



HYATT REGENCY VANCOUVER

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WELCOME TO

2025 GINGERBREAD LANE



THE LONGEST RUNNING GINGERBREAD DISPLAY in CANADA

The 33rd Annual Gingerbread Lane will be held from **Thursday**, **November 27th to Sunday**, **December 28** at the Hyatt Regency Vancouver.

As an iconic holiday tradition in Vancouver, this is not only **the longest-running gingerbread house display in Canada**, but was also featured in the **Guinness World Record** for the World's Largest Gingerbread Man.

The display will be filled with approximately 30 masterpieces that are hand-crafted by local professional bakers, amateur bakers, and **secondary school** student bakers following the contest rules.

This is the best way to make the 2025 holiday season truly unforgettable at our Gingerbread Village where the community comes together to build glorious, tasty-looking gingerbread houses. Furthermore, all visitor get an opportunity to vote for the 2025 Gingerbread People's Choice Award, there's magic for everyone to enjoy.

Create cherished holiday memories at Hyatt Regency Vancouver's 2025 Gingerbread Lane. Let's make this Christmas one to remember!

Land Acknowledgement

We hold this event by gratefully acknowledging the lands which we have the privilege to live and work are part of the traditional, ancestral, and unceded territory of the Coast Salish Peoples (x-maek-ayam (Musqueam), skwxwú7mesh (Squamish), and seiliwetaí (Tsleil-Waututh) Nations)

Grd Cingarbroad Lane is a Charity Event supporting the Make A Wish Foundation

THIS IS FUNDRAISING EVENT

Gingerbread Lane at Hyatt Regency Vancouver is more than just a holiday tradition—it's a heartwarming **fundraising event** in support of **Make-A-Wish Canada**. As an independently operating affiliate of Make-A-Wish International, Make-A-Wish Canada grants **life-changing wishes to children with critical illnesses**.

Through this beloved event, we aim to create a space that brings the community together, fostering joy, hope, and togetherness while making a **meaningful impact** for those in need.



"Children who have wishes granted can build the physical and emotional strength they need to fight a critical illness."



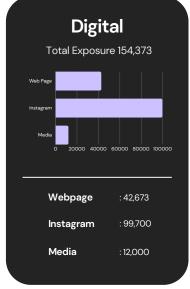
2024 GINGERBREAD LANE RESULT

Campaign Overview





over





2024 Visitors

40,000





Media Coverage

Media Coverage List

- Downtown Vancouver
- City News
- DailyHive
- Narcity
- Straight
- Vancouver Magazine Vancouver Is Awesome
- Anywhere Vancouver







Data Period: Nov 1, 2024 - Jan 31, 2025











Digital Exposure



www.gingerbreadlane.ca

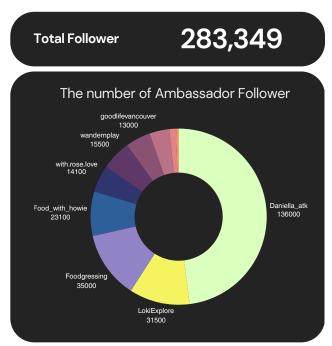


New vs. Returning Visitors New Visitors 97.87% Returning 2.13% Average Engagement By source and category 48.59% 45.82% Hyatt.com 2.56% Linktree 1.67% Instagram 1.36% 20%

Data Period: Dec 1, 2024 - Jan 1, 2025



Influencer Ambassador Program

























Instagram

Digital Content

129

Digital Impression

294,669

Reach

99,700



Donation Overview

THE HIGH NUMBER OF INDIVIDUAL PARTICIPANTS

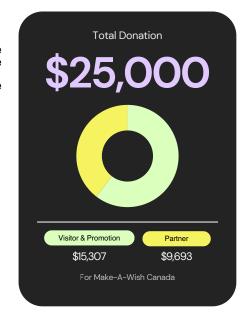
Approximately \$14,000 of the \$25,000 raised comes directly from individual visitors who contribute \$5, \$10, or \$20—highlighting the incredible community engagement that makes Gingerbread Lane the cherished event it is.

This outpouring of support reflects the powerful impact of collective participation, making it one of the most beloved and community-driven fundraisers in the city.

IN SUPPORT OF



GINGERBREAD LANE IS FUNDRAISING EVENT FOR CHILDREN



Partnership Cash Donation

Silver



The Market Leader in Efficient, Sustainable and Cost-Effective

Laundry and Linen Services

ACROSS CANADA, SCOTLAND & THE NORTH OF ENGLAND

Hospitality

Better Guest Experience through Superior Quality

Dependable high-quality linens are critical to supporting the best guest experiences, which is why K-Bro delivers custom five-star quality room, food and beverage linen services to each of our customers.

Our priority is to deliver hygienically clean, well ironed and folded linen products on time, day after day.

Behind the scenes we bring together high quality linen services with state-of-theart, energy efficient operations to deliver maximum dependability, with the highest hygiene standards.

Bronze







Partnership Auction Donation

WEEK 1 Auction \$1,192



From Auction Donation 34.42 %

WEEK 2 Auction Raised **\$669**



From Auction Donation 19.32 %

WEEK 3 Auction Raised **\$1,192**



From Auction Donation 46.26 %

2024 GINGERBREAD LANE O









2025 GINGERBREAD LANE

Timeline

Create your own Gingerbread House

Before November 23 Set-up at Hyatt Regency Vancouver Lobby

November 23 November 24 Between 9:30 AM -5:00 PM Photography & Judging

November 25 -26

Opening Reception

November 26

Open to Public

November 27 - December 28

PARTNERSHIP OPPORTUNITY

Let's Create Meaning Together!

Donations for 2025 Gingerbread Lane will be made directly through the **special Make-A-Wish webpage** created for the 2025 event. Simply **share your donation receipt to claim your exclusive partnership package**, prepared by Hyatt Regency Vancouver.

There are many ways to be part of this beloved tradition. One powerful way to engage is through social media creating impactful video content that highlights your involvement. Imagine showcasing your own gingerbread house, representing your company, while supporting a great cause.

This is a fantastic opportunity to connect with the local community throughout the holiday season and make a meaningful difference together.









2024 GINGERBREAD LANE PARTNERS

Silver Donation Partner



K·BRO

In-Kind Partner











Bronze Donation Partner







Community Partner



OULO

ART VANCOUVER

Hotel Partner



Grand Hyatt Seoul Hyatt Regency Newport Beach Hyatt Regency Portland Hyatt Regency Seattle

Media Partner



PARTNERSHIP OPPORTUNITIES



All Partnership Dollars will go to Make-A-Wish Canada

Category	Gold	Silver	Bronze
Donation Amount (CAD)	5000	3000	1000
Priority Display Zone at 2024 Gingerbread Lane	✓	√	✓
Professional Gingerbread House Creation	Contact Hotel	Contact Hotel	Contact Hotel
One Night Stay for Two	2	1	N/A
Recognition as a Gold Partner	\checkmark		
Webpage Logo Display	Featured Logo	Logo	Name
Logo Displayed in Hotel Lobby during Gingerbread Lane	\checkmark	\checkmark	\checkmark
Social Media Exposure	Brand Story	Brand Story	Brand Logo
Invitations for Opening Reception	5	3	2
Opportunity to Announce Winner at the Opening Reception	✓		
Partnership Report	√	√	─

THANK YOU

