



— The Salvation Army's 5<sup>th</sup> Annual —  
**HOPE IN THE CITY  
LUNCHEON**

[hopeinthecity.ca/victoria](https://hopeinthecity.ca/victoria)

## SPONSORSHIP OPPORTUNITIES

TUESDAY, NOV 28, 2023 | 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 131 countries around the world – we give people hope today ... and every day.



THE  
SALVA  
A

## *The Event*

Welcome to the 5<sup>th</sup> 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.



## KEYNOTE SPEAKER

### *Joe Roberts*

*SPEAKER | AUTHOR | HUMANITARIAN*

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 transformative story that relates to the work you support through The Salvation Army. 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

### *Paul Haysom*

*NEWS ANCHOR, CHEK NEWS*

Growing up on the Saanich Peninsula Paul Haysom started his career by working in the CHEK Sports department. In 2013, Paul took a job in Vancouver where he worked as an anchor and producer at Global BC.

After reporting on the Calgary Floods in 2013, Paul joined Global Calgary as the 11 p.m. anchor before returning to Vancouver in 2017 to take the Morning Show job.

Throughout his journey, Vancouver Island kept calling him home – and in 2023 Paul rejoined the CHEK family to host the 6 p.m. news. Paul has won multiple awards for live coverage and reporting – career highlights include reporting live from the Stanley Cup riots of 2011, national wildfire coverage across B.C. and Alberta and being inducted as an associate member of the Canucks Alumni.

Paul loves storytelling and his philosophy is that news is a reflection of the community – good, bad, light, inspiring and most importantly – truthful.



## ***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.



**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 Community*

As a sponsor of this unique Christmas luncheon on Vancouver Island, your message will be heard by thousands, including 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 thousands of impressions, tied to one of the most recognizable brands in British Columbia.

All funds raised from the luncheon will be supporting the local community in need.

We hope you take this opportunity to invest with us.



## 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.

## 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 Luncheon	Exclusive Hero for Hope	Exclusive Speaker	Platinum	Gold	Silver
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				✓			
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	Preferred Placement	Reserved Table	Reserved Table
Event Program and Thank You Signage - LOGO	✓	✓	✓	✓	✓	✓	✓
HITCB Website - LOGO & LINK	✓	✓	✓	✓	✓	✓	✓
Dedicated Thank You Social Media Post	✓	✓	✓	✓	✓	✓	
E-Blast Recognition - LOGO	✓	✓	✓	✓	✓	✓	✓
Pre / Post Event Advertising - LOGO (Print & Web)	✓	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓		
<b>Cost of Sponsorship</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$4,000</b>	<b>\$2,000</b>

For more information, please contact [bchopeinthecity@salvationarmy.ca](mailto:bchopeinthecity@salvationarmy.ca)

# Our Generous Supporters of 2022

## PLATINUM



## GOLD



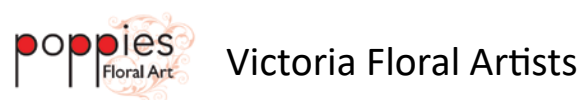
## SILVER



## MEDIA



## FLORAL ARRANGEMENTS



## 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 \$20,000 (*Exclusive*)     LUNCHEON \$15,000 (*Exclusive*)     HERO FOR HOPE \$10,000 (*Exclusive*)     SPEAKER \$10,000 (*Exclusive*)
- PLATINUM \$7,500     GOLD \$4,000     SILVER \$2,000
- TABLE OF 8 \$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](mailto:bchopeinthecity@salvationarmy.ca)

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

T 604 296 3822 | F 604 291 0345

Please submit your list of table attendees by November 10<sup>th</sup>. Your table number and event details will be emailed by November 21<sup>st</sup>.

Please note: Official tax receipts will not be issued for sponsorship.

Thank you for your support!

Charitable #: 107951618 RR0001

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— The Salvation Army's 4<sup>th</sup> Annual —  
**HOPE IN THE CITY**  
**LUNCHEON**