



The Salvation Army's 8<sup>th</sup> Annual  
**HOPE IN THE CITY  
LUNCHEON**

PRESENTED BY

LONG BEACH LODGE  
RESORT | TOFINO

**SPONSORSHIP OPPORTUNITIES**

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

## ***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 8<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.

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.



## 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.



*Scan this code to view the story of Simeon Basil-John, 2025 Hero for Hope award recipient.*



“

The Salvation Army has been a cornerstone in my life from childhood to now — they've always been there for me. What started as help for my family became life-changing relationships, hope for my future, and the inspiration to give back to others.

*Simeon Basil-John  
2025 Hero for Hope Award Recipient*

# YOUR SUPPORT AT WORK

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.

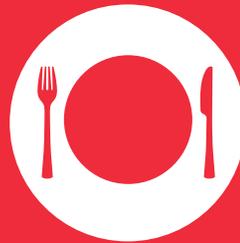
The support you provide allows us to be a transforming influence in the lives of our most vulnerable citizens. And because of you, we give people hope today — and every day — in communities across this province.

Because of your generosity, last year in British Columbia:



**1,699**

SHELTER, DETOX, ADDICTIONS,  
AND MENTAL HEALTH BEDS  
PROVIDED EACH NIGHT



**1.2 million**

COMMUNITY MEALS WERE  
DISTRIBUTED



**18,805**

VISITS FOR CHRISTMAS  
HAMPERS AND TOYS



**18,242**

SCHOOL MEALS PROVIDED



**445,128**

VISITS FOR FOOD, CLOTHING OR  
PRACTICAL ASSISTANCE



**1,184**

CHILDREN AND TEENS ATTENDED  
SALVATION ARMY CAMPS

# 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 8<sup>th</sup> Annual Hope in the City Luncheon.

## 2025 BRAND EXPOSURE



# TIMES COLONIST



Social Media

**80,800+** Impressions



E-Newsletters

**14,300+** Impressions

# 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			
<b>Cost of Sponsorship</b>	\$15,000	\$10,000	\$10,000	\$7,500	\$4,000	\$2,500	\$1,500

For more information, please contact [bchopeinthecity@salvationarmy.ca](mailto:bchopeinthecity@salvationarmy.ca) or visit [hopeinthecity.ca/victoria](http://hopeinthecity.ca/victoria)

# Our Generous Supporters of 2025

## PRESENTING



LONG BEACH LODGE  
RESORT | TOFINO

## PLATINUM



## GOLD



Crease Harman LLP  
BARRISTERS & SOLICITORS

## SILVER



The Large Family

## BRONZE

Royal Bank of Canada  
Heart Wealth Management  
Baker Tilly Victoria Inc  
Victoria Urban Grocer  
Vessel Liquor Store  
Ounsted & Company  
Sotheby's International Realty Canada

## MEDIA AND PRINT



TIMES COLONIST



## 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.*



Charitable #: 107951618 RR0001



salvationarmy.ca



Accredited  
IMAGINE CANADA

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



# 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](mailto: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](http://hopeinthecity.ca/victoria)

Charitable #: 107951618 RR0001



The Salvation Army's 8<sup>th</sup> Annual

HOPE IN THE CITY  
**LUNCHEON**

PRESENTED BY



LONG BEACH LODGE  
RESORT | TOFINO