empress Hotel to hold a successful and safe live event. We also partnered with CFX/CTV to present our online CARE Awards event ([link here](#)), as well as the popular People's Choice Award promotion at Hillside Centre and full colour magazine with the Times Colonist, ([link here](#)). We plan to continue with this format as long as BC's Provincial Health Officer continues to permit safe, live events.

Please review the attached sponsorship package offering VRBA's industry-leading promotion of your organization. Your company will be top-of-mind for builders and consumers in ads promoting the Call for Entry, *People's Choice Award* contest, Finalists announcement, 2022 CARE Awards gala and online event, and full-colour Gold winners magazine.

Consumers and industry professionals view the CARE Awards as the Gold Standard for home design and construction and look forward to this annual event with great anticipation.

VRBA membership promotes your company to 190 industry professionals – more than 100 builders constructing the majority of single-family homes in our region. View our websites at [vrba.ca](http://vrba.ca) and [careawards.ca](http://careawards.ca).

Please review this sponsorship package and establish your brand with the premier industry awards program celebrating the finest contractors, designers, trades and suppliers.

I can be contacted at 250.383.5044 or [vic.builders@vrba.ca](mailto:vic.builders@vrba.ca) and look forward to working with you during the 2022 CARE Awards!

Yours sincerely,

Casey Edge  
Executive Director

\*Subject to membership approval by VRBA 's Board of Directors.



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## Community Builders... Building Communities



### 2022 CARE Awards of Vancouver Island Sponsorship Opportunities



#### Gold Sponsorship - \$6,000

- Free one-year membership in VRBA\*  
\*(subject to membership approval by VRBA's Board of Directors)
- Presentation of at least three CARE Award trophies, presenter introduction, and on-screen logo recognition
- Recognition in editorial in the CARE Awards magazine supplement
- Four (4) Complimentary tickets to the event
- Opportunity to provide table gifts at awards ceremony (to be provided by Sponsor)
- Logo Recognition in the following promotions:
  - "People's Choice Award" Contest photo display in high-traffic shopping centre prior to event and at CARE Awards
  - "People's Choice Award" contest promotion in print media
  - Websites – vrba.ca and careawards.ca
  - Social media including Twitter (5000+ followers), Linked-In (1,000+ followers), Facebook (1,000+ followers).
  - Call for Entry, e-Tickets, Program, and Seating Directory
  - VRBA letterhead, April - October
  - VRBA Newsletter
  - Advertising in Times Colonist and Capital Home magazine and other media
  - Special full-colour CARE Awards Gold Winners magazine distributed in Times Colonist
  - Signage at CARE Awards event
  - Dinner montage during the event
  - Screen recognition after dinner
  - VRBA's 2023 Membership Directory
  - VRBA staff email signatures from April - October

Repeated and consistent company logo and name exposure is targeted to consumers, builders, trades, developers, architects, designers and suppliers on Vancouver Island.



## ***Community Builders... Building Communities***



### ***Silver Sponsorship - \$4,000***

- Opportunity to present two CARE Award trophies, including presenter introduction and on-screen recognition
- Opportunity to place table gifts at awards ceremony (to be provided by Sponsor)
- Two (2) Complimentary tickets to the event
- Recognition in the following promotions:
  - Logo:
    - Signage at gala event
    - Dinner montage during the event
    - Screen recognition after dinner
    - Recognition in editorial in the CARE Awards Supplement
    - Websites – vrba.ca and careawards.ca – sponsor pages
  - Name:
    - “People’s Choice Award” Contest photo display in high-traffic shopping centre before the event and at the CARE Awards
    - “People’s Choice Award” contest promotion in newspaper
    - CARE Awards Call for Entry
    - Event Program
    - Event Seating Directory
    - Advertising in Times Colonist and Capital Home magazine and other media
    - Special full-colour CARE Awards Gold Winners magazine distributed in Times Colonist
    - VRBA’s 2023 Membership Directory



## **Community Builders... Building Communities**



### **Bronze Sponsorship - \$2,500**

- Opportunity to present a CARE Award trophy, including presenter introduction and on-screen recognition
- photo
- Name Recognition at event:
  - Signage at gala
  - CARE Awards Program
  - Seating Directory
  - Dinner montage
  - Screen recognition after dinner
  - Sponsor page at careawards.ca
- One (1) Complimentary ticket to the event
- Mention in editorial in the special CARE Awards magazine

### **Media Sponsorship**

- Opportunity to present a CARE Award trophy, including presenter introduction and on-screen recognition
- Recognition in the following promotions:
  - “People’s Choice Award” Contest photo display in high-traffic shopping centre before the event and at the CARE Awards
  - “People’s Choice Award” contest promotion in the newspaper
  - Websites – vrba.ca and careawards.ca
  - CARE Awards Call for Entry
  - Signage at gala event
  - Event Program
  - Event Seating Directory
  - Dinner montage
  - Screen recognition after dinner
  - Advertising in Times Colonist and Capital Home magazine
  - Special full-colour CARE Awards Gold Winners magazine distributed in Times Colonist
- Two (2) Complimentary tickets to the event



*Construction Achievements and  
Renovations of Excellence*  
**2022 CARE Awards of Vancouver Island**  
*Celebrating Excellence in Residential Construction*



Presented by the



## **LETTER OF COMMITMENT**

Please count us in as a Sponsor for the  
**2022 CARE Awards of Vancouver Island!**

*Gold \$6,000 – Silver \$4,000 – Bronze \$2,500*

***Return To: Victoria Residential Builders Association***  
**Email: [admin@vrba.ca](mailto:admin@vrba.ca)**

**Business Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Sponsorship Level:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

***The Victoria Residential Builders Association thanks you for your contribution and commitment to  
the home building industry on Vancouver Island.***



*We thank the following 2021 CARE Awards Sponsors for their commitment to this event and their dedication to the residential construction industry.*

## ***GOLD SPONSORS***



## ***SILVER SPONSORS***

*Coast Capital Savings*

*Trail Appliances*

## ***MEDIA SPONSORS***

*CFAX 1070 / CTV*

*Times Colonist*

## ***BRONZE SPONSORS***

*National Home Warranty | Aviva*

*Mike Geric Construction*