



2026 CARE Awards of Vancouver Island Sponsorship Opportunities

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





2025 CARE Awards
GOLD SPONSORS



Community Builders... Building Communities



Dear Industry Partner,

This is your invitation to brand your company with the [2026 CARE Awards](#), the housing industry's premier awards celebrating Canada's leaders in sustainable West Coast residential design and construction.

Sponsorship fees remain the same as last year and we will continue to take advantage of any new promotional opportunities to maximize your exposure!

Last year's event in the Crystal Ballroom at the Fairmont Empress Hotel was another full-house success. [Our People's Choice Award display](#) returned to Hillside Centre with promotion in the Times Colonist and on CFAX radio. Our full-colour magazine in the Times Colonist, was distributed to thousands of homes and is still [available online](#).

In addition, on October 23, 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, full-colour Gold winners magazine, and VRBA's social media with thousands of followers from industry, government, media and the public.

VRBA's membership represents 180 industry-leading builders, designers, trades and suppliers 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 2026 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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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*
2026 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
2026 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 2025 CARE Awards Sponsors for their commitment to this event and their dedication to the residential construction industry.

GOLD SPONSORS



SILVER SPONSORS

Centra Windows

Coast Capital

Ply Gem Canada

Professional Home Builders Institute

Westeck Windows

MEDIA SPONSORS

Times Colonist

YS Construction Data