



In support of YWCA Metro  
Vancouver's Housing Action Fund

## 2025 SPONSORSHIP OPPORTUNITIES





## About the event

From November 15 to 16, 2025, Homes For The Holidays will be held at Vancouver's iconic mansion - Cecil Green Park House at UBC. **Celebrating its 20<sup>th</sup> year**, it is slated to be the most anticipated holiday-themed design event of the season. **This year, the event will support YWCA Metro Vancouver's Housing Action Fund**, to help address the ever-growing need of safe, affordable housing for single mothers and their children in Metro Vancouver.

Approximately 1,200 attendees, design and build professionals, supporters, live performers and volunteers contribute to the success of the event from all over the province every year. Considering that there are endless events during the Holiday season, Homes for the Holidays has become a tradition and a must-see attraction.

At the stately cliff-top manor, Cecil Green Park House will welcome guests into its elegantly transformed rooms showcasing uniquely festive décor ideas ranging from tablescapes to room vignettes. For two inspiring decades, this sparkling self-guided tour has attracted visitors who have a passion for **home and interior design, residential architecture, and holiday entertaining**. Guests will enjoy live music as they walk through the exquisitely decorated rooms of one of Vancouver's most prestigious and historically significant properties.

For more information, please visit [Homes For The Holidays website](https://www.homesfortheholidays.com).

# About YWCA Metro Vancouver

YWCA Metro Vancouver is a registered charity, gender equity advocate and community service provider. Their services include affordable housing, early learning and child care, training and employment services, and a range of holistic programs that help support individual, collective and economic well-being. Since 1897, the YWCA has worked toward a bold vision: a just and equitable world for women, families and allies.

Each year, the organization supports thousands of people. With 81 programs across 42 locations in Metro Vancouver and the Fraser Valley, and accessible online services that reach across BC, the YWCA is committed to meeting people where they are. Its programs are designed to serve the diverse needs of the communities it supports, with inclusion and equity at the heart of everything the organization does.



Charitable Registration No 108227943 RR0001



# About YWCA's Housing Action Fund

YWCA Metro Vancouver has made housing an increasing priority. Over the past decade, the organization has opened 11 new housing communities, bringing the total to 16 locations across 7 cities in Metro Vancouver. Today, nearly 800 women and children have a safe, affordable place to call home because of YWCA housing. But the need is urgent and growing. More than 1,000 families remain on the YWCA's housing waitlist, searching for stability and security.

In an increasingly complex housing landscape, the YWCA Housing Action Fund is a development fund that will help move new, affordable housing projects more rapidly from concept to construction.

More information about YWCA Housing Action Fund can be found [here](#).

“The YWCA has given me and my daughter a chance to breathe. For the first time in a long time, we feel safe and stable. I’m able to focus on work and school, and she has a place to call home. It’s more than just housing, it’s hope.”

— Christine, YWCA Housing Resident



# 2024 Event Highlights

## VIP TICKETS

**200** VVIP/VIP Tickets gone in a flash!

## NEW MILESTONE FOR TICKET SALES

With **942 tickets** sold, this is the most tickets that Homes For The Holidays Vancouver has sold in a single year!

## \$130,000+ RAISED

The highest amount ever raised in Homes For The Holidays' 19-year history!

## EXTENSIVE MULTI-CHANNEL MEDIA COVERAGE

From outlets like Global News, Move 103.5, Daily Hive, Georgia Straight, Miss 604, and the Vancouver Sun, with a reach of **over 3,000,000**

## PROMOTION & ATTENDANCE FROM LOCAL INFLUENCERS

Including CBC contributor Fred Lee, Nat Hunter from The Nat & Drew Show on Move 103.5, Blogger Miss 604, and Rebecca and Todd Talbot, co-host of HGTV's Love It or List It, a combined Instagram following of over 240,000.

## SILENT AUCTION

Last year's silent auction was a resounding success, with a phenomenal **\$23,800** raised and an impressive **\$8,100 bid for a single item**—the highest in Homes For The Holidays' history.

## 407 NEW DONORS

We love making new friends!

[For a full overview of last year's media engagement, please visit our website.](#)



# Homes For The Holidays



## RETURNING TO A BELOVED VENUE

An exclusive display of six renowned Vancouver design teams, brought together at the historic Cecil Green Mansion at UBC



40  
designers &  
donors

## TERRACE OF TREES

20 beautifully adorned holiday evergreens, decorated by some of Vancouver's best designers.



186  
ornaments  
sold

## BOUTIQUE BOULEVARD

Guests purchase charming holiday keepsakes, beautifully displayed along the tree-lined Boutique Boulevard.



70  
wreaths  
sold

## FESTIVE WREATHS WITH PURPOSE

Handcrafted and provided by our long time supporter Hilary Miles Flowers.



## Target Audience Summary

Homes For The Holidays appeals to a broad audience that values tradition, community and the magic of the holiday season. The core demographic includes adults aged **30-70**, with an interest in **home décor, holiday inspiration, family traditions and charitable giving**. Homes For The Holidays guests love:

- Hosting holiday gatherings
- Looking for **inspiration from high-end interior design**
- Supporting **local designers, homebuilders and charitable causes**.

From a marketing perspective, this audience is primed for:

- **Lifestyle branding**, with aspirational yet attainable visuals
- **Emotive storytelling** that ties design, community and holiday cheer
- **Partnership opportunities** with premium home décor, food and seasonal product brands.





# 2025 Sponsorship Opportunities and Benefits

|   | PRESENTING<br>\$30,000 | PLATINUM<br>\$15,000 | GOLD<br>\$10,000 | SILVER<br>\$5,000 | BRONZE<br>\$1,000 |
|---|------------------------|----------------------|------------------|-------------------|-------------------|
| EVENT NAME & LOGO INTEGRATION   |                        |                      |                  |                   |                   |
| Company logo integrated into Homes For The Holidays Logo and used throughout                        | ●                      |                      |                  |                   |                   |
| EVENT WEBSITE   |                        |                      |                  |                   |                   |
| Homepage & Sponsor page linkback and acknowledgement  | ●                      | ●                    | ●                | ●                 | ●                 |
| MEDIA CAMPAIGN - TV & RADIO   |                        |                      |                  |                   |                   |
| Included in major advertising campaign  | ●                      |                      |                  |                   |                   |
| Name and logo recognition   | ●                      |                      |                  |                   |                   |
| EMAIL & PRINT COLLATERAL  |                        |                      |                  |                   |                   |
| Sponsor recognition on all collateral and emails to YWCA mailing list & H4H past attendees (~6,000) | ●                      | ●                    | ●                | ●                 |                   |
| Special Event Launch Announcement - Logo, Name & Video to YWCA mailing list & H4H past attendees    | ●                      |                      |                  |                   |                   |
| SOCIAL MEDIA RECOGNITION  |                        |                      |                  |                   |                   |
| Recognition on YWCA & H4H channels (~8,000 followers)   | ●                      | ●                    | ●                | ●                 |                   |
| Recognition through social media reels & stories feature  | ●                      |                      |                  |                   |                   |
| Recognition through social media post   | ●                      | ●                    | ●                | ●                 | ●                 |



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|--|------------------------|----------------------|------------------|-------------------|-------------------|
| LIVE EVENT AT CECIL GREEN PARK HOUSE   |                        |                      |                  |                   |                   |
| Complimentary VVIP Tickets   | ●                      |                      |                  |                   |                   |
| Complimentary VIP Tickets  |                        | ●                    |                  |                   |                   |
| Complimentary Regular Admission Tickets  |                        |                      | ●                | ●                 | ●                 |
| Marquee Position on Welcome Signage  | ●                      |                      |                  |                   |                   |
| Logo Recognition on Sponsor Board  | ●                      | ●                    | ●                | ●                 |                   |
| Logo Recognition on Silent Auction Bid Sheets                                      | ●                      |                      |                  |                   |                   |
| Opportunity to Brand A Event Initiatives (i.e. Boutique Boulevard, Silent Auction) | ●                      | ●                    |                  |                   |                   |



*Become a sponsor today!*

**This event would simply not be possible without the generosity of our sponsors!**

Make spirits bright with us at this year's event! When you support Homes For The Holidays, you are providing the gift of resiliency, community, and hope for single mothers and their children.

**If you are interested in joining us as a sponsor, please contact:**

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