



— The Salvation Army's 6th Annual —
HOPE IN THE CITY
LUNCHEON

hopeinthecity.ca/victoria

SPONSORSHIP OPPORTUNITIES

FRIDAY, NOV 22, 2024 | 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 over 50 communities in British Columbia, 400 communities across Canada and 133 countries around the world – we give people hope today ... and every day.



The Event

Welcome to the 6th 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 families in Greater Victoria – 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.



“

I believe that I have got purpose to come to The Salvation Army in my life, because volunteering here makes you feel like you belong somewhere so I think The Salvation Army has brought me a long way and healed me quite a bit. And without it, I'd hate to think where I'd still be.

- Shawn Garbutt
2023 Hero for Hope

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 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 worldwide.

We hope you take this opportunity to invest with us in our 6th Annual Hope in the City Luncheon.

2023 BRAND EXPOSURE



TIMES COLONIST



Social Media

4,800+ Impressions



E-Newsletters

37,962+ Impressions

Sponsorship Opportunities

RECOGNITION	Exclusive Presenting	Exclusive Hero for Hope	Exclusive Speaker	Platinum	Gold	Silver
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
Event Program and Thank You Signage - LOGO	✓	✓	✓	✓	✓	✓
HITCL 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	✓	✓	✓	✓		
Cost of Sponsorship	\$15,000	\$10,000	\$10,000	\$7,500	\$4,000	\$2,000

For more information, please contact bchopeinthecity@salvationarmy.ca

Our Generous Supporters of 2023

PLATINUM



GOLD



SILVER



MEDIA



PRINT



SPECIAL THANKS



Victoria Floral Artists

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 \$2,000
- 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

CVV

NAME ON CARD

Return this completed form to: bchopeinthecity@salvationarmy.ca

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

F 604 291 0345

Thank you for your support!

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