



2025 CARE Awards of Vancouver Island Sponsorship Opportunities

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





2024 CARE Awards
GOLD SPONSORS

Community Builders... Building Communities



Dear Industry Partner,

This is your invitation to brand your company with the **2025 CARE Awards**, the housing industry's premier awards celebrating Canada's leaders in sustainable West Coast residential design and construction.

Last year's event in the Crystal Ballroom at the Fairmont Empress Hotel was another full-house success! We 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.

In addition, on October 24, the Times Colonist front page featured the CARE Awards and sponsors' logos with award winners' and presenting sponsors' photos inside.

Consumers and industry professionals view the iconic CARE Awards as the Gold Standard for home design and construction. Please review the attached sponsorship package offering VRBA's market-leading promotion. Your company will be top-of-mind for builders and consumers in ads promoting the Call for Entry, *People's Choice Award* contest, Announcement of Finalists, CARE Awards Gala, and full-colour Gold winners magazine.

VRBA's membership represents 180 industry-leading builders and designers constructing a range of housing, including custom homes, family subdivisions, condominiums and rental apartments. View our websites at vrba.ca and careawards.ca.

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 admin@vrba.ca and look forward to working with you during the 2025 CARE Awards!

Yours sincerely,

Casey Edge
Executive Director

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



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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 (provided by Sponsor)
- Logo Recognition in the following promotions:
 - Front page wrap in the Times Colonist announcing Gold winners
 - "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
 - Recognition in Times Colonist ads, advertorial, VRBA columns, Business Examiner ads and other media
 - Special full-colour CARE Awards Gold Winners magazine distributed in Times Colonist
 - Mention in editorial in CARE Awards magazine
 - Signage at CARE Awards event
 - Dinner montage during the event
 - Screen recognition after dinner
 - Recognition in VRBA's 2026 Membership Directory
 - VRBA staff email signatures from April - October



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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
 - VRBA Newsletter
 - Recognition in VRBA's 2026 Membership Directory
 - Name:
 - Front page wrap in the Times Colonist announcing Gold winners
 - "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
 - Recognition in Times Colonist ads, advertorial, VRBA columns, Business Examiner ads and other media
 - Special full-colour CARE Awards Gold Winners magazine distributed in Times Colonist
 - Mention in editorial in CARE Awards magazine



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Bronze Sponsorship - \$3,000

- Opportunity to present a CARE Award trophy, including presenter introduction and on-screen recognition
- Name Recognition at event:
 - Signage at gala
 - CARE Awards Program
 - Seating Directory
 - Dinner montage
 - Screen recognition after dinner
 - Sponsor page at careawards.ca
- Two (2) Complimentary tickets to the event
- Mention in editorial in CARE Awards magazine
- Logo in VRBA Newsletter



*Construction Achievements and
Renovations of Excellence*
2025 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
2025 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 2024 CARE Awards Sponsors for their commitment to this event and their dedication to the residential construction industry.

GOLD SPONSORS



SILVER SPONSOR

Coast Capital Savings

MEDIA SPONSORS

CFOX 1070 / CTV

Times Colonist

YS Construction Data

BRONZE SPONSORS

Centra Windows

Mike Geric Construction