



PRESENTED BY



SPONSORSHIP OPPORTUNITIES

WEDNESDAY, DEC 4, 2024 | 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 133 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 sevices provided to families in need in our communites.

> Among those who accessed a food bank in the last year, almost half (43%) were firsttime users.

> > The Salvation Army Poverty Research 2023

Because of YOUR Continued Support ...

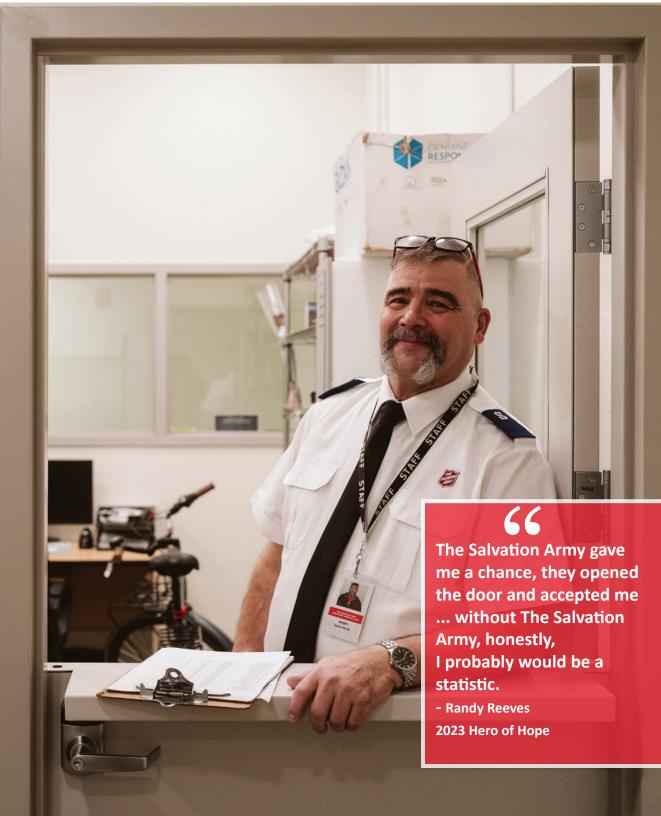
we are addressing urgent and critical needs in BC

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.



An Investment in YOUR Brand

As a sponsor of the largest Christmas kick off event across the province, your message will be heard by hundreds of thousands of British Columbians, 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 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 23rd Annual Hope in the City Breakfast.

2023 BRAND EXPOSURE

980**CKNW**

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



On-Air Community Calendar Events Webpage E-Newsletter Community Facebook

VANCOUVER MAGAZINE

137,500+ Readers **25,000+** Distribution

BCBUSINESS

120,000+ Readers **30,000** Distribution

TV WEEK

100,000+ Readers **16,000+** Distribution



Social Media 13,800+ Impressions



E-Newsletters 47,850+ Impressions

Sponsorship Opportunities

| RECOGNITION | <i>Exclusive</i> Presenting | <i>Exclusive</i> Hero for Hope | <i>Exclusive</i> 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 | | | \checkmark | | | | | |
| Red Kettle at Event on Red Carpet - LOGO | ~ | \checkmark | \checkmark | ~ | | | | |
| 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 | ~ | \checkmark | \checkmark | ~ | ~ | ~ | Name Only | Name Only |
| HITCB Website - LOGO & LINK | ~ | \checkmark | \checkmark | ~ | ~ | ~ | ~ | Name Only |
| Dedicated Thank You Social Media Post | \checkmark | \checkmark | \checkmark | ~ | ~ | | | |
| E-Blast Recognition - LOGO | ~ | ✓ | \checkmark | ~ | ~ | ~ | ~ | Name Only |
| Pre / Post Event Advertising - LOGO (Print & Web) | \checkmark | \checkmark | \checkmark | \checkmark | \checkmark | ~ | ✓ | Name Only |
| Post Event Cheque Presentation Opportunity | ~ | \checkmark | \checkmark | ~ | ~ | ~ | | |
| Tour of Facility Opportunity | ~ | \checkmark | \checkmark | ~ | ~ | ~ | | |
| Opportunity for a Salvation Army Representative to speak at your workplace on the impact of your sponsorship | ~ | ~ | ✓ | ~ | | | | |
| Cost of Sponsorship | \$30,000 | \$15,000 | \$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 2023



HERO FOR HOPE

Scotiabank

PLATINUM



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.

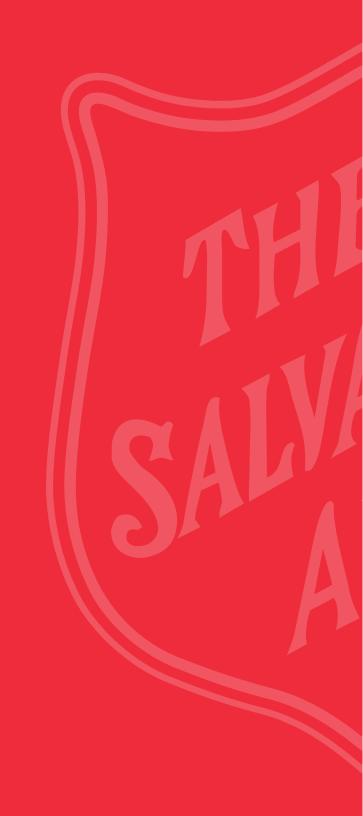


The Standards Program Trustmark is a mark of Imagine Canada used under licence by The Salvation Army

Charitable #: 107951618 RR0001







Registration

| PRESERVING \$30,000 (Exclusive) | HEROSOLOPE \$15,000 (Exclusive) | □ SPEAKER \$15,0 | 00 (Exclusive) | PLATINUM \$10,000 | | | |
|---------------------------------|---|---|--------------------------------|-------------------|--|--|--|
| GOLD ELITE \$7,500 | □ GOLD \$5,000 | □ SILVER \$3,500 | | BRONZE \$2,500 | | | |
| □ TABLE OF 10 \$1,000 QTY | ☐ INDIVIDUAL TICKET(S) \$125 QT | ۲ D | I WISH TO MAKE A DONAT | | | | |
| CONTACT INFO | | PAYMENT | | | | | |
| | | CHEQUE *Payable to The Salvation Army | | | | | |
| CONTACT NAME | | CREDIT | Please call me for secure cree | dit payment | | | |
| TITLE | | CREDIT CARD # | | | | | |
| NAME OF ORGANIZATION | | EXPIRY DATE | | CVV | | | |
| STREET ADDRESS | | NAME ON CARD | | | | | |
| CITY, PROVINCE, POSTAL CODE | | | | | | | |
| PHONE | | Return this completed form to: bchopeinthecity@salvationarmy.ca | | | | | |
| | | The Salvation Army BC Divisional Headquarters | | | | | |
| EMAIL | | 103 – 3833 Hennin | g Drive, Burnaby, BC V5C 6 | N5 | | | |
| IF . | tion Army's 23 rd Annual —— N T H E C I T Y | F 604 291 0345 | | | | | |
| BRE | AKFAST | Thank you for your | support! | | | | |
| PRESEN | ITED BY | hopeinthecity.ca/vancouver | | | | | |
| craftsma | n | Charitable #: 10795 | 51618 RR0001 | | | | |