



2016 CARE Awards of Vancouver Island Sponsorship Opportunities

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





2015 CARE Awards
GOLD SPONSORS

Community Builders... Building Communities



Dear Industry Partner,

This is your invitation to brand your company with the **2016 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 in 2016.

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 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 160 industry professionals - 85 builders constructing the majority of single family homes in our region. View our websites at www.vrba.ca and 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, and look forward to working with you during the **2016 CARE Awards**.

Yours sincerely,

Casey Edge
Executive Director

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





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*2016 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 magazine supplement
- Four (4) Complimentary tickets to the event
- Opportunity to provide table gifts at awards ceremony
- 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 (4000 followers), Linked-In, Facebook
 - Call for Entry, e-Tickets, Program, and Seating Directory
 - VRBA letterhead, April - October
 - VRBA Newsletter
 - Print advertising, including full-colour magazine supplement
 - Special edition CARE Awards Gold Winner and Finalist features
 - Signage at CARE Awards event
 - Dinner montage during the event
 - Screen recognition after dinner
 - VRBA's 2017 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.





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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
 - CARE Awards print advertising including full-colour magazine supplement
 - Special edition CARE Awards Gold Winner and Finalist features
 - VRBA’s 2017 Membership Directory



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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 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
 - Special edition CARE Awards Gold Winners and Finalist features
 - 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*
2016 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
2016 CARE Awards of Vancouver Island!

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

Return To: Victoria Residential Builders Association

Email: 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 SPONSORS

Victoria Real Estate Board
National Home Warranty

2015 MEDIA SPONSORS

CTV
Times Colonist
Western Living Magazine

2015 BRONZE SPONSORS

FortisBC
WBI Home Warranty