

2016-2017



CANADIAN
HOME BUILDERS' ASSOCIATION
VANCOUVER ISLAND

SPONSORSHIP OPPORTUNITIES

The Canadian Home Builders' Association – Vancouver Island
170 Wallace Street, Nanaimo, BC V9R 5B1 PH: 250.755.1366 FAX: 250.714.1155
kelsey@chbavi.com www.chbavi.com www.VIBEawards.ca

Increase Awareness, Boost Your Business – AND Support Your Industry!

The sponsorship opportunities are presented in an a la carte menu format that will allow you to tailor your own sponsorship package. *As some sponsorships have limited availability, please contact us asap to secure your involvement.*

All of CHBA-VI's sponsorship opportunities are listed in a table format on the following page. A description of each item is included in the pages following.

These opportunities are always available to ALL members at no charge:

CHBA Online Membership Directory	<i>one complimentary listing</i>	FREE 😊
Member Presentations at Dinner Meeting	<i>first come, first served annually</i>	FREE 😊
Social Media (Facebook, Twitter)	<i>Shares and Retweets</i>	FREE 😊

CORPORATE SPONSORSHIP (\$15,000 Minimum)

With a minimum investment of \$15,000 allocated to three (3) or more of CHBA-VI's events and activities on the menu, a company is entitled to the designation of "Corporate Sponsor". Corporate Sponsorship also includes:

- Logo Placement on the CHBA-VI website homepage for one (1) calendar year, with a link to your company website
- Annual presence in the CHBA-VI's monthly e-Newsletter (logo and link)
- Recognition in all presentations and publications produced by the CHBA-VI
- Corporate profile on Facebook and the CHBA-VI website with link to your company website

To reserve your Sponsorships or if you have any questions, please contact the CHBA - Vancouver Island office at 250-755-1366 or email Executive Officer, Kelsey Botting at Kelsey@chbavi.com.

*CHBA dates and events are subject to change, please confirm with CHBA-VI office

Sponsorship Opportunities 2016-2017

Event	Date(s)	Opportunities	Investment
Regular Monthly Member Dinner Meetings	Six Available: <i>Sept., Oct., Nov., Feb., March, May</i>	2 Sponsorships Available per Meeting	\$500 each
National Renovation Month	<i>October 2016</i>	Partner Sponsor	\$1500
Holiday Party & Silent Auction at the Nanaimo Golf Club	<i>Fri., Dec. 2nd, 2016</i>	Presenting Sponsor	\$1500
		Auction / Prize Item Donor	Prize Donation
14th Annual Building Industry Construction Forum & Education Day	<i>Thur., Jan. 12th, 2017</i>	Title Sponsor	\$2500
		Dinner Sponsor	\$1000
		Luncheon Sponsor	\$750
		Suppliers' Tabletop	\$250
3rd Annual VIBE Awards	<i>Sat., April 1st, 2017</i>	Diamond Partner	\$15,000
		Emerald Partner	\$10,000
		Gold Partner	\$7500
		Silver Partner	\$5000
		Bronze Partner	\$3000
		Gala Night Sponsors <i>(various – see attached)</i>	\$500 - \$2000
		Program Sponsor	\$300 and up
Annual Golf Tournament at Nanaimo Golf Club	<i>Fri., May 26th, 2017</i>	Title Sponsorship	\$2500
		Event Partner	\$1000
		Hole Sponsorship	\$250
		Water Sponsor	\$250 + Water
		Putting Contest Sponsor	\$250 + Prize
Website Advertising www.chbavi.com	<i>Available Quarterly:</i> <ul style="list-style-type: none"> ○ <i>Jan-March</i> ○ <i>April-June</i> ○ <i>July-Sept</i> ○ <i>Oct - Dec</i> 	Coming Soon!	TBD
E-Newsletter, "The Toolbox"	<i>Monthly</i>	Presenting Sponsor	\$450

Descriptions and Details

Regular Monthly Members Dinner Meeting – Sponsor (2 available per meeting):

\$500 each, maximum 2 per meeting - only 6 months available (Sept, Oct, Nov, Feb, March, May)

- A dedicated Sponsor PowerPoint slide with message of your choice featured at the CHBA-VI dinner meetings for the 90 minutes throughout dinner and prior to Guest Speakers
- A public & personal thank you from CHBA-VI President
- Opportunity to provide promotion & marketing materials on tables
- 15 Minute Speaking Opportunity (all members are also eligible for a complimentary presentation opportunity at dinner meetings)
- Inclusion in “The Toolbox” E-Newsletter
- Promotion through Social Media - Facebook & Twitter

National Renovation Month – \$1500 Sponsorship (1 available):

Renovation Month represents an annual, province-wide media campaign running during the month of October and targeting consumers to provide them with the latest building and renovation tips, the importance of hiring professionals who offer contracts, the risks of underground economy, and raising public awareness about the nationally recognized RenoMark Program.

- Corporate logo recognition at two (2) monthly membership dinner meetings (October, November)
- Opportunity for the corporate representative to bring greetings (up to 3 minutes) at the October and November Member Dinner Meetings
- Corporate logo recognition on the CHBA-VI website homepage for the duration of the campaign
- Corporate logo in all printed material and mass communications regarding Renovation Month, news, reports, events and activities
- Corporate logo recognition in all news releases submitted to media outlets
- Corporate logo recognition in CHBA-VI's October and November E-Newsletters
- Corporate profile on Facebook and the CHBA-VI website with a link to your company website
- Recognition in CHBA-VI promotions through social media, including Facebook and Twitter

Annual Holiday Party & Silent Auction:

Friday, December 2nd, 2016 at the Nanaimo Golf Club

This evening hosts a silent auction, a scrumptious buffet dinner and entertainment. As a not-for-profit association, the monies raised are used to fund and support our local association. This event is a fantastic opportunity for you to showcase your company, products and services to a terrific crowd in the building, renovating and construction industry.

Presenting Sponsor - \$1500 (1 available)

- Opportunity to display banner stands at the event's entrance and registration table
- Opportunity to offer materials for distribution at the registration table

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Sponsorship Opportunities 2016-2017

- Opportunity for corporate representative to bring greetings to attendees
- 2 Complimentary dinner tickets to the event
- Corporate logo recognition at the registration table and auction programs
- Corporate logo recognition in the December CHBA-VI E-Newsletter
- Corporate profile and recognition on the CHBA-VI website homepage, Facebook and Twitter with a link to your company website

Auction/Prize Item Donator will receive:

- Company name mentioned on the CHBA Website and December E-Newsletter
- Auction item and company name displayed at the event

CHBA- VI's 14th Annual Building Construction Industry Forum & Education Day:

Education seminars will be presented during the day of Thursday, January 12th, 2017 at The Coast Bastion Hotel in Nanaimo, providing builders with an opportunity to receive CPD credits from HPO. Registration for the day includes lunch and dinner. After dinner, industry experts will present their Annual forecast. This event SELLS OUT every year with local dignitaries in attendance including the Mayor, City Council, Members and affiliates from all over the island.

Title Sponsor - \$2500 (only 1 available)

- Company name included as co-sponsor with CHBA for the event in all promo materials
- Opportunity to set-up company booth/tabletop display
- Opportunity to provide company logo'd folders, notepads, pens etc. for the event
- Company banner prominently displayed
- Inclusion in the CHBA-VI E-Newsletter , Website, Facebook & Twitter
- Official `Thank you' from the Podium
- Opportunity to distribute promotional materials to tables
- 2 Complimentary full day registrations

Dinner Sponsor - \$1000 (1 available)

- Opportunity to display company banner prominently in front of room during dinner
- Official `Thank you' from the podium
- Inclusion in the CHBA-VI E- Newsletter , Website, Facebook & Twitter
- Opportunity to distribute promotional materials to tables
- 2 Complimentary dinner tickets to the event

Luncheon Sponsor - \$750 (1 available)

- Opportunity to display company banner prominently in front of room during luncheon
- Official `Thank you' from the podium
- Inclusion in the CHBA-VI E- Newsletter , Website, Facebook & Twitter
- Opportunity to distribute promotional materials to tables during luncheon

Table Sponsors - \$250 + gst (up to 6 available)

- Inclusion in the CHBA-VI E- Newsletter , Website, Facebook & Twitter
- Opportunity to display products/services on a tabletop in the room for the day

3rd Annual VIBE Awards Gala

The VIBE Awards are Vancouver Island's premier housing awards program that highlights and celebrates excellence in home building on Vancouver Island. The Awards aim to showcase the commitment and dedication to the high standards that CHBA Vancouver Island member companies strive to uphold. **(please refer to the separate VIBE Partnership package for details on each level of sponsorship)**

Presenting Diamond Partner - \$15,000

Presenting Emerald Partner - \$10,000

Presenting Gold Partner - \$7500

Presenting Silver Partner - \$5000

Presenting Bronze Partner - \$3000

GALA NIGHT SPONSORSHIP OPPORTUNITIES:

Champagne Reception - \$1500 (1 available)

Wine Sponsor - \$750 (2 available)

Trophy Sponsor - \$2000 (limited number available)

Chocolate Brand - \$500 (1 available)

Program Sponsor - \$300 and up (limited number available)

CHBA Annual Golf Tournament:

Friday, May 26 at Nanaimo Golf Club

Title Sponsorship - \$2500

- Recognition in Golf Event Program
- Opportunity to hang corporate banners in reception room
- Opportunity to provide promotional materials or goodies in welcome packages
- Opportunity to Announce the Winning Team along with our President at the reception
- Company name included in the following event advertising: Print, Facebook, Twitter, Website
- Company acknowledgement & thank you in CHBA-VI's Newsletter, Website & Social Media
- Opportunity to welcome & greet potential customers and clients on-site
- One TEAM (4 people) Tournament Fees & Dinner



*"This was THE
Event to be at on
Vancouver Island
this year!"*

Event Partner - \$1000

- Company name included in the following event advertising: Print, Facebook, Twitter, Website
- Company acknowledgement & thank you in CHBA-VI's Newsletter, Website & Social Media
- Opportunity to hang banners or provide signage for the Dinner
- Opportunity to welcome & greet potential customers and clients on-site
- One player tournament fees & dinner

Hole Sponsorships - \$250 Members (\$350 for Non Members)

Includes your Company Name on Signage at Tee Box and listing in Program Holes Available... KP's, Longest Drives, etc.

**** Promote your company – create your own event on-site!!!*

Water Sponsor - \$250 + Water Bottles Donation

Keep the golfers hydrated and happy with water bottles donated by your company, including your company message on the bottle.

Putting Contest Sponsorship - \$250 + Grand Prize valued over \$300

Warm up the crowd by hosting the pre-game Putting Contest! Your staff will invite the golfers to warm up and putt 11am - Noon for a chance to win *your exciting grand prize!!!* The Club will set it all up for you; you just manage the event, collect donations, have fun & promote yourselves!!!

Website Advertising – STAY TUNED!!

The CHBA-VI website is where members go for more information on our association events and industry information. The website also provides resources for the public with an online membership directory and helpful articles for people involved in building or renovating their homes.

We will be upgrading the website this year – Advertising Opportunities TBD

Digital Newsletter “The Toolbox” - \$450 per issue:

The CHBA – VI puts out a popular E-Newsletter each month called “The Toolbox” to over 230 Members, Builders, Developers, Trades, Suppliers and Professionals all over Vancouver Island. “The Toolbox” continues to be read by both Members and the public when later posted on the CHBA-VI website.

- A banner ad, designed and formatted by the sponsor, to appear in one issue of the CHBA-VI's E-Newsletter
- Banner ad will include a link to your company website
- Price breaks available for sponsoring multiple issues.