

HOMES *for the* HOLIDAYS

2026 SPONSORSHIP OPPORTUNITIES

In Support of YWCA BC's
Housing Action Fund
November 21-22, 2026

Cecil Green Park House | Vancouver





HOMES *for the* HOLIDAYS

EVENT AT A GLANCE

A Beloved Holiday Tradition with Purpose

Homes for the Holidays is Vancouver's most anticipated holiday-themed design event—blending world-class interior design, festive inspiration, and meaningful community impact.

Now celebrating its 21st anniversary, the event transforms the historic Cecil Green Park House at UBC into an immersive holiday experience that attracts design lovers, community leaders, and generous supporters from across Metro Vancouver.

WHY HOUSING MATTERS

Housing is a basic human right—but for too many women and children in BC, safe and affordable housing remains out of reach.

- Over 200 women fleeing violence are turned away from shelters every day due to lack of space
- Single mothers are twice as likely to live in precarious housing
- Nearly 30% of women who escape abuse return to unsafe situations because they have nowhere else to go
- Safe, stable housing provides dignity, safety, and the foundation for long-term healing



ABOUT YWCA BC

YWCA British Columbia boldly envisions a just and equitable world for women, families and allies. Our mission is to advance gender equity alongside women, families, Two-Spirit and gender diverse people through advocacy and integrated services that help support personal, collective and economic well-being.

We operate 86 programs and services in 53 locations throughout British Columbia. Our program pillars include safe, affordable housing, early learning and child care, violence prevention and legal education, support for single mothers, employment and skills-training, and youth education and mentorship.

Our advocacy priorities include universal early learning and child care, affordable housing, gender equity, addressing women's economic well-being, stopping violence against women and girls, legal supports for women, and truth and reconciliation.

HOUSING ACTION FUND

The YWCA BC Housing Action Fund is a \$5 million initiative dedicated to accelerating the development of new affordable housing for women and their children.

In 2025 alone, Homes for the Holidays raised over \$100,000—demonstrating the power of partnership and community support.

With sponsor support, more families can move from crisis to stability.

YWCA BC Charitable Registration No 108227943 RR0001





A PREMIUM DESIGN & HOLIDAY EXPERIENECE

Guests are invited to enjoy a self-guided tour through one of Vancouver's most iconic heritage properties, featuring:

- Elegantly transformed rooms and festive vignettes
- High-end interior design and holiday décor inspiration
- Live music and seasonal ambiance
- Silent auction and curated experiences

This is a **premium, feel-good experience** that guests look forward to year after year.

Homes for the Holidays attracts a loyal and engaged audience that values quality, tradition, and meaningful community impact. Attendees are primarily adults aged 30–70 with a strong interest in home décor, design, and holiday entertaining.

They are community-minded, socially conscious supporters with a proven affinity for charitable giving—an audience that appreciates and remembers brands that show up with purpose.

MARKETING & REACH

Homes for the Holidays benefits from a multi-channel marketing strategy combining digital outreach, paid advertising, organic social storytelling, and high-value earned media partnerships.

2025 Marketing Reach at a Glance

Email Marketing Reach

Email remained a core driver of awareness and conversion, reaching tens of thousands of supporters across internal, external, and partner lists.

- 6 targeted email campaigns
- 26,000 + recipients
- 10,700 opens
- 1,280 link clicks

Paid Digital Advertising (Meta)

A phased Meta ad campaign supported ticket sales and event visibility with highly cost-efficient performance.

Total campaign results:

- 165,000 people reached
- 5,180 link clicks
- 3,830 landing page views

Organic Social Media Performance

- Instagram, Facebook & LinkedIn (Homes for the Holidays, YWCA, Designers, Partners)
- 186,000 combined views
- Strong engagement through likes, comments, shares, and saves. Content shared beyond core followers and strong resonance with professional audiences, sponsors, and partners.



Earned Media & Radio Partnerships

Extended reach through trusted media partnerships

MOVE 103.5 – \$8,500 value

- On-air giveaways
- Social media contest & promotions
- Online contest listings with links and tags

What's Happening – \$9,500 value

- 28+ radio mentions over 9 weeks
- Online event listings with logos and links
- Featured “What's Up This Weekend” promotion

To reach a larger and more diverse audience, Homes for the Holidays will be moving to Corus Entertainment in 2026 which includes Global BC, CKNW, Rock 101, and CFOX.



WHY SPONSOR

Why Partner with Homes for the Holidays?

- Align your brand with housing, women, and families
- Reach a design-savvy, high-value audience
- Associate your brand with a trusted, 21-year tradition
- Create emotional resonance during the holiday season
- Demonstrate leadership in community impact and ESG priorities

This is more than sponsorship—it's meaningful brand participation.





SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR | \$20,000

- Host your Holiday Party for up to 150 guests at Cecil Green on the Saturday night from 5-7pm (canapes included by UBC's Sage catering)
- Logo integrated into the Homes for the Holidays event logo
- Prominent recognition across all marketing and promotions
- Homepage and sponsor page recognition with linkback
- Feature in special event launch email (logo, name, video)
- Marquee placement on welcome signage
- Logo recognition on sponsor board and silent auction materials
- 10 complimentary VIP tickets

GOLD SPONSOR | \$10,000

- Homepage and sponsor page recognition with linkback
- Recognition across event collateral and email communications
- Logo recognition on sponsor board
- 5 complimentary VIP tickets

We welcome the opportunity to customize sponsorships to align with your brand goals, product categories or services.





SILVER SPONSOR | \$5,000

- Homepage and sponsor page recognition
- Recognition across event emails (26,000 subscribers)
- Logo recognition on sponsor board
- 4 complimentary VIP tickets.

BRONZE SPONSOR | \$1,000

- Homepage and sponsor page recognition
- Logo recognition on sponsor board
- 2 complimentary VIP tickets

TERRACE OF TREES | \$500

20 evergreens will be beautifully trimmed by 20 professional designers

- Sponsor page recognition
- 2 complimentary regular admission tickets

SILENT AUCTION

In 2025, the silent auction raised over \$22k for the YWCA Housing Action Fund. Donate an item or service to the Homes for the Holidays silent auction that will be available for online bids up to 2 weeks prior to the event.

HOMES *for the* HOLIDAYS

When you support Homes for the Holidays, you help provide safety, stability, and hope for women and children in our community.

Join us as a sponsor and be part of something truly meaningful.

Contact:
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