



— The Salvation Army's 22nd Annual —
HOPE IN THE CITY
BREAKFAST

hopeinthecity.ca/vancouver

SPONSORSHIP OPPORTUNITIES

WEDNESDAY, DEC 6, 2023 | 7:30 – 9:00 AM

VANCOUVER CONVENTION CENTRE WEST

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 131 countries around the world – we give people hope today ... and every day.



The Event

The Hope in the City Breakfast is a special Christmas tradition in our community. This event brings together thought leaders from the business community, as well as politics, sports and entertainment. 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.



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The greatness of any leader is not determined by the power he possesses but by his ability to empower others.

– Peter Legge

KEYNOTE SPEAKER

Joe Roberts

CEO, SKIDROW

Joe Roberts is an expert on resiliency and change. In 1989, he was homeless living under a bridge. 12 years later he was a celebrated CEO. In 2017, he finished a 9,064km charity walk across Canada. Joe helps companies and individuals redefine impossible.

In this keynote, Joe shares his story of redemption, a story that relates to the work you do everyday. He teaches how anyone can transform and overcome perceived limitations and live their dreams with the right help and guidance.

As you walk with Joe through the tough streets of East Vancouver in the 1980's you will experience the depths and degradation of a former homeless derelict, to the heights and triumph of a successful entrepreneur and philanthropist. You will see and feel how your contribution made this happen and continues to do so in the lives of others.



HOST

Sophie Lui

ANCHOR, GLOBAL BC

Sophie Lui, born and raised in the Lower Mainland, has been a news junkie for as long as she can remember.

She began co-anchoring Global News Hour at 6 pm, alongside Chris Gailus, in 2015.

This year, Sophie was also part of our Nine Stories of Hope capital campaign, HERstory of Hope, in support of women living with addiction.



Because of YOUR Continued Support ...

*we are addressing urgent and
critical needs in BC*

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 of this event 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.



**Close to 90% of
consumers surveyed said
that giving back to the
community impacts their
decision to purchase
from a company.**

An Investment in YOUR Brand

As a sponsor of the largest Christmas kick off event across the province, your message will be heard by hundreds of thousands of British Columbians, including your very own friends, family, neighbours and most importantly your very own 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 over half a million impressions, tied to one of the most recognizable brands worldwide.

We hope you take this opportunity to invest with us in our 22nd Annual Hope in the City Breakfast.

BRAND EXPOSURE | 2022 METRICS

980|CKNW

451,000+
Impressions

BCBUSINESS

100,000 Readers
125,000+ Monthly Digital Unique Visitors
20,000 Circulation

VANCOUVER
MAGAZINE

110,000 Readers
105,000+ Monthly Digital Unique Visitors

TV WEEK

96,320 Readers
19,260 Copies



Social Media
18,950+ Impressions



E-Newsletters
11,400+ Impressions

Your Support in Action

Your investment in this year's Hope in the City Breakfast 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.

2021 – 2022 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 British Columbia:



1.9 Million+

People Received a Free Meal Through
Our Feeding Programs



16,000+

people received Christmas Hampers



35,000+

beds were made available every night



4,400+

people received Emergency Food Hampers



1,600+

individuals received some form of
Addiction Treatment Service

Sponsorship Opportunities

RECOGNITION	Exclusive Presenting	Exclusive Breakfast	Exclusive Hero for Hope	Exclusive Speaker	Platinum	Gold Elite	Gold	Silver	Bronze
Welcome Remarks	✓								
Opportunity to Display Banner on Stage	✓								
Table Tent Card Exclusive Recognition		✓							
Exclusive Recognition During Hero for Hope Presentation			✓						
Exclusive recognition During Speaker Portion				✓					
Red Kettle at Event on Red Carpet - LOGO	✓	✓	✓	✓	✓				
Included in Sponsor Thank You Speech	✓	✓	✓	✓	✓				
10 Seats - Reserved VIP Table	Preferred Placement	Preferred Placement	Preferred Placement	Preferred Placement	Preferred Placement	Preferred Placement	Reserved Table	Reserved Table	Reserved Table
Event Program and Thank You Signage - LOGO	✓	✓	✓	✓	✓	✓	✓	Name Only	Name Only
HITCB 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
Post Event Cheque Presentation Opportunity	✓	✓	✓	✓	✓	✓	✓		
Tour of Facility Opportunity	✓	✓	✓	✓	✓	✓	✓		
Opportunity for a Salvation Army Representative to speak at your workplace on the impact of your sponsorship	✓	✓	✓	✓	✓				
Cost of Sponsorship	\$30,000	\$20,000	\$15,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500

For more information, please contact bchopeinthecity@salvationarmy.ca or visit hopeinthecity.ca/vancouver

Our Generous Supporters of 2022

PRESENTING

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MEDIA

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VANCOUVER
MAGAZINE

Global
BC

980 CKNW

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Pacific Salmon Foundation

White Spot

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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.



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Charitable #: 107951618 RR0001



salvationarmy.ca



Registration

- ☐ PRESENTING \$30,000 (*Exclusive*) ☐ BREAKFAST \$20,000 (*Exclusive*) ☐ HERO FOR HOPE \$15,000 (*Exclusive*) ☐ SPEAKER \$15,000 (*Exclusive*)
- ☐ PLATINUM \$10,000 ☐ GOLD ELITE \$7,500 ☐ GOLD \$5,000 ☐ SILVER \$3,500 ☐ BRONZE \$2,500
- ☐ TABLE OF 10 \$1,000 QTY _____ ☐ INDIVIDUAL TICKET(S) \$125 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

NAME ON CARD

Return this completed form to: bchopeinthecity@salvationarmy.ca

The Salvation Army BC Divisional Headquarters
103 – 3833 Henning Drive, Burnaby, BC V5C 6N5

T 604 296 3818 | F 604 291 0345

Thank you for your support!

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Ministry Unit Registration

TABLE PURCHASE

- ☐ TABLE OF 10 PREMIUM \$1,000 (*Preferred Placement*) QTY _____
- ☐ TABLE OF 10 \$750 QTY _____

CONTACT INFO

CONTACT NAME

TITLE

NAME OF ORGANIZATION

STREET ADDRESS

CITY, PROVINCE, POSTAL CODE

PHONE

EMAIL

PAYMENT

- ☐ CHEQUE *Payable to The Salvation Army
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