



— The Salvation Army's 7<sup>th</sup> Annual —  
**HOPE IN THE CITY  
LUNCHEON**

[hopeinthecity.ca/victoria](http://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 7<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.



“

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 7<sup>th</sup> 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			
<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)

# Our Generous Supporters of 2024

## HERO FOR HOPE



## GOLD



Crease Harman LLP  
BARRISTERS & SOLICITORS



## 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](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)

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