



Habitat for Humanity®

Northumberland

THE GREAT GINGERBREAD BUILD-OFF





BIGGER. BOLDER. SWEETER THAN EVER!

After the incredible success of our first-ever Great Gingerbread Build-Off in 2025, Habitat for Humanity Northumberland is turning up the heat for 2026. What began as a reimagining of our longstanding Gingerbread Festival has quickly become one of the most exciting and talked-about holiday events in Northumberland County.

This year, we're making it even bigger!

THE GINGY CUP SHOWDOWN

On **the evening of Friday, November 20th**, local businesses, community leaders and spirited competitors will gather at the Cobourg Lions Centre for a high-energy holiday showdown inspired by The Great British Bake Off. Teams will compete head-to-head to design and build outrageous gingerbread creations while battling surprise challenges, roadblocks, judges, prizes and bragging rights — all in support of Habitat's mission of building homes, community and hope.

And this year, spectators are invited too! Expect bigger crowds, louder cheering, more energy, more creativity, and more ways to engage. Our goal is to raise **\$100,000** for families right here in Northumberland County!

FREE KIDS WORKSHOPS

We're bringing back our much-loved Free Kids Gingerbread Workshops, giving more than 200 children across Northumberland County the chance to join in the Great Gingerbread Build-Off fun!

Each child will receive their very own gingerbread house to decorate, plenty of icing and candy to bring their creation to life, and best of all, they get to take their masterpiece home. The workshops are designed to be festive, creative and completely FREE, removing the cost for families and making sure kids from across our community can be part of the holiday magic.

These events will bring families together for an experience that is fun, memorable and connected to Habitat's belief in the importance of home. Dates are being finalized, with workshops currently planned for **November 14 and November 22**.





NEW FOR 2026: THE GGBO ACADEMY!

Following the huge success of the Great Gingerbread Build-Off, we're bringing the fun to the next generation with the GGBO Academy, a brand-new gingerbread competition created for middle and high school students!

20 TEAMS. 80 STUDENTS. ONE SWEET SHOWDOWN.

**10 High School Teams | 10 Middle School Teams
4 Students Per Team | 250-400 Expected Attendance**

Students will take on a high-energy gingerbread challenge inspired by The Great British Bake Off, complete with themed challenges, surprise twists, judges, music, prizes, school spirit and serious bragging rights.

A COMMUNITY EVENT, HOSTED AT SCHOOL

We are currently exploring Port Hope High School as the home of the inaugural GGBO Academy, creating an opportunity to bring students, families, teachers and the wider community together while showcasing student leadership, talent and school spirit.

BUILDING MORE THAN JUST GINGERBREAD HOUSES

The Academy creates opportunities for students to get involved beyond the competition itself, through leadership, volunteer hours, school clubs, music, art, hospitality and media. It's a chance to showcase student talent and school spirit while welcoming the wider community into the school.

Through all the fun and competition, students will also connect with Habitat's mission and explore what community and home means for families across Northumberland County.

SAVE THE DATE!

November 29, 2026 (TBC)

Proposed Location: Port Hope High School
Port Hope, Ontario





SPONSORSHIP PACKAGES



TITLE SPONSOR - \$20,000



SPICE SPONSOR - \$5,000 (EARLY BIRD @ \$3,000!) **BEST VALUE!**

As a Spice Sponsor, you will play a major role in the energy and excitement of the Great Gingerbread Build-Off!

- Brand Reach: Over **600+** people in person, Digital audience of over **300,000** views.
- Advertising: Logo on T-shirts, all print signage, paid digital and social media pre and post event
- Activation Opportunity: at **1** Showdown, **1** Academy and **8** Workshops
- Teams Included: You get **2** teams included
- Spectator Tickets: **4** for the Gingy Cup Showdown and **6** for the Academy



SUGAR SPONSOR - \$2,500 (EARLY BIRD @ \$2,000)

Join the Great Gingerbread Build-Off as a Sugar Sponsor and put your business at the heart of the fun and community impact

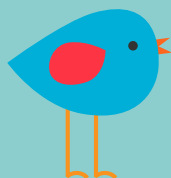
- Brand Reach: Over **400+** people in person, Digital audience of over **300,000**.
- Advertising: Logo on T-shirts, print signage at Workshops and social media pre and post event
- Activation Opportunity: at **1** Academy and **8** Workshops
- Teams Included: You get **1** team included
- Spectator Tickets: **2** for the Gingy Cup Showdown and **4** for the Academy



ICING SPONSOR - \$1,000

As an Icing Sponsor, you'll help make the Great Gingerbread Build-Off bigger, sweeter and more impactful than ever.

- Brand Reach: Over **200+** people in person, Digital audience of over **300,000**.
- Advertising: all print signage at Workshops and social media pre and post event
- Activation Opportunity: at **8** Workshops
- Spectator Tickets: **2** for the Academy



EARLY BIRD DEADLINE - OCTOBER 2!

DON'T WAIT FOR THE ICING TO SET! Get in early and save! Confirm your sponsorship by October 2nd to unlock special Early Bird pricing.

SPICE: \$3,000 | \$5,000 value

SUGAR: \$2,000 | \$2,500 value



TEAM ENTRY - \$500 **OVER 70% SOLD!**

Skip the standard office holiday gathering and compete for prizes, bragging rights and the coveted Gingy Cup while supporting local families through Habitat for Humanity Northumberland.