



**TAKE A HIKE
FOUNDATION**

HOMES *for the* **HOLIDAYS**

2024 SPONSORSHIP OPPORTUNITIES





HOMES *for the*
HOLIDAYS

About this Year's Event

Vancouver's unforgettable celebration of the season, Homes For The Holidays, takes place this year on November 23 & 24!

This unparalleled holiday event will unite five award-winning interior design teams with leading florists and home décor retailers all under one roof: UBC's iconic Cecil Green Park House. Once again, the cliff-top mansion will be transformed to showcase uniquely festive décor ideas ranging from tablescales to room vignettes for visitors to reimagine in their own homes.

Attendees will enjoy live music as they wander through the exquisitely decorated rooms of one of Vancouver's most prestigious properties. Highlights also include our popular Silent Auction—a great place for inspired holiday shopping—as well as the magical Terrace of Trees where sponsored evergreens are beautifully trimmed by talented designers. Best of all, all proceeds will benefit our remarkable charity partner, Take a Hike Foundation!

About



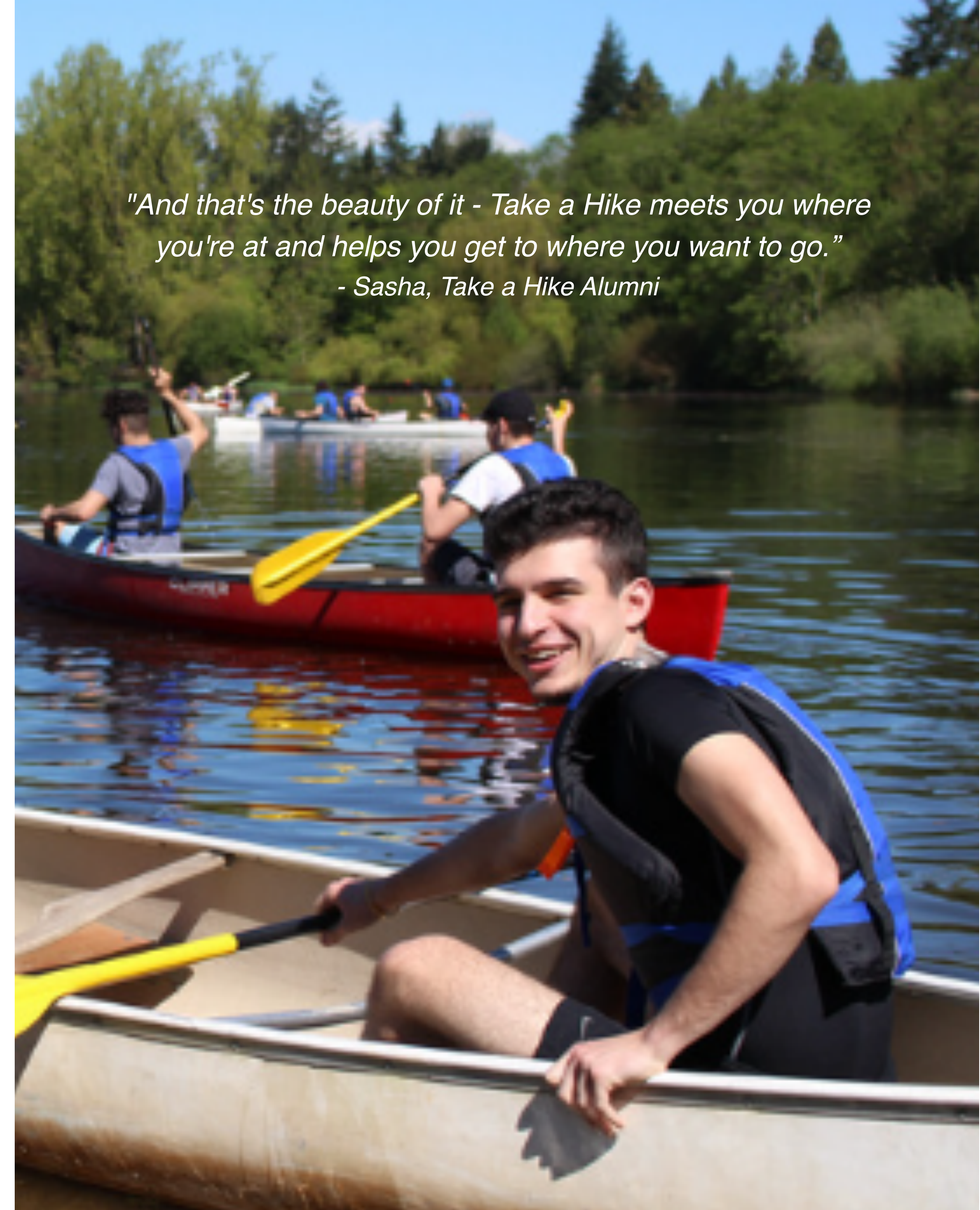
TAKE A HIKE FOUNDATION

For too many young people, youth is a time of relentless uncertainty, anxiety or trepidation. Yet many don't find stability or safety either at home or at school.

This is where Take a Hike works...

Our distinctive approach integrates the clinical therapy support so critical to their mental health and wellbeing, while immersing them in a nature based program to learn self-empowerment and the capacity to choose their own way along the path of life.

They may turn to higher education or choose to embark on a meaningful career path. Wherever the journey of their lives may take them, Take a Hike leave a powerful, positive impact - for them and their communities.



"And that's the beauty of it - Take a Hike meets you where you're at and helps you get to where you want to go."

- Sasha, Take a Hike Alumni

Homes For The Holidays

2023 HIGHLIGHTS

We are thrilled to share some highlights from last year's event:

VIP TICKETS

Sold out in an astounding 72 hours!

RECORD-BREAKING TICKET SALES

With over 770 tickets sold. This is the most tickets that Homes For The Holidays Vancouver has sold in a single year!

400 NEW DONORS

To Take a Hike Foundation. We love making new friends!

\$104,000 RAISED

Which will directly impact the lives of the young people in Take a Hike Programs across BC

EXTENSIVE MULTI-CHANNEL MEDIA COVERAGE

From outlets like [Global News](#), [Move 103.5](#), [Daily Hive](#), [Georgia Straight](#), 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.

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





**TAKE A HIKE
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2024 Sponsorship Opportunities and Benefits

PRESENTING
\$30,000 +

PLATINUM
\$15,000 - \$29,000

GOLD
\$5,000 - \$14,900

SILVER
\$1,000 - \$4,900

BRONZE
\$500 - \$999

EVENT LOGO					
Sponsor logo integral to event logo	●				
EVENT WEBSITE					
Logo recognition including linkback on event website homepage, supporters page, and ticket/silent auction website	●				
Logo/name recognition on event website home and supporters page, including linkback		●	●	●	
Logo/name recognition on event website home and supporters page					●
MEDIA CAMPAIGN					
Inclusion in major advertising campaign (TV or radio)	●				
Name and logo mention/recognition with our media partners	●				
Name and logo recognition on Take a Hike and Homes For The Holidays social media channels	●	●	●	●	
EMAIL AND PRINT COLLATERAL					
Sponsor recognition in event launch announcement	●	●	●	●	●
Name and logo recognition on all collateral, as well as emails to Take a Hike mailing list and past attendees (approximately 5,000)	●				
Name recognition on select collateral, as well as emails to Take a Hike mailing list and past attendees (approximately 5,000)		●	●		



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LIVE EVENT AT CECIL GREEN PARK HOUSE

Complimentary VIP tickets to event	●	●			
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Marquee position as Presenting Sponsor on event welcome signage and sponsor board	●				
Logo & sponsor level recognition on event sponsor board		●	●	●	●
Name recognition in VIP gift bag	●				
Name & logo recognition on all silent auction bid sheets	●				
Opportunity to sponsor a special event initiative or activity	●	●	●		
Name & logo recognition on event cocktail napkins		●			

POST EVENT

Personalized post event Sponsorship Report	●	●	●	●	●
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Target Audience

ABOUT THE AUDIENCE

Women Ages 30-65
Affluent Professionals

HOBBIES & INTERESTS

Lifestyle, Residential Architecture, Home
Decor, Design, Holiday Entertaining





Become a Sponsor Today!

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

When you support Homes For The Holidays, you are providing the gift of resiliency, community, and hope to young people in Take a Hike programs.

We hope that you will make spirits bright with us at this year's event!

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

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