



25th Anniversary



HOPE IN THE CITY BREAKFAST

PRESENTED BY



SPONSORSHIP OPPORTUNITIES

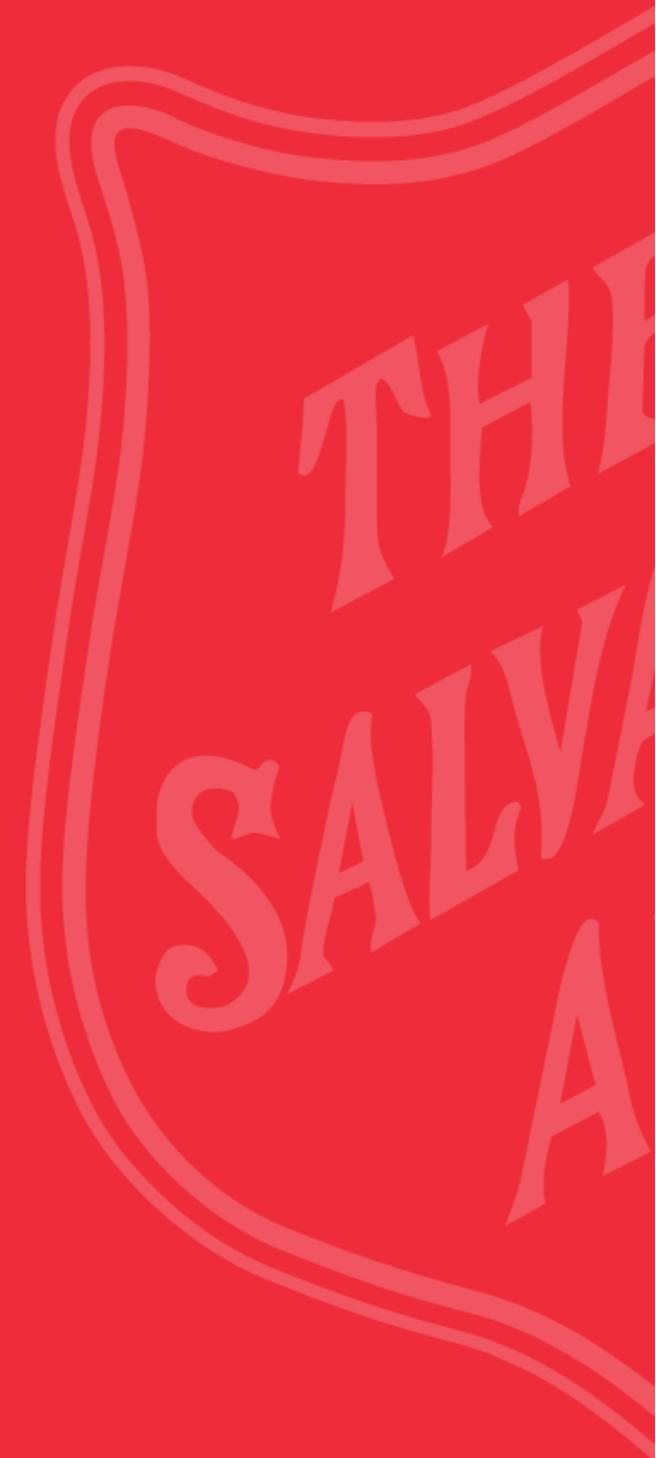
TUESDAY, DECEMBER 1, 2026 | 7:30 – 9:00 AM

VANCOUVER CONVENTION CENTRE WEST

hopeinthecity.ca/vancouver

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 over 50 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

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.

The Breakfast is also an opportunity to raise funds to support programs and services provided to families in need in our communities.



Over a million visits were made to The Salvation Army in British Columbia last year.

Celebrating 25th Anniversary of Hope in the City

2026 marks the 25th Anniversary of the Hope in the City Breakfast, and we invite you to join us in celebrating this meaningful milestone.

Since its inception in British Columbia in 2001, Hope in the City has grown into a signature event of The Salvation Army, now held in multiple locations across Canada. Over the years, it has helped raise vital awareness of our work and inspired ongoing support for programs that strengthen and serve local communities.

We are deeply grateful to the philanthropists and community leaders whose continued commitment over the years has made a meaningful difference in so many people's lives.



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.



*Scan this code to view
the story of Alex Ma,
2025 Hero for Hope
award recipient.*



“

The Salvation Army provided me a physical place to go to, equipped me on how to lead, and taught me how to serve.

**Alex Ma
2025 Hero of 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.

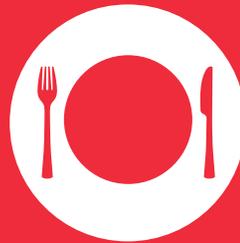
The support you provide allows us to be a transforming influence in the lives of our most vulnerable citizens. And because of you, we give people hope today — and every day — in communities across this province.

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 across the province, your message will be heard by thousands of British Columbians, 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 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 25th Annual Hope in the City Breakfast.

2025 BRAND EXPOSURE

730 **CKNW**
Vancouver's News. Today's Talk.

On-Air Community Rundown
Online Community Rundown
E-Newsletter
Social Media

Global
BC

On-Air Community Calendar
E-Newsletter
Events Webpage
Social Media

VANCOUVER
MAGAZINE

137,500+ Readers
25,000+ Distribution

BCBUSINESS

120,000+ Readers
30,000 Distribution

TV WEEK

100,000+ Readers
14,600+ Distribution



Social Media
87,500+ Impressions



E-Newsletters
31,000+ Impressions

Sponsorship Opportunities

RECOGNITION	Exclusive Presenting	Exclusive Hero for Hope	Exclusive Speaker	Platinum	Gold Elite	Gold	Silver	Bronze
Welcome Remarks	✓							
Opportunity to Display Banner on Stage	✓							
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	Reserved Table	Reserved Table	Reserved Table
Event Program and Thank You Signage - LOGO	✓	✓	✓	✓	✓	✓	✓	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
Opportunity for a Salvation Army representative to host your table at the Breakfast	✓	✓	✓	✓	✓	✓		
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	\$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 2025

PRESENTING



HERO FOR HOPE



PLATINUM



CBS PARTS LTD.
HEAVY DUTY TRUCK & TRAILER PARTS



Hungerford Management Ltd.



GOLD ELITE



POLYGON

Skidmore



XL FLOORING

GOLD



CITY IN FOCUS



CITYREACH
CARE SOCIETY

Deloitte.



Wealth Management
Dominion Securities

The Dean Williams Group



SURREY
FOOD BANK



TRINITY WESTERN
UNIVERSITY



BRONZE

Belcorp Industries Inc.
Fasken Martineau DuMoulin LLP
Coast Colliers International
Odlum Brown Limited
RG McFarlane Capital Corp
ZLC Financial
Scott Construction
Pacific Salmon Foundation
Deans Knight Capital Management
Pan City Enterprises Inc.
KPMG MSLP
TELUS

SILVER



PRINT & MEDIA



BCBUSINESS



TV WEEK



730 | CKNW
Vancouver's News. Today's Talk.

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



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



Registration

- PRESENTING **SOLD** \$30,000 (Exclusive) HERO FOR HOPE **SOLD** \$20,000 (Exclusive) SPEAKER \$15,000 (Exclusive) PLATINUM \$10,000
- GOLD ELITE \$7,500 GOLD \$5,000 SILVER \$3,500 BRONZE \$2,500
- TABLE OF 10 \$1,250 QTY _____ INDIVIDUAL TICKET(S) \$135 QTY _____ I WISH TO MAKE A DONATION \$ _____
(Official tax receipts will be issued for donations only)
- I WISH TO PARTICIPATE IN THE SPONSORSHIP BUILDER PROGRAM FOR _____ YEARS OF COMMITMENT

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

T 604 209 7439 | F 604 291 0345

Thank you for your support!

hopeinthecity.ca/vancouver

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BREAKFAST

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