



The Salvation Army's 23rd Annual

HOPE IN THE CITY BREAKFAST

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
SALVA
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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.



Among those who accessed a food bank in the last year, 61% were first-time users.

*The Salvation Army
Poverty Research 2024*

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.



“

The Salvation Army gave me a chance, they opened the door and accepted me ... without The Salvation Army, honestly, I probably would be a statistic.

- Randy Reeves
2023 Hero of Hope

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



137,500+ Readers
25,000+ Distribution



120,000+ Readers
30,000 Distribution



100,000+ Readers
16,000+ Distribution



Social Media
13,800+ Impressions



E-Newsletters
47,850+ 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	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
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	\$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

PRESENTING



HERO FOR HOPE

Scotiabank®

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READY MIX INC.

Hungerford Management Ltd.

Dirk C.A. De Vuyst



VanMar
CONSTRUCTORS INC.

GOLD ELITE

CINNAROLL
CBL BAKERIES LTD.

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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

- SOLD** PRESENTING \$30,000 (Exclusive) **SOLD** HERO FOR HOPE \$15,000 (Exclusive) SPEAKER \$15,000 (Exclusive) PLATINUM \$10,000
- GOLD ELITE \$7,500 GOLD \$5,000 SILVER \$3,500 BRONZE \$2,500
- TABLE OF 10 \$1,000 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 BC Divisional Headquarters
103 – 3833 Henning Drive, Burnaby, BC V5C 6N5

T 604 296 3822 | F 604 291 0345

Thank you for your support!

hopeinthecity.ca/vancouver

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