



HYATT
REGENCY®
VANCOUVER



Contact Info

HYATT REGENCY VANCOUVER

Deniz Um deniz.um@hyatt.com
604-683-4712

WELCOME TO 2024 GINGERBREAD LANE



THE LONGEST RUNNING GINGERBREAD DISPLAY in CANADA

The 32nd Annual Gingerbread Lane will be held from **Thursday, November 28th to Saturday, December 27** 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 2024 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 2024 Gingerbread People's Choice Award, there's magic for everyone to enjoy.

Create cherished holiday memories at Hyatt Regency Vancouver's 2024 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 (x̣məθkʷəy̓əm (Musqueam), skwxwú7mesh (Squamish), and səliwətaɫ (Tsleil-Waututh) Nations)

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."

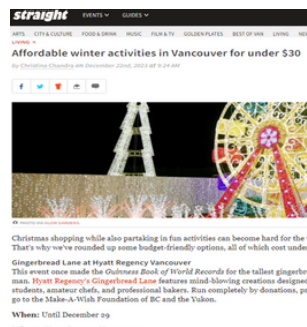
2023 GINGERBREAD LANE RESULT

over

20,000 Visitors

An average of

Organic Media Coverages 20



Raised a donation for Make-A-Wish Canada of

\$12,474.79

Make a Donation to **Make-A-Wish**

HYATT REGENCY VANCOUVER SUCCESSFULLY RAISES

\$12,474.79

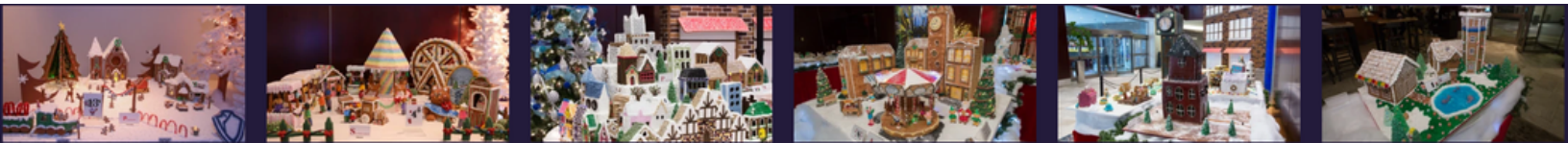
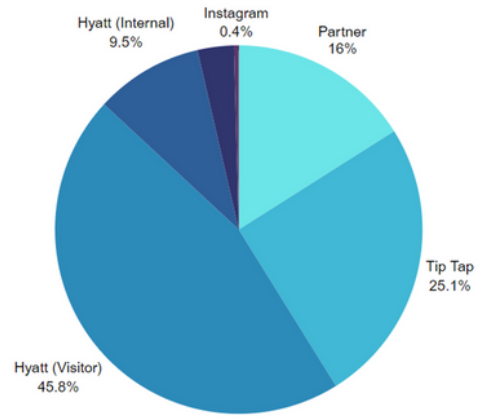
THANK YOU



THE HIGH NUMBER OF INDIVIDUAL PARTICIPANTS

Approximately 70% of the \$12,474.79 raised comes directly from individual visitors, 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.



2023 WINNERS HOUSE

Last year, Gingerbread Lane proudly featured 30 participants competing across three categories: Professional, Amateur, and Secondary School.

All participants must adhere to size guidelines—no smaller than 2' x 1.75', with a maximum height of 4', and no larger than 3.5' x 4' x 4'. Additionally, all materials used must be edible and non-flammable, except for the frame, Christmas lights, and select decorative items.

The winners are announced during the opening ceremony reception, adding excitement to this festive event.



Amateur
Kathryn & Andrew

The Heritage Hall on Main & 15th



Professional
Pacific Institute of Culinary Arts

The Grand Budapest Hotel



Secondary School
Windermere Secondary

The Enchanted Forest

2024 GINGERBREAD LANE

Timeline

Create your own Gingerbread House	Set-up at Hyatt Regency Vancouver Lobby	Photography & Judging	Opening Reception	Open to Public
Before November 24	November 24 November 25 Between 9:30 AM - 5:00 PM	November 27	November 27	November 28 - December 28

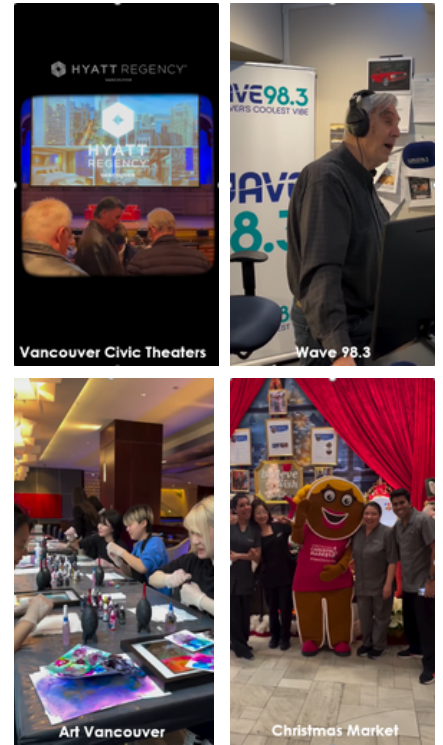
PARTNERSHIP OPPORTUNITY

Let's Create Meaning Together!

Donations for 2024 Gingerbread Lane will be made directly through the special **Make-A-Wish webpage** created for the 2024 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.



2023 GINGERBREAD LANE PARTNERS



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	✓		
Webpage Logo Display	Featured Logo	Logo	Name
Logo Displayed in Hotel Lobby during Gingerbread Lane	✓	✓	✓
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

