

HABITAT FOR HUMANITY VICTORIA

2023
Sponsorship
Opportunities

About Us



We give local families a hand-up into affordable homeownership.

Introduction

Habitat for Humanity Victoria is a registered charity that brings communities together to help local families build strength, stability and independence through affordable homeownership. Founded in 1990, Habitat Victoria has built 34 homes locally and served 38 families in the Capital Region.

Habitat families are stronger, more engaged citizens who in turn give back to the community in which they live.



Donation Matching Sponsor

Joining Habitat Victoria as a matching gift partner is a win-win for your organization and our partner families. Statistics have shown that matching donor campaigns increase donation amounts and make first-time donors more likely to give.

There are three opportunities per year for matching sponsorships: spring, summer, and holiday.

Habitat for Humanity Victoria runs campaigns throughout the year that can be positively impacted by your participation. Let us know what works for you, and we will make it work for us!

Campaigns are delivered through direct mail to donors' homes and digitally through our website and social channels.

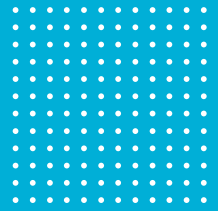
Minimum Value \$10,000

Benefits of becoming a matching donor:

- Your logo, company details and our thanks as a matching donor on approx. 2000 direct mail pieces
- Your logo and details posted to Habitat's website and social channels with 7500+ followers
- SPONSOR SPOTLIGHT on social media
- Custom creative and use of Habitat's logo by the company to promote your support through your own organization
- The commitment to working together to strengthen the communities where you live and work



Gingerbread Showcase Sponsorship Opportunities



About the Showcase

This is the 15th Anniversary of Victoria's Gingerbread Showcase! Visit the stunning Hotel Grand Pacific on the Inner harbour to view these delightful creations. Each volunteer baker will spend hundreds of hours making gingerbread art for everyone to enjoy. Donating to vote for your favorite will once again raise funds to support affordable homeownership in Victoria.



Gingerbread Sponsorship Tiers

Starting from \$35k

Presenting Sponsor

The presenting sponsorship is a unique opportunity to maximize brand recognition with this must-see regional event.

Key Benefits:

- High profile and visibility through ownership of the event
- Six weeks of first-rate promotion at Victoria's premier fundraising event
- VIP participation in the exclusive launch for the Showcase with opportunity to address the attendees
- Team building opportunities, both at the Showcase and working with Habitat in the community
- Opportunity to enter a gingerbread creation in the event, prominently displayed for maximum visibility
- Logo presence or name acknowledgement on all signage; both physical and digital, social media and website (Times Colonist, Black Press, Bell Media, Pattison Media, Island Parent, CTV, CFAX)
- SPONSOR SPOTLIGHT on social media - Boosted content
- Social media posts recognizing your organizations support for this event: 7500+ social followers across 7 platforms
- Logo presence or name acknowledgement on all print material
- Opportunity for company to create seasonal and social media content using Habitat Victoria images and logos
- Company participation in the judging panel
- Full marketing support from Habitat Victoria team to create collateral for company use



Gingerbread Sponsorship Tiers cont...

Starting from \$15k

Volunteer Recognition Sponsor

More than 400 volunteers give their time over the holiday season to help support Habitat Victoria's premier fundraising event. In recognition of all their hard work we will be holding a thank you and wrap-up party at the Hotel Grand Pacific. This event is where we will announce the total funds raised and the winner of the People's Choice Award, voted for by the public.

Your sponsorship of the Volunteer Recognition event will include:

- Branding on all Volunteer Recognition event collateral (e.g. invitations and thank you certificates) as sponsor
- Recognition on two sponsor thank you signs at the Gingerbread Showcase for the seven-week period
- Invitations for two members of your team to attend the kick-off and volunteer wrap up event
- Listing on the Habitat for Humanity Victoria website as the Volunteer recognition sponsor along with a brief company profile
- Social media posts recognizing your organizations support for this event: 7500+ social followers across 7 platforms
- SPONSOR SPOTLIGHT on social media - Boosted content
- The opportunity to have a promotional display for your organization at the Volunteer recognition event
- Inclusion in the public thank you regional advertising completed following the close of the Showcase

Starting from \$5k

Media/ Marketing Sponsorship

There are various opportunities to help Habitat Victoria increase the profile of the Gingerbread Showcase. From sponsoring advertising on a bus to promoting a colouring contest, there is no shortage of creative ways to help us elevate your brand and this local favourite event.

Please reach out to us for opportunities. We would love to hear your creative ideas!



Victoria Marathon Sponsorship



Habitat Victoria has entered the Royal Victoria Marathon as a charity partner of choice. Our team name is 'Run for Homes'. We will have a volunteer booth and team t-shirts.

Volunteer Booth & Team T-Shirt Sponsorship Opportunity:

- Logo representation in print, digital and social media
- Opportunity to put in runners on our team
- Volunteer and community event for the workplace

Minimum Value \$2,000





Get in touch with us!

giving@habitatvictoria.com

habitatvictoria.com

250-480-7688

**For more information on
Volunteer opportunities &
How you can be involved:**

