



2023 CARE Awards of Vancouver Island Sponsorship Opportunities

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





2022 CARE Awards
GOLD SPONSORS



Community Builders... Building Communities



Dear Industry Partner,

This is your invitation to brand your company with the **2023 CARE Awards** celebrating Canada's leaders in sustainable West Coast residential design and construction.

Last year, we returned to the Crystal Ballroom at the Fairmont Empress Hotel to hold a very successful and safe event. We also partnered with CFX/CTV to present the awards online and returned to Hillside Centre for the popular People's Choice Award promotion. Our full-colour magazine in the Times Colonist, was distributed to thousands of homes and is available online.

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, 2023 CARE Awards gala and online event, and full-colour Gold winners magazine.

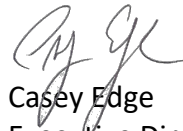
Consumers and industry professionals view the CARE Awards as the Gold Standard for home design and construction and look forward to this annual event with great anticipation.

Establish your brand with the premier industry awards program celebrating the finest contractors, designers, trades and suppliers. VRBA's membership represents 180 industry professionals – more than 100 builders constructing the majority of single-family homes in our region. View our websites at vrba.ca and careawards.ca.

Due to the rising costs of holding live events, sponsorship prices have increased \$500 in each category. This is the first increase in more than ten years, while marketing value has continued growing over that time. ****In addition, we continue to offer Gold Sponsors a free one-year membership in VRBA. We hope you will continue to support this important industry event.***

I can be contacted at 250.383.5044 or vic.builders@vrba.ca and look forward to working with you during the 2023 CARE Awards!

Yours sincerely,



Casey Edge
Executive Director

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



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2023 CARE Awards of Vancouver Island Sponsorship Opportunities



Gold Sponsorship - \$6,500

- 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 2024 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 - \$4,500

- 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 2024 Membership Directory



Community Builders... Building Communities



Bronze Sponsorship - \$3,000

- 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*
2023 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
2023 CARE Awards of Vancouver Island!

Gold \$6,500 – Silver \$4,500 – Bronze \$3,000

Return To: Victoria Residential Builders Association
Email: 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 2022 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

Mike Geric Construction