



# SPONSORSHIP



## GINGERBREAD BUILD

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2022-2023

# About Us



**36K**  
website visits

**300+**  
members  
BUILDERS, RENOVATORS,  
SUPPLIERS, DESIGNERS

**2000+**  
social media  
followers

We believe that great opportunities and good business come together to create unique experiences that will connect you with your desired audience and move the needle forward on your company's goals and objectives.

The Canadian Home Builders' Association - Central Okanagan attracts the industry's best, providing leading advocacy initiatives, education and resources to help our member companies thrive in their ongoing pursuit of success.

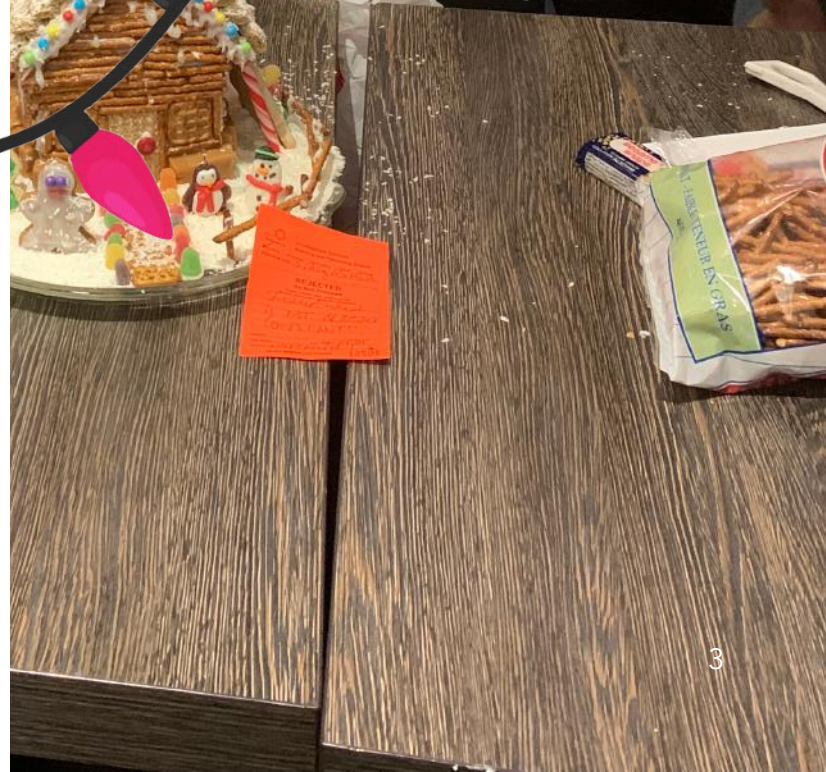
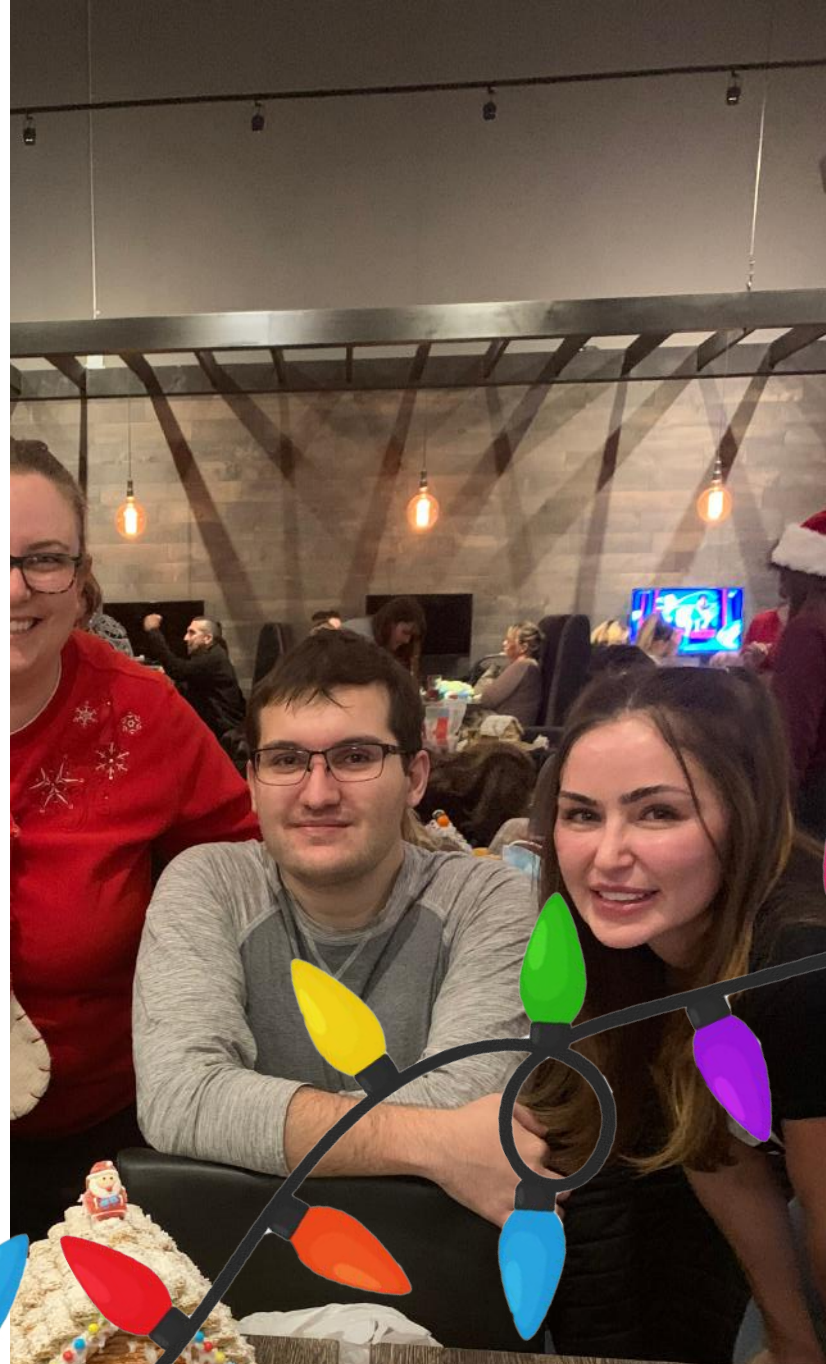
We are pleased to offer the following sponsorship opportunities for our Gingerbread Build supported by the Women in Construction. \*All sponsorships from 2021/2022 will have first right of refusal on previous opportunities.



The Gingerbread Build  
**48 attendees**

DATE: Wednesday, November 23, 2022

LOCATION: Copper Brewing Co.





# GINGERBREAD BUILD

Get your teams assembled and your blueprints drawn up because CHBA-CO Gingerbread Build is back for its' second season full of twists, turns and all the sugary Christmas candy of your dreams. Constructing a gingerbread house has never been so fun but ... watch out for the newly infused upgrades and sabotages!

Gingerbread Kits will be provided (purchased from Habitat for Humanity Okanagan) and bring teams together for an evening of fun competition and bragging rights for the most magical gingerbread house of them all. The Sugar Plum Fairy has nothing on you!

Hosted by the CHBA-CO Women In Construction Committee, this event will kick off the holiday season and support the Habitat for Humanity Okanagan Jingle Bell initiative as teams have just 90 minutes to complete their build. There will be opportunities to participate in upgrades but watch out as teams can enforce a sabotage on your build causing construction delays. All in the name of competition



## TITLE SPONSOR

\$1000



As the title sponsor, your brand will be presented as the primary host for the evening's holiday festivities with your branding at every turn in this high energy competition.

- Targeted marketing social media (two posts).
- Logo/Name on event listing on website.
- One complimentary team of four.
- Company name in script.
- Branded Gingerbread Dollars for each team.
- Dedicated welcome signage at event with company logo.
- Speaking opportunity of five minutes.
- Post-event thank you on social media.
- Branded cookie highlighting company sponsorship.



## CONSTRUCTION UPGRADE SANTA'S LITTLE HELPER \$400

Use this sponsorship activation to help teams get a leg up in the competition. Teams will bid on a glue gun set to help speed up their construction. In the spirit of giving, they can choose to keep both or gift one to another team.

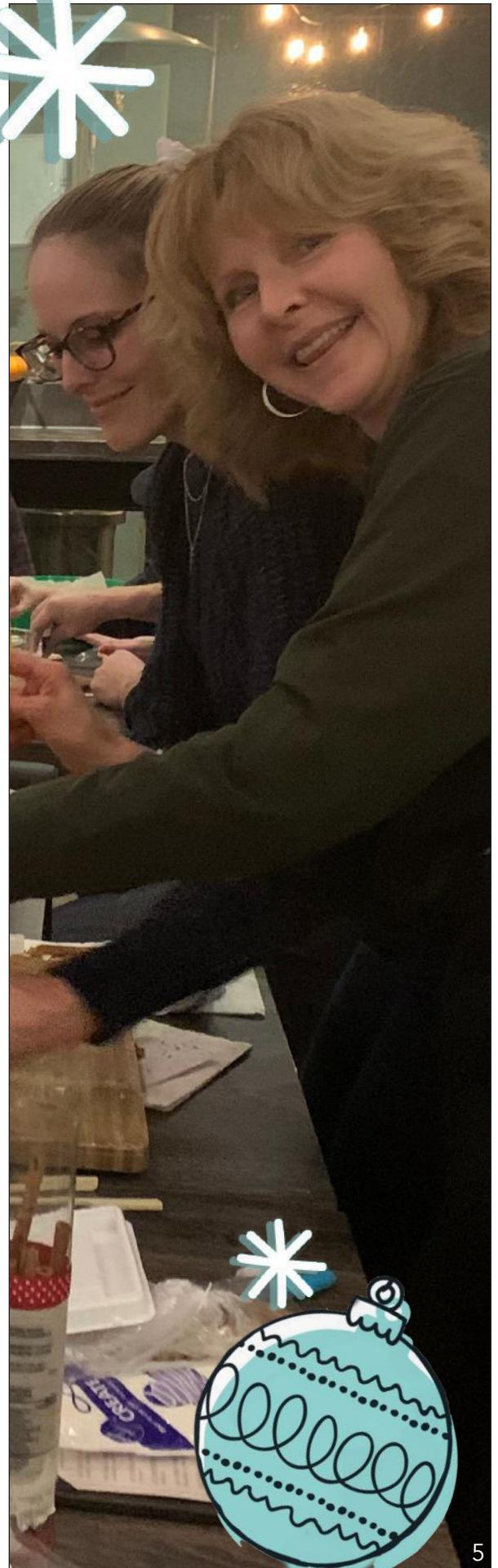
- Targeted marketing social media (two posts).
- Company name in script.
- Post-event thank you on social media.
- Participate in this auction on behalf of your company.
- Branded cookie highlighting company sponsorship to be given to the bid winners and displayed in the finished construction.



## CONSTRUCTION UPGRADE CANDYLAND \$400

Use this sponsorship activation to help teams get a leg up in the competition. Teams will bid on a lunch box filled with construction goodies in the form of candy. Branded lunch box with your logo for the winning team.

- Targeted marketing social media (2 posts)
- Company name in script.
- Post-event thank you on social media.
- Participate in this auction on behalf of your company.
- Branded cookie highlighting company sponsorship to be given to the bid winners and displayed in the finished construction.



## CONSTRUCTION UPGRADE TICK TOCK \$400

Use this sponsorship activation to help teams get a leg up in the competition and sabotage another. Teams will bid on extra time to complete their construction and road block another team by taking 10 minutes away.

- Targeted marketing social media (two posts).
- Company name in script.
- Post-event thank you on social media.
- Participate in this auction on behalf of your company.
- Branded cookie highlighting company sponsorship to be given to the bid winners and displayed in the finished construction.



## CONSTRUCTION SABOTAGE TOOLBOX SWAP \$400

All good baking competitions come with great sabotages. Use this sponsorship activation to make things a little more interesting. Teams will bid on this sabotage and gift it to another team, replacing all of their candy with a toolbox full of random candy bits.

- Targeted marketing social media (two posts).
- Company name in script.
- Post-event thank you on social media.
- Participate in this auction on behalf of your company
- Branding on toolbox.
- Branded cookie highlighting company sponsorship to be given to the bid winners and displayed in the finished construction.

## CONSTRUCTION SABOTAGE THE SNOWMAN CHALLENGE \$400

Use this sponsorship activation to make things a little more interesting. Teams will bid on this sabotage and gift it to another team, making that team use only pliers as hands for the balance of the competition.

- Targeted marketing social media (two posts).
- Company name in script.
- Post-event thank you on social media.
- Participate in this auction on behalf of your company.
- Branded cookie highlighting company sponsorship to be given to the bid winners and displayed in the finished construction.



## CONSTRUCTION SABOTAGE PUZZLE ME THIS \$400

Teams will bid on this sabotage and gift it to another team, making them complete a small puzzle before continuing with the competition. The perfect sponsorship for branding and team building.

- Targeted marketing social media (two posts).
- Company name in script.
- Post-event thank you on social media.
- Participate in this auction on behalf of your company.
- Branded puzzle with your company logo or branding.
- Branded cookie highlighting company sponsorship.

