



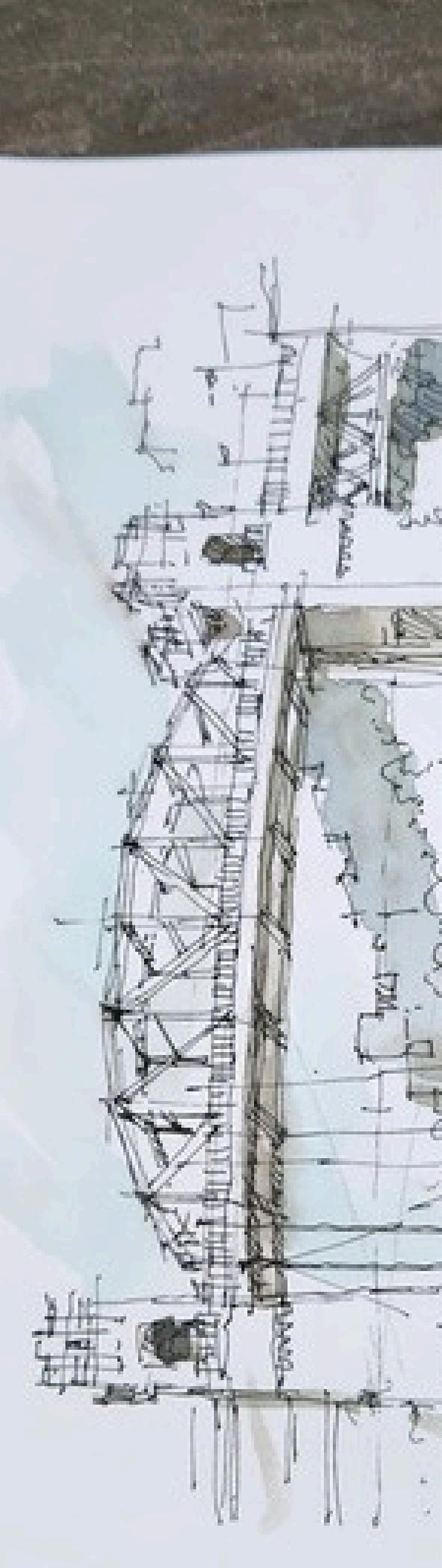
VANCOUVER  
HERITAGE  
FOUNDATION



# 2026 SPONSORSHIP OPPORTUNITIES

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# CHAMPION HERITAGE WITH VHF

From neighbourhood walking tours and speaker series to community-driven plaque recognition and accessible online resources, Vancouver Heritage Foundation is committed to engaging people with the heritage all around them.

We are pleased to invite you to become a Corporate Sponsor of the Vancouver Heritage Foundation. Sponsorship provides several meaningful benefits, including:

- Extended visibility of your support for Vancouver's heritage through VHF programs and publications
- Brand alignment with a respected leader in heritage conservation and education
- Opportunities for engagement with professionals, homeowners, volunteers, and heritage supporters
- A direct role in supporting public education and community initiatives that make heritage accessible to all

**Every heritage place has a story to tell.  
Help us tell it.**



# SPONSORSHIP OPPORTUNITIES

## HERITAGE WEEK - FEBRUARY

Learn about Vancouver’s history, diverse cultural heritage and historic places while celebrating heritage across the province.

- Presenting Sponsor \$4000
- Supporting Sponsors \$1500
- Friend Sponsors \$750

## HERITAGE DISCOVERY DAY - JUNE

Take a peek inside a selection of private homes and community heritage properties to learn about their diverse history, architecture and design.

- Presenting Sponsor \$6000
- Supporting Sponsors \$2000
- Friend Sponsors \$1000

## HISTORIC PLACES DAYS - JULY

Discover the places and stories across the country that are important to us.

- Presenting Sponsor \$3000
- Supporting Sponsors \$1000
- Friend Sponsors \$500

## CHAMPION HERITAGE IN 2026

Receive all the benefits of being the Presenting Sponsor for all 3 major events PLUS recognition as our Champion Sponsor in all areas (media release, signage, print materials, website, social media and VHF annual report), as well as a promotional booth at each event to share your values and connect with VHF’s audience year round

- Champion Sponsor \$20,000



# HERITAGE WEEK

BC Heritage Week is a province-wide celebration held annually during the third week of February. Each year, a new theme is chosen to spark creativity and guide events across the province. Vancouver Heritage Foundation is the primary organizer of events celebrating Vancouver's history during BC Heritage Week.

Heritage Week 2026 will be celebrated across British Columbia from February 16–22, 2026, with the theme "Stir the Pot!" focusing on food, memory, and community.

VHF will be hosting our free, family-friendly Places That Matter Community Fair at Heritage Hall that connects Vancouverites with local culture and heritage organizations. We also offer our annual Winter Storytelling heritage panel discussion at Hycroft Manor, an intimate evening of storytelling and building community connections featuring speakers from a variety of local community groups, as well as walking tours of a Vancouver neighborhood.

## Where Heritage & Community Thrive

- Presenting Sponsor - \$4000
- Supporting Sponsor - \$1500
- Friend Sponsor - \$750





## SPONSORSHIP LEVELS

All Heritage Week Sponsorship levels receive:

- Sponsorship level recognition in media release for Heritage Week events
- Sponsor recognition in the VHF e-newsletter distributed to over 4500 people twice monthly
- Sponsorship level recognition on all related social media posts for the event, to over 10,000 followers on Instagram, Facebook, and X (Twitter)
- Recognition in the VHF Annual Report

### PRESENTING \$4000

- Promotional booth presence at Winter Storytelling at Hycroft Manor
- Presenting Sponsor recognition with company logo on printed signage at Winter Storytelling at Hycroft Manor and Places That Matter Community Heritage Fair at Heritage Hall
- Presenting Sponsor recognition on the VHF website and event communications with company logo, company bio, and direct link to your website.

### SUPPORTING \$1500

- Supporting Sponsor recognition with company logo on printed signage at Winter Storytelling at Hycroft Manor and Places That Matter Community Heritage Fair at Heritage Hall
- Supporting Sponsor recognition on the VHF website and event communications with company logo, company bio, and direct link to your website.

### FRIEND \$750

- Friend Sponsor recognition on the VHF website and event communications with company logo and direct link to your website



# HERITAGE DISCOVERY DAY

Each June, Vancouver Heritage Foundation hosts our annual Heritage Discovery Day, offering attendees a chance to take a peek inside a selection of heritage sites in a Vancouver neighborhood to learn about their diverse history, architecture and design.

In 2026, the tour will take place on Saturday, June 6<sup>th</sup> in the Mount Pleasant and Riley Park neighborhoods. This year's event will feature sites ranging from private heritage homes to some of Vancouver's Places That Matter - a collection of community-nominated sites featuring people, places and events that tell the stories of Vancouver's history and heritage.

Over 800 individual ticketholders and volunteers participate in the tour each year. The ticket for the event is an informative and beautifully designed 35+ page full color guidebook that each participant uses to enter each site on the tour.

## Step Inside Vancouver's Living History

- Presenting Sponsor - \$6000
- Supporting Sponsor - \$2000
- Friend Sponsor - \$1000





## SPONSORSHIP LEVELS

All Heritage Discovery Day Sponsorship levels receive:

- Sponsorship level recognition in the media release
- Sponsor recognition in the VHF e-newsletter distributed to over 4500 people twice monthly
- Sponsor level recognition on social media posts for the event, to over 10,000 followers on Instagram, Facebook, and X (Twitter)
- Recognition in the VHF Annual Report

### PRESENTING \$6000

- Your company logo prominently placed on the cover of the guidebook/tickets (if provided by March 1st)
- Company logo, contact info, and short bio in printed guidebook
- Your logo on all printed event materials, including signage at tour sites
- Presenting sponsor recognition on a minimum of 7 social media posts
- 10 complimentary registrations (\$500 value)

### SUPPORTING \$2000

- Your company logo prominently placed on the page of one of the sites in the guidebook/tickets (if provided by March 1st)
- Company logo, contact info, and short bio in printed guidebook
- Your logo on all printed event materials, including signage at tour sites
- Supporting sponsor recognition on a minimum of 5 social media posts
- 5 complimentary registrations (\$250 value)

### FRIEND \$1000

- Company logo, contact info, and short bio in printed guidebook distributed to all participants
- Your logo on all printed event materials, including signage at tour sites
- Friend sponsor recognition on a minimum of 3 social media posts
- 2 complimentary registrations (\$100 value)



# HISTORIC PLACES DAYS

Historic Places Days is an annual nationwide celebration of Canada's valuable heritage places. Vancouver Heritage Foundation is the primary organizer of events celebrating Vancouver's heritage during Historic Places Days each July.

Our 2026 Historic Places Days programs will include our Summer Storytelling event at Heritage Hall - highlighting recent work in unexpected areas of heritage conservation and renewal - and a guided walking tour of the Vancouver Block with behind-the-scenes access to the inside of the iconic Vancouver Block Clock.

Join Vancouver Heritage Foundation in recognizing our city's historic places, as well as the people and stories that have created Vancouver's unique identity.

## Old Places. New Perspectives.

- Presenting Sponsor - \$3000
- Supporting Sponsor - \$1000
- Friend Sponsor - \$500





## SPONSORSHIP LEVELS

All Historic Places Days Sponsorship levels receive:

- Sponsorship level recognition in media release for Heritage Week events
- Sponsor recognition in the VHF e-newsletter distributed to over 4500 people twice monthly
- Sponsor level recognition on all related social media posts for the event, to over 10,000 followers on Instagram, Facebook, and X (Twitter)
- Recognition in the VHF Annual Report

### PRESENTING \$3000

- Promotional booth presence at Summer Storytelling at Heritage Hall
- Presenting Sponsor recognition with company logo on printed signage at Summer Storytelling at Heritage Hall and verbal recognition at the Vancouver Block Clock Tower tour
- Presenting Sponsor recognition on the VHF website with company logo, company bio, and direct link to your website.

### SUPPORTING \$1000

- Supporting Sponsor recognition with company logo on printed signage at Summer Storytelling at Heritage Hall and verbal recognition at the Vancouver Block Clock Tower tour
- Supporting Sponsor recognition on the VHF website with company logo, company bio, and direct link to your website.

### FRIEND \$500

- Friend Sponsor recognition with company logo on printed signage at Summer Storytelling at Heritage Hall and verbal recognition at the Vancouver Block Clock Tower tour
- Friend Sponsor recognition on the VHF website with company logo and direct link to your website



# Places That Matter

Places That Matter (PTM) is a multifaceted community project launched for the 125th anniversary of the incorporation of the City of Vancouver in 2010. In 2011, Vancouver Heritage Foundation asked the public to identify and nominate 125 sites commemorating people, places and events that have shaped the city.

In 2016, we launched the Community History Resource website, an information-rich hub that expands on the original PTM plaque program. Each of the 125 sites is profiled with their own webpage exhibiting plaque text, historic research, oral histories, contemporary and historic photos, as well as opportunities for community contribution.

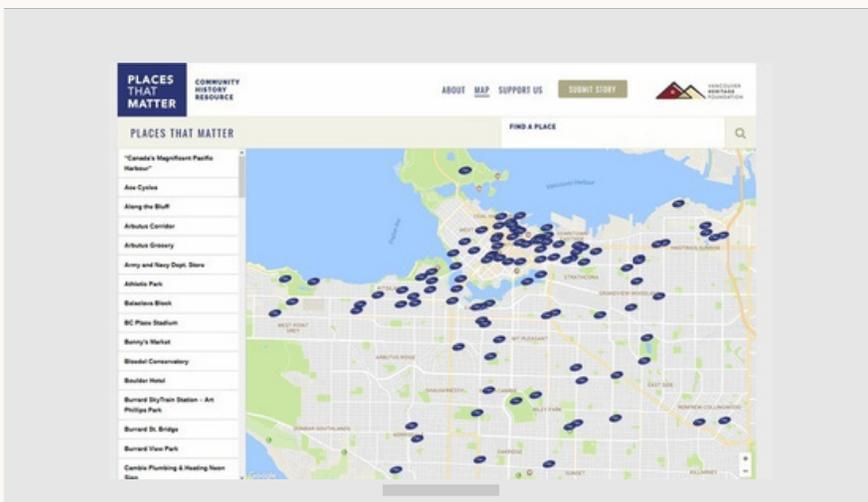
The intention of the program was to honor Vancouver's 125th anniversary. PTM has only gained relevance since 2011, and we will be celebrating 15 years of Places That Matter in 2026.

Since 2011, Vancouver Heritage Foundation has presented 96 plaques via community celebrations at Places That Matter Sites.

Plaque #1 was presented at Stanley Park Rock Garden in 2011.

Plaque #96 was presented at Electric Avenue in McSpadden Park on September 7th, 2025.

Notably, the Musqueam nation has nominated three sites to the Places That Matter program. PTM is a heritage inventory that is relevant to Indigenous peoples.



Learn more about PTM at [placesthatmatter.ca](http://placesthatmatter.ca)

# ABOUT VHF

VHF advances the appreciation and conservation of our city's diverse heritage places and their stories. We raise awareness of the vital contribution that heritage makes to a vibrant, inclusive, and sustainable community.

We host informative events and workshops, create resources about Vancouver's history and heritage places, and provide financial and practical support for the successful conservation of historic buildings and sites.

VHF recognizes the diverse history and cultural heritage of Vancouver and that the city is located on the traditional, ancestral and unceded territories of the x<sup>w</sup>məθk<sup>w</sup>əyəm (Musqueam), Sk<sup>w</sup>x<sup>w</sup>ú7mesh (Squamish), and səlilwətał (Tsleil-Waututh) peoples.

## Support the Stories That Built Vancouver!

Our city's heritage is more than buildings — it's the people, languages, and cultures that shape our neighbourhoods.