



THE GREAT GINGERBREAD BUILD-OFF



SPONSORSHIP PACKAGE



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WE'RE SHAKING UP THE HOLIDAYS!

After 10 years of our annual gingerbread festival, Habitat for Humanity Northumberland is launching something brand new – The Great Gingerbread Build-Off!

This festive fundraiser has a big goal: together, we need to raise **\$30,000** to support Habitat's build program and help more local families achieve safe, decent, and affordable housing.

On Thursday, November 20th, local businesses and community leaders will gather at The Mill in Cobourg for a one-of-a-kind holiday showdown: teams competing to design and decorate the ultimate gingerbread creations – all while raising critical funds to build homes, communities, and hope!

And this year, kids and families can join in the mission too! Our FREE Kids' Gingerbread Workshops invite children to create, learn, and have fun – while directly contributing to Habitat's vision of a world where everyone has a safe place to live. This is an event where children get to roll up their sleeves and play a part in Habitat's work.

We've designed exciting sponsorship opportunities that put your brand front and center – from naming rights and media exposure to hands-on engagement through both the corporate challenge and kids' workshops.

This is more than an event sponsorship – it's a chance to:

- Showcase your business as a community leader.
- Engage your staff in a fun, team-building experience.
- Inspire families and the next generation to support Habitat's mission.



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HOW IT WORKS – TEAM CHALLENGE

- Teams will register with Habitat to secure their build slot to build their gingerbread houses at The Mill Restaurant in Cobourg on Thursday November 20th, 2025. Light cocktail snacks and a welcome drink ticket will be available for all participants.
- Each team has a minimum of 4 people, and limited to 6 people.
- Each participating team will be supplied two gingerbread house building kits. This will include basic candy and icing. Each team will receive a 2'x 2' base to build on. In addition, each team will be provided with a box to bring any additional items they might want to construction their house (all materials must be edible). On the evening of the build, additional supplies will be available for purchase.
 - No artificial materials such as styrofoam or wood are to be used to construct or decorate on your build. All materials must be edible.
 - Teams will have an opportunity to purchase 'violations' to slow down competing teams throughout the night!
 - All builds will be judged by a panel and awarded various prizes including best overall build.

THE DETAILS

When: Team Challenge

Thursday November 20th

5:30pm Registration

6:00pm Competition starts



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HOW IT WORKS – **FREE** KIDS WORKSHOPS

- There are currently 6 workshop slots of 1 hour each and more coming every day!
 - Saturday November 15th 10am - 11am & 11:30am - 12:30pm @ The Mill Restaurant
 - Saturday November 22nd 10am - 11am & 11:30am - 12:30pm (this one is for tweens & teens) 12-17 @ The Mill Restaurant
 - Sunday November 30th 3pm-4pm & 4pm-5pm @ Prep Food Co.
- Every child will receive their very own pre-built gingerbread house kit, complete with basic candy and icing. Extra candy and icing will be available to purchase for those who want to go all out with their creations!
 - Workshops will be filled with laughter, creativity, and holiday magic:
 - Photo ops with our Gingerbread Festival mascot, “Gingy”.
 - Festive music, holiday decorations, and lots of opportunities to snap family photos.
 - Special activity tables at each workshop with fun engaging activities and where sponsors can interact with families.
 - Every participant leaves with their one-of-a-kind gingerbread creation – plus sweet memories of an unforgettable holiday experience.



THE DETAILS

When: Kids' Workshops (more to come!)

Saturday November 15th @ 10am & 11:30am @ The Mill Restaurant
Saturday November 22nd @ 10am & 11:30am @ The Mill Restaurant
Sunday November 30th @ 3pm & 4pm @ Prep Food Co.
more to come!



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TITLE SPONSOR - \$5,000 (1 AVAILABLE)

As our premier partner, you'll receive exclusive naming rights and the highest level of visibility across all event communications, print, digital, and radio promotions. Your brand will be showcased on t-shirts, photo booth takeaways, prizing, and giveaways, along with a feature article in our newsletter. Enjoy unique opportunities to speak at the event, serve on the judging panel, and host a kids activity station. With two corporate team entries and free kids' workshop registration included, your company's leadership will be front and center throughout the event.



SPICE SPONSOR - TEAM CHALLENGE - \$2,500 (4 AVAILABLE)

As a Team Challenge sponsor, your brand will be showcased across event communications, t-shirts, and the Instagram photo booth takeaway. You'll also gain recognition through digital channels, Proud Supporter decals, and exclusive branding on all Team Challenge prizing. With one complimentary team entry, your organization can take part directly in the fun while highlighting your support for Habitat's mission.



SUGAR SPONSOR - FREE KIDS WORKSHOPS - \$1,000 (5 AVAILABLE)

The Kids Workshop sponsorship highlights your commitment to families while delivering strong brand exposure. This accessible event removes the cost to kids so that they can enjoy the activity for FREE. Your logo will appear on event communications, print and digital, the Proud Supporter decal, recognition on kids workshop takeaways and the opportunity to host an activity station during the event. With two kids' registration included, this package offers meaningful engagement and visibility tied directly to our mission and instilling the powerful meaning of home to children.



TEAM ENTRY - EARLY BIRD! \$500 (MAX. 15 TEAMS)

Ready to rally your team for some Holiday Fun? Sign up for the Challenge before October 1st, and we'll throw in **four free event t-shirts, a value of \$100**. Early Bird Registration not only guarantees your spot in the action, it gets your crew geared up and photo-ready for the big day! Skip the same-old office gathering and join the Great Gingerbread Build-Off for laughter, teamwork, and bragging rights.