



competition

[www.hsh-competition.ca](http://www.hsh-competition.ca)

# Home Sweet Home Competition and Student Challenge

2012-2013 Partnership Opportunities

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Full Benefits Deadline (Best Value!)  
December 1<sup>st</sup>, 2011

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*Please direct partnership enquiries to:*

**Jill Thompson**, OntarioGreenSpec.ca Project Manager  
[jill@ontariogreenspec.ca](mailto:jill@ontariogreenspec.ca) | 647-367-2938 x 224 | 1-877-394-6589 x 224

**Derek Satnik**, Home Sweet Home Competition Chair  
[derek@ontariogreenspec.ca](mailto:derek@ontariogreenspec.ca) | 647-367-2938 x 221 | 1-877-394-6589 x 221

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**ontariogreenspec.ca**



**Connect** with leading edge green builders, designers, students and more by sponsoring the Home Sweet Home Competition and/or Student Challenge!

## Home Sweet Home Competition and Student Challenge 2012-13

### The OntarioGreenSpec.ca Home Sweet Home Awards

The Home Sweet Home Awards are proudly developed and presented by Ontario's free on-line resource for green building products and services, OntarioGreenSpec.ca. With two streams of green building competition – professional and student – Home Sweet Home provides a fun way to invite Ontario's green building and design innovators to step into the spotlight and demonstrate their commitment to green building.

Both the industry competition and the student challenge are adjudicated by industry professionals. The judging panels use criteria designed to objectively reveal which projects best reflect our three "sweet" signs of building success:



**Healthy and Comfortable**



**Efficient and Economical**



**Ecologically and Socially Responsible**

At our bi-annual Awards Reception, trophies are presented to four exemplary homes that have scored at the top of their competition category:

- ✓ **Production Home of the Year**
- ✓ **Affordable Home of the Year**
- ✓ **Custom Home of the Year**
- ✓ **Renovated Home of the Year**

At the same event, top student teams from Ontario Colleges and Universities are celebrated with certificates and prizes for their conceptual green home research and design projects.



Connecting across professions, and across generations, at the 2011 Awards Gala.

*"The Home Sweet Home Competition provides enormous insight into the world of sustainable design and the expanding green economy in Ontario. Don't let this opportunity pass you by."*

-Adrian Brett, BA, MPL, Queen's Solar Design Team

*"I was honoured to have served on the first jury panel of the Home Sweet Home Competition. One of the great challenges in promoting a culture of conservation is that it is very hard for consumers to see energy conservation and efficiency. Awards such as this one are one of the best ways to shine the spotlight on the leaders."*

- Peter Love, Hydro One Visiting Distinguished Research Fellow, Ryerson University

*"I consider it a privilege to be part of this initiative and I look forward to Habitat for Humanity participating from across Ontario in coming years."*

- Terry Petkau, Director of Building Services, Habitat for Humanity Canada

*"We had a wonderful time celebrating the Home Sweet Home winners at the gala. Congratulations for delivering a great evening."*

- Mary Harinck, Marketing Manager - New Construction, Enbridge Gas Distribution



competition

## Our Team

**Amazing Media Partners:** Since our our startup in 2009, our loyal media partners in the building, design and academic sectors have helped us achieve over 3 million Home Sweet Home media impressions!

**Respected Advisors and Adjudicators:** Twenty-five skilled and respected industry and academic leaders volunteer their valuable time to serve on our two advisory boards, the gala organizing committee, and our judging panel. They include business owners, designers, builders, conservation sector experts, academics, and product suppliers. They come with the backing of leading organizations, businesses, and academic institutions, including the Ontario Power Authority, Canada Mortgage and Housing Corporation, Habitat for Humanity, Ontario Centres of Excellence, and more. That's people power!

**Influential Non-Profit Partners:** Rounding out our support base are some of Ontario's largest organizations in the building, design and environmental sectors, including the Ontario Home Builders Association, the Canada Green Building Council, and Interior Designers of Canada. These partners help us reach thousands more Ontarians within our target market.

**To get a full picture of our incredible support network, please visit the "Team" and "Supporters" pages of the Home Sweet Home website: [www.hsh-competition.ca](http://www.hsh-competition.ca)**



Architect Graham Whiting smiles with his Finalist Certificate recognizing his Dunbar Retrofit project in Kitchener.



Happy "Princess Project" team with their Custom Home of the Year Finalist Certificate at the 2011 Awards Reception.

## Our Community

The Home Sweet Home Competition has its heart in teamwork. We strive to encourage and celebrate the full community of industries and professionals that work together collaboratively to create better buildings. The competition and the gala invite participation from Ontario's best, brightest and greenest from the following sectors:

- ✓ Architects and Designers
- ✓ Builders and Renovators
- ✓ Developers and Planners
- ✓ Engineers and Consultants
- ✓ Building Product Suppliers & Manufacturers
- ✓ Utilities and Renewable Energy Firms
- ✓ Financial Institutions
- ✓ Affordable Housing Providers
- ✓ Landscapers
- ✓ Academics and Students
- ✓ Not for Profit Organizations
- ✓ Skilled Trades
- ✓ Industry Associations
- ✓ Government Leaders and Policy-Makers

**Celebrate teamwork!** Superior home building and renovating requires strong collaboration in the development of successful projects.

**Support students!** The next generation is an important driver for ongoing progress. Students will be front and centre alongside industry leaders at the awards event. Your partnership will help ensure a positive future for our talented youth!



# Partner Benefits

## Personal Connections:

### Create Lasting Face-to-Face Connections at the Home Sweet Home Awards Reception.

Take advantage of this opportunity to go beyond email and Facebook, and connect in person with current and future leaders in the green building industry. The Home Sweet Home Awards Reception is a celebratory networking event, where people recognize excellence across industry lines, and even across generations. Core Partners are highlighted on banners, in the event programme and from the microphone, and top tier partners even have a moment on stage to shine a spotlight on your company's green commitments. Photographs and media stories capture the event, including your face in this distinguished crowd!

## Profile and Promotion:

### Access a Broad Market of Green Building Professionals.

Benefit from OntarioGreenSpec.ca's vast network of subscribers, professional partners and advertising affiliates. Through the support of our media, non-profit, and academic partners, along with targeted additional media and networking strategies, the Home Sweet Home Competition and Student Challenge achieved well over 3 million promotional impressions 2009-2011. And, we're growing our reach and capacity every year! Hop on board to put your logo in front of green builders, designers, academics, policy-makers, and others across Ontario and Canada.

## Positive Influence:

**Help Shape a Bright Future.** There's something uplifting, powerful, and deeply satisfying about making good things happen. We encourage our Home Sweet Home Partners to boast proudly about their part in this endeavour. Tell your employees, friends, business networks, and especially your kids that by supporting more efficient, healthy, and ecologically responsible homes, YOU are helping to build a better Ontario for future generations to enjoy. Each partner will receive a "proud partner" logo to help show off your good deed.



A representative of the Cambridgeshire LEED Home project proudly accepts the Eaton Production Home of the Year trophy from Eaton Corp's Rob Farrell.

## Home Sweet Home 2011 by the Numbers!

- Well over 3 million** Total viewers 2009-2011 – HSH ads, news, announcements, posters, etc.
- 143** Happy gala guests who helped celebrate Ontario's best and brightest on April 12th
- 21** Dedicated green building business and academic leaders volunteering on our advisory teams and judging panels
- 16** Fabulous sponsoring partners that funded 2011 activities
- 13** Wonderful "In-kind" partners that provided valuable donations
- 11** Innovative Ontario colleges and universities from which student teams entered the first Student Challenge



Student Challenge 2011 Winners – NatuReal House, from Queen's University.



# Our 2011 Partners

## HOME SWEET HOME COMPETITION PARTNERS

### PARTNERS



### NON-PROFIT PARTNERS



### MEDIA PARTNERS



## AWARDS PRESENTATION & GALA PARTNERS

### GALA SPONSORS



### SUPPORTING SPONSORS



### STUDENT TICKET SPONSORS

- Algonquin College
- Cambrian College
- Enbridge
- Humber College

- Ryerson University
- University of Toronto
- University of Waterloo
- York University



# 2012 Partner Benefits

BENEFITS	Presenting Partners \$50,000	Prize Partners \$20,000	Student Challenge Champion \$25,000	People's Choice Partners \$15,000	Reception Sponsor \$5,000	Booth Sponsor \$2,500
	2	4	1	2	4	10
Your logo In Gobo displayed on Reception wall	✓					
Presented as sponsor of Career Networking Bootcamp for student finalists			✓*			
Your logo on the Home Sweet Home website	✓	✓	✓	✓	✓	✓
Your logo on 5000 promotional postcard/bookmarks distributed via trade shows, academic institutions, non-profit associations	Yes! Must be confirmed and paid by Dec. 1st, 2011					
1/4 page ad in Ontario Construction and News Report, presented by OGS, featuring how your product/service serves Ontario's green building sector	✓	✓	✓			
Your logo on 5 ads in Construction News and Report Group	✓	✓	✓			
Your logo in year-end HSH Thank you ad in Construction News and Report Group	✓	✓	✓	✓	✓	✓
Your logo in 12 annual e-newsletters sent to entire OntarioGreenSpec.ca network	✓	✓	✓			
Your logo on all Finalists Certificates in your Prize Category	✓	✓	✓	✓		
Your Company Name on the Trophy in your Prize Category		✓				
Your logo on the letter of congratulations for top 3 finishers in your Prize Category	✓	✓	✓			
Your logo on People's Choice ballots and booth signage describing People's Choice voting and prizes.				✓		
Your logo on retractable banners at Reception entrance/exit and at booth on floor show.	✓	✓	✓			
Your logo on retractable Reception "welcome" banner					✓	
Your logo on retractable "Home Sweet Home Winners Booth" presented by ..." banner				✓		✓
Your logo in Reception programme	✓	✓	✓	✓	✓	
Your logo on OntarioGreenSpec.ca website	STEP 1 Homepage	STEP 2 Categories	STEP 2 Categories	STEP 2 Categories	STEP 3 Product Listing	STEP 3 Product Listing
Your Facebook Page "liked" by the Home Sweet Home Facebook page	✓	✓	✓	✓		
"Home Sweet Home Proud Partner" colour jpeg for your marketing outreach	✓	✓	✓	✓	✓	✓
3 min on stage to welcome guests and introduce guest speaker	✓					
Present your prize(s) from stage		✓	✓			
Seat on Advisory Team (optional)	✓	✓	✓			
Acknowledgement from the Podium	✓	✓	✓	✓	✓	
Complementary Reception Tickets	8	3	3	2	6	

For full benefits as listed, partnership must be confirmed and paid by December 1<sup>st</sup> 2011. Otherwise, benefits apply from the date of payment until May 2013.

Logo prominence is relative to size of financial contribution in cases where more than one logo level are shown.

OntarioGreenSpec.ca reserves the right to also display the logos of our "in-kind" partners at appropriate scales.

\* The Career Networking Bootcamp may be co-sponsored by the Ontario Government.



# Sponsorship Enrolment Form

Full Benefits Deadline: December 1, 2011

**Thank you for sponsoring the Home Sweet Home Competition and Student Challenge. Kindly complete the following information to confirm your sponsorship.**

Contact Name		Title	
Company			
Address			
Phone Number		Fax	
Email			

## Sponsorship Level Requested (please check all that apply)

<input type="checkbox"/>	<b>Presenting Partner</b>	\$50,000
<input type="checkbox"/>	<b>Prize Partner</b>	\$20,000
<input type="checkbox"/>	<b>Student Challenge Champion</b>	\$25,000
<input type="checkbox"/>	<b>People's Choice Partner</b>	\$15,000
<input type="checkbox"/>	<b>Reception Sponsor</b>	\$5,000
<input type="checkbox"/>	<b>Booth Sponsor</b>	\$2,500

*Please add 13% HST to the above amounts*

*Please make cheques payable to OntarioGreenSpec.ca:*

**Mailing Address:**

**Derek Satnik**, Competition Chair

OntarioGreenSpec.ca  
c/o Mindscape Innovations Group  
30 Duke St. W., Suite 702  
Kitchener ON N2H 3W5

[click here to](#)  
**Submit Enrolment Form**

We will contact you shortly to request your logo files. An invoice will be issued upon receipt of this enrolment form

**Thank you for your generous support!**

### Terms and Conditions:

Partnership opportunities will be granted on a first come first serve basis and will be secured only on receipt of full payment. OntarioGreenSpec.ca reserves the right to refuse a partnership request. Partnership benefits may not be combined with, or substituted for, any other offer, product and/or service and may not be transferred to any individual, corporation or successor organization without the advance written permission of OntarioGreenSpec.ca. OntarioGreenSpec.ca reserves the possibility of including recognition for donors in kind and other partnership opportunities should they arise. Partnership is secured only on receipt of full payment. OntarioGreenSpec.ca gives permission for the partner to use the provided Home Sweet Home Partner logo in marketing and promotional media and materials. All payments are final.

*Thank you for your consideration.*