



2021 CARE Awards of Vancouver Island Sponsorship Opportunities

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





2020 CARE Awards
GOLD SPONSORS



Community Builders... Building Communities



Dear Industry Partner,

This is your invitation to brand your company with the **2021 CARE Awards** celebrating Canada's leaders in sustainable West Coast residential design and construction. Prices remain the same as last year offering outstanding marketing value. ***In addition, we continue to offer Gold Sponsors a free one-year membership in VRBA.***

Last year, we partnered with CFX/CTV to present a popular online CARE Awards event ([link here](#)), in addition to our People's Choice Award promotion at Hillside and full colour magazine with the Times Colonist, ([link here](#)). We will continue with this format until it is safe to hold a live event.

If everyone is vaccinated and BC's Provincial Health Officer determines it is safe to hold a live event in late October or November, a CARE Awards gala at the Fairmont Empress Hotel may be possible. The attached sponsorship package is based on a live event, however we may be required to continue the CARE Awards online with sponsor logo, presenter's photo and brief company description displayed for each category.

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, 2021 CARE Awards online event or gala, and full-colour Gold winners magazine.

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 a large number of entries this year that were held back last year due to the pandemic.

VRBA membership promotes your company to 190 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.

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 vic.builders@vrba.ca, and look forward to working with you during the 2020 CARE Awards!

Yours sincerely,

Casey Edge
Executive Director

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



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*2021 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 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 2021 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
 - 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 2021 Membership Directory



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Bronze Sponsorship - \$2,500

- 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*
2021 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
2021 CARE Awards of Vancouver Island!

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

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 2020 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

Aviva | National Home Warranty

Mike Geric Construction