



— The Salvation Army's 7th Annual —

HOPE IN THE CITY LUNCHEON

hopeinthecity.ca/victoria

SPONSORSHIP OPPORTUNITIES

MONDAY, NOV 17, 2025 | 11:30 AM – 1:30 PM

VICTORIA CONFERENCE CENTRE

About Us

The Salvation Army is an international Christian organization that began its work in Canada in 1882. Outside of the government, we are the largest direct-provider of social services in the country. Our programs and services feed, clothe and shelter vulnerable people every day, while helping others escape violence and addiction. Working in close to 60 communities in British Columbia, 400 communities across Canada and more than 130 countries around the world – we give people hope today ... and every day.



The Event

Welcome to the 7th Annual Hope in the City Luncheon. The event brings together thought leaders and philanthropists from the Island community. It is an opportunity to come together, ring in the holiday season and recognize and celebrate the importance and impact of philanthropy in our communities.

The Luncheon is also the kick-off for the Christmas Kettle Campaign and an opportunity to raise funds to support programs and services provided to families and individuals in the Greater Victoria Area.



KEYNOTE SPEAKER

Adam Kreek

EXECUTIVE AND BUSINESS COACH, BUSINESS OWNER

Adam Kreek is an executive and business coach, business owner, and Olympic Gold Medallist with a background in leadership development, engineering, and high-performance sport. He brings experience working with corporate, nonprofit, and government teams to help leaders perform under pressure and lead through change. Adam has delivered workshops and coaching to hundreds of organizations across sectors, including health care, construction, finance, and education. A bestselling author and Stanford-trained engineer, Adam is passionate about helping individuals and teams build the strength to do hard things well - at work and in life. What truly sets Adam apart is what they've achieved, but what they inspire in others: the courage to care, the belief that every counts, and the unwavering hope that change is possible. He lives in Victoria with his wife and three children.



KEYNOTE SPEAKER

Rebecca Sterritt

BUSINESS OWNER, COMMUNITY LEADER

Rebecca Sterritt is a business owner and community leader with a background spanning government, education, the not-for-profit sector, and business. She holds a Master's degree in Science Education from Stanford University and a Bachelor's degree in Environmental Studies from the University of Victoria. She brings experience in climate policy, public engagement, and systems thinking, and is passionate about building stronger, healthier communities. Most recently, Rebecca led a successful grassroots initiative to protect six acres of local greenspace for public access, education, and wellness. Through her community work and advocacy, she has sparked movements, touched lives, and reminded us that no act of kindness is too small and no voice is too quiet to make a difference and give hope. S Rebecca is a mom of three and lives in Victoria, BC.

Because of YOUR Continued Support ...

*We are addressing urgent and
critical needs on Vancouver
Island*

Your support allows us to provide practical, compassionate support to thousands of British Columbians in need – 365 days a year.

Because of you, we can feed, clothe and shelter individuals and families, while helping others escape violence and addiction.

Your support not only helps us meet basic human needs – it helps transform the communities of our province.

Your support gives people hope today ... and every day.



“

The Salvation Army has helped me so much along the way, the Pathway of Hope program and getting started in this education and new life for me. It has given me so much confidence in myself and my abilities and I honestly at this point feel like I could accomplish anything in life and there's so much hope in that.

Sarah Spencelayh
2024 Hero for Hope Award Recipient

An Investment in YOUR Brand

As a sponsor of the largest Christmas kick off event on the Island, your message will be heard by thousands of supporters of The Salvation Army, including your very own friends, family, neighbours and most importantly your customers.

Through numerous promotional efforts, your brand will be linked to this great cause for weeks before and after the event – in meaningful ways. Your company will benefit from thousands of impressions, tied to one of the most recognizable brands worldwide.

We hope you take this opportunity to invest with us in our 7th Annual Hope in the City Luncheon.

2024 BRAND EXPOSURE



TIMES COLONIST



Social Media

10,000+ Impressions



E-Newsletters

27,000+ Impressions

Your Support in Action

Your investment in this year's Hope in the City Luncheon is an investment in your community. It's a chance for your company to make a real difference in the lives of British Columbians and help us address urgent and critical needs in our province.

It is also an opportunity for you to demonstrate to your employees, clients and partners, that your company has a significant philanthropy footprint in the community.

2023 – 2024 YOUR SUPPORT AT WORK

Across British Columbia, your support makes an impact. As a vital partner, contributing to the work of The Salvation Army, you help us feed, clothe and shelter those in need, while helping others escape violence and addiction.

The support you provide allows us to be a transforming influence in the lives of our most vulnerable citizens. And because of you, we give people hope today ... and every day in communities across this province.

Because of your generosity, last year in Greater Victoria:



102,000
meals were handed out in
feeding programs and shelters



15,050
visits were made to The Salvation Army
centres for food and other family services



15,000
beds were occupied during the year by
people seeking help for addictions



5,000
visits were made to The Salvation Army
centres for Christmas Assistance



1,750
hours of volunteer work were completed

Sponsorship Opportunities

RECOGNITION	Exclusive Presenting	Exclusive Hero for Hope	Exclusive Speaker	Platinum	Gold	Silver	Bronze
Welcome Remarks	✓						
Opportunity to Display Banner on Stage	✓						
Exclusive Recognition During Hero for Hope Presentation		✓					
Exclusive Recognition During Speaker Portion			✓				
Exclusive Speaker Sitting at the Table			✓				
Red Kettle at Event - LOGO	✓	✓	✓	✓			
Included in Sponsor Thank You Speech	✓	✓	✓	✓	✓	✓	✓
8 Seats - Reserved VIP Table	Preferred Placement	Preferred Placement	Preferred Placement	Preferred Placement	Reserved Table	Reserved Table	Reserved Table
Event Program and Thank You Signage - LOGO	✓	✓	✓	✓	✓	✓	Name Only
HITCL Website - LOGO & LINK	✓	✓	✓	✓	✓	✓	Name Only
Dedicated Thank You Social Media Post	✓	✓	✓	✓	✓		
E-Blast Recognition - LOGO	✓	✓	✓	✓	✓	✓	Name Only
Pre / Post Event Advertising - LOGO (Print & Web)	✓	✓	✓	✓	✓	✓	Name Only
Tour of Facility Opportunity	✓	✓	✓	✓			
Opportunity for a Salvation Army representative to speak at your workplace on the impact of your sponsorship	✓	✓	✓	✓			
Special invite to attend the William & Catherine Booth Society Luncheon	Table	4 Seats	4 Seats	2 Seats			
Cost of Sponsorship	\$15,000	\$10,000	\$10,000	\$7,500	\$4,000	\$2,500	\$1,500

For more information, please contact bchopeinthecity@salvationarmy.ca

Our Generous Supporters of 2024

HERO FOR HOPE



GOLD



SILVER



The Large Family

MEDIA



TIMES COLONIST

PRINT



SPECIAL THANKS



Lado Strings

The Salvation Army Victoria Citadel Band

Our Mission

The Salvation Army exists to share the love of Jesus Christ, meet human needs and be a transforming influence in the communities of our world.



The Standards Program Trustmark is a mark of Imagine Canada used under licence by The Salvation Army

Charitable #: 107951618 RR0001



salvationarmy.ca



Registration

- ☐ PRESENTING \$15,000 (*Exclusive*) ☐ HERO FOR HOPE \$10,000 (*Exclusive*) ☐ SPEAKER \$10,000 (*Exclusive*)
- ☐ PLATINUM \$7,500 ☐ GOLD \$4,000 ☐ SILVER \$2,500 ☐ BRONZE \$1,500
- ☐ TABLE OF 8 \$1,000 QTY _____ ☐ INDIVIDUAL TICKET(S) \$135 QTY _____ ☐ I WISH TO MAKE A DONATION \$ _____
- (Official tax receipts will be issued for donations only)

CONTACT INFO

CONTACT NAME

TITLE

NAME OF ORGANIZATION

STREET ADDRESS

CITY, PROVINCE, POSTAL CODE

PHONE

EMAIL

PAYMENT

- ☐ CHEQUE *Payable to The Salvation Army
- ☐ CREDIT ☐ Please call me for secure credit payment

CREDIT CARD #

EXPIRY DATE

CVV

NAME ON CARD

Return this completed form to: bchopeinthecity@salvationarmy.ca

The Salvation Army
103 - 3833 Henning Drive, Burnaby, BC V5C 6N5

T 604 209 7439 | F 604 291 0345

Thank you for your support!

hopeinthecity.ca/victoria

Charitable #: 107951618 RR0001



— The Salvation Army's 7th Annual —
HOPE IN THE CITY
LUNCHEON