



# **2015 CARE Awards of Vancouver Island Sponsorship Opportunities**

**Celebrating Canada's Leaders in West Coast Residential Design & Construction**





2015 CARE Awards  
GOLD SPONSORS

## Community Builders... Building Communities



Dear Industry Partner,

This is your invitation to brand your company with the **2015 CARE Awards** celebrating Canada's leaders in sustainable West Coast residential design and construction.

The event will be attended by up to 300 builders, renovators, designers, trades and suppliers at the Fairmont Empress Hotel on Saturday, October 17, 2015.

The CARE Awards' marketing campaign is unmatched in the industry. Your company's logo/branding will be top-of-mind for builders and consumers in ads promoting the Call for Entry, *People's Choice Award* contest, Finalists announcement, CARE Awards gala, and full-colour winners magazine. Our print media partners Times Colonist and Western Living Magazine provide outstanding profile and value.

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

We expect more exceptional entries this year as housing starts continue to rise on Vancouver Island.

***In addition, we offer Gold Sponsors a free one-year membership in VRBA.***

VRBA membership promotes your company to 155 industry professionals - 80 builders constructing the majority of single family homes in our region. View our websites at [www.vrba.ca](http://www.vrba.ca) and [www.careawards.ca](http://www.careawards.ca).

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 [cedge@vrba.ca](mailto:cedge@vrba.ca), and look forward to working with you during the **2015 CARE Awards**.

Yours sincerely,

Casey Edge  
Executive Director

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





2015 CARE Awards  
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*2015 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 three CARE Award trophies, on-screen logo recognition
- Recognition in editorial in the CARE Awards Supplement
- Four (4) Complimentary tickets to the event
- Opportunity to place 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 malls and prominent locations prior to event and at CARE Awards
  - "People's Choice Award" contest promotion in print media
  - Websites – vrba.ca and careawards.ca
  - Call for Entry, e-Tickets, Program, and Seating Directory
  - VRBA letterhead, April - October
  - VRBA Newsletter
  - Print advertising, including full-colour supplement in Times Colonist
  - Special edition CARE Awards Gold Winner and Finalist features in Western Living Magazine
  - Signage at CARE Awards event
  - Dinner montage during the event
  - Screen recognition after dinner
  - VRBA's 2016 Membership Directory
  - VRBA staff email signatures from April - October

Repeated and consistent company logo and name exposure is targeted to consumers, builders, developers, architects, designers, suppliers, and trades 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 malls and prominent locations before the event and at the CARE Awards
    - “People’s Choice Award” contest promotion in the newspaper
    - CARE Awards Call for Entry
    - Event Program
    - Event Seating Directory
    - CARE Awards print advertising including full-colour Supplement in Times Colonist
    - Special edition CARE Awards Gold Winner and Finalist features in Western Living Magazine
    - VRBA’s 2016 Membership Directory



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



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

- 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
- One (1) Complimentary ticket to the event
- Mention in editorial in the CARE Awards Supplement

### ***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 malls and prominent locations 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
  - Special edition CARE Awards Gold Winners and Finalist features in Western Living Magazine
  - Signage at gala event
  - Event Program
  - Event Seating Directory
  - Dinner montage
  - Screen recognition after dinner
  - Recognition in editorial in the CARE Awards Supplement
- Two (2) Complimentary tickets to the event



*Construction Achievements and  
Renovations of Excellence*  
**2015 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  
**2015 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)  
Fax: 250.383.9423

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 2015 CARE Awards Sponsors for their commitment to this event and their dedication to the residential construction industry:*

## ***2015 GOLD SPONSORS***



## ***2015 SILVER SPONSOR***

Victoria Real Estate Board

## ***2015 MEDIA SPONSORS***

Times Colonist  
Western Living Magazine

## ***2015 BRONZE SPONSOR***

FortisBC