



JOIN CHBA-VICTORIA WITH THIS SPECIAL 2 FOR 1 OFFER!

The Canadian Home Builders' Association-Victoria's membership is made up of 190 companies including 92 builders and renovators building the majority of homes in Greater Victoria. *We invite you to join us by taking advantage of this special 2 for 1 offer!*

Purchase a Silver or Gold CARE Awards Sponsorship, and you receive CHBA-Victoria membership for one year at no additional charge. * *If you have multiple outlets in the Greater Victoria area, they are included.*

The CARE Awards marketing campaign is unmatched in our industry. Included is the *People's Choice* contest highlighting finalists and sponsors leading up to the gala event at the Fairmont Empress Hotel on September 24, 2010. Our CARE Awards display in malls combined with online viewing and voting at www.careawards.com maximizes your exposure to consumers. Sponsors are also highlighted in two special sections of Western Living Magazine and in our full-colour CARE Awards magazine supplement distributed in the Times Colonist newspaper.

Take advantage of this opportunity to brand your company with the 2010 CARE Awards, while continuing to network throughout the year with CHBA-Victoria's professional builders and renovators.

Need one more reason?

We are the voice of the residential construction industry in Greater Victoria. Our advocacy achieved an HST rebate of up to \$26,250 per new home. Our region normally builds about 2,000 new homes yearly at an average cost of \$650,000 per home. The rebate represents a saving of approximately \$52 million annually in Greater Victoria. That's good for consumers, builders, trades and suppliers.

Attached is 2010 CARE Awards sponsorship information. A Silver sponsorship is \$4,000, (Gold, \$6,000) and includes CHBA membership valued at \$985 - \$1,685 depending on your category.

Thank you for considering this special 2 for 1 offer. I hope you will join us, and feel free to contact me at 250.383.5044 or cedge@chbavictoria.com for any additional information.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Casey Edge".

Casey Edge, Executive Officer
CHBA-Victoria

*Membership subject to approval by CHBA-Victoria's Board of Directors. Sponsorship funds not required until this is completed.

2010 CARE Awards of Vancouver Island

Gold Sponsorship - \$6,000

Logo Recognition in the following promotions:

- Full-colour magazine supplement in the Times Colonist celebrating the CARE Awards winners
- “People’s Choice Award” Contest photo display in high-traffic malls and at the *CARE Awards*
- “People’s Choice Award” contest promotion in the Times Colonist
- Websites – chbavictoria.com and careawards.com
- *CARE Awards* promotional materials including Call for Entry, Program, and Event Tickets
- CHBA – Victoria letterhead, April - October
- CHBA – Victoria *The Post* Newsletter
- *CARE Awards* print advertising,
- Two special edition features in Western Living Magazine celebrating Finalists and Gold winners
- Signage and seating directory at event
- Dinner montage during the event
- Speech and screen recognition after dinner
- CHBA – Victoria’s 2011 Membership Directory

Plus:

- Opportunity to present a CARE Award trophy, including introduction and 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 (provided by Sponsor)

Silver Sponsorship - \$4,000

Recognition in the following promotions:

Logo:

- Signage at gala event
- Dinner montage during the event
- Speech and screen recognition after dinner
- Recognition in editorial in the CARE Awards Supplement
- Websites – chbavictoria.com and careawards.com – 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 Times Colonist
- *CARE Awards* Call for Entry and Program
- *CARE Awards* print advertising
- Two Special edition *CARE Awards* Gold Winner and Finalist features in Western Living Magazine
- Event Seating Directory
- CHBA – Victoria’s 2011 Membership Directory
- Two (2) Complimentary tickets to the event

Plus:

- Opportunity to place table gifts at awards ceremony (provided by Sponsor)