



HOPE IN THE CITY
Celebration

PRESENTED BY

Scotiabank®

**SPECIAL CHRISTMAS CELEBRATION
on GLOBAL BC**

Saturday, Dec 4, 2021 | 4:30 PM – 5:30 PM

hopeinthecity.ca

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 131 countries around the world – we give people hope today ... and every day.



The Event

Welcome to the biggest party in town... The Salvation Army's 20th Annual Hope in the City Celebration!

We are excited to share with you just how big a celebration this is going to be; in fact, you won't want to miss it.

You're invited to partner with us and our friends at Global BC on Saturday, December 4th – watch as the province tunes in to our one-hour event commemorating our 20th Annual Hope in the City Celebration. We have an exciting line up ready with some amazing stories, special guests, not to mention some big announcements and a few surprises. All led of course by our wonderful long-time host, Dr. Peter Legge, whose got some surprises of his own this year. Did we mention this is on Global BC and we want you to be a part of it?

Our partnership with Global BC this year means a HUGE provincial reach and new opportunities for YOU! Imagine over half a million live viewers all tuning in to see the impact your brand and partnership has made within The Salvation Army and those we serve. Not to mention the exposure of 10 days pre-promotion by Global BC and 980 CKNW.

This year again things look a bit different than our last 19 years, but even in these precarious times we are thrilled to offer you some new opportunities to continue Giving Hope Today... and Every Day.

In partnership with **Global BC**



HOST

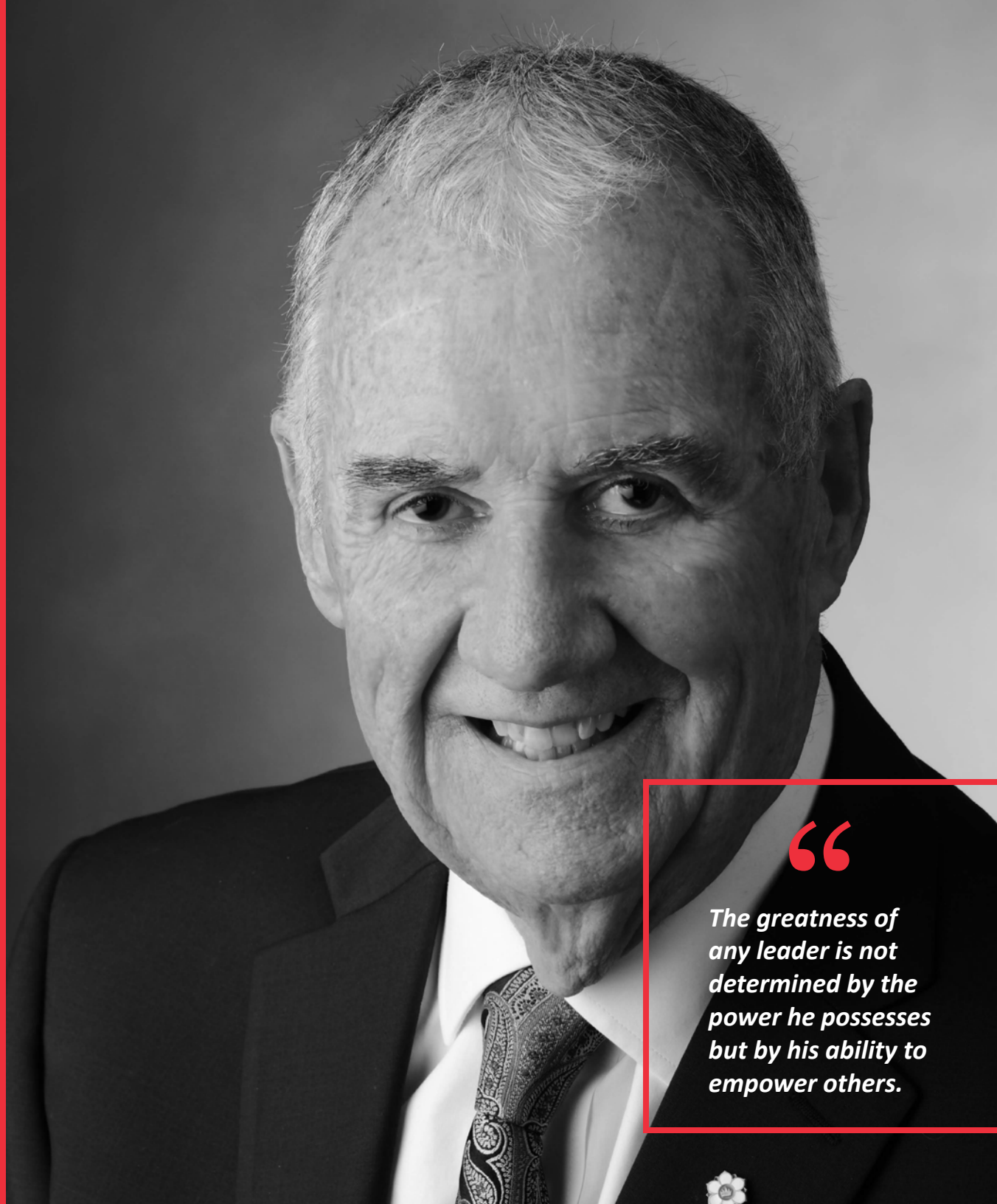
Peter Legge

OBC, LLD(Hon.), D. Tech, CSP, CPAE, HoF

SPEAKER, COMMUNITY LEADER, AUTHOR

Peter is a community leader, tirelessly devoting his time to many worthwhile organizations. In recognition, he was notably honoured with the Queen Elizabeth II Diamond Jubilee Medal in 2012, and was presented with The Nido Qubein Philanthropist of the Year Award in Atlanta Georgia in 2005. In 2008, for his lifelong commitment to serving the community, Peter received the province's highest award, the Order of British Columbia.

Peter Legge wholeheartedly believes in community service. He is a lifelong supporter of many charities, including Variety – The Children's Charity, the Canadian Red Cross and he serves as an ambassador of Variety Club International. Publisher of BCBusiness magazine, Peter is a mentor and an influential leader in the local business community, as well as a past chairman of the Vancouver Board of Trade. Peter has also made "giving" a cornerstone of his company's corporate culture.



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The greatness of any leader is not determined by the power he possesses but by his ability to empower others.

SPECIAL HOST

Neetu Garcha

REPORTER/ANCHOR

Neetu is a multimedia journalist based in Metro Vancouver. When she's not reporting for television, radio or online, Neetu is at the news desk anchoring the Global News Hour at 6 on the weekends on Global BC.

Neetu has covered everything from crime and politics to breaking news and international crises. She is drawn towards stories about social justice and equality and embraces the opportunity the job presents to hold powerful people to account.

Neetu is motivated by the support and guidance she received throughout her life from her late grandmother, who she calls Bibi, and by the sacrifices her parents made immigrating to Canada to raise a family and the opportunities this has given her. When Neetu's not working she's likely spending time with her family and friends, exercising, travelling or reading a good book. Her not-so-guilty pleasure is definitely chocolate.



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 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.



“

Close to 90% of consumers surveyed said that giving back to the community impacts their decision to purchase from a company.

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 once-in-a-lifetime opportunity to invest with us for our 20th Annual Hope in the City Celebration.

BRAND EXPOSURE | 2021 METRICS



465,000+
Viewership



148,000+
Viewership



13,200+
Active Listeners

BCBUSINESS

100,000 Readers

110,000+ Monthly Digital Unique Visitors

24,000 Circulation

VANCOUVER
MAGAZINE

273,000 Readers

123,000+ Monthly Digital Unique Visitors

TV WEEK

194,500 Readers

24,800 Copies



100,000+ Impressions



E-Newsletters

75,000+ Impressions

Your Support in Action

Your investment in Hope in the City Breakfast 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.

FACTS & FIGURES ACROSS CANADA

Over **2.1 Million** people were helped by The Salvation Army in Canada and Bermuda last year.



2.8 Million free meals were served at shelters and in feeding programs.



245,000 people were helped at Christmas with food hampers and toys.



4,200 people were referred for employment.

1,500,000 people were assisted with food, clothing or practical assistance.



5,610 children were helped through the **Brighter Futures** Children's Sponsorship Program.



40,000 people were visited in hospitals, nursing homes, prisons, daycare centres and other facilities.



84,000 meals were served in school breakfast programs.

59,000 people were helped in night patrol, rescue and suicide prevention.



5,500 shelter, addictions, detox and mental health beds provided.



15,400 people were helped when an emergency or natural disaster struck.



4,200 people were helped with language training.

Sponsorship Opportunities

RECOGNITION	Exclusive Presenting (1 opportunity)	Platinum	Gold Elite	Gold	Silver	Bronze
Welcome Remarks	✓					
1 min Filmed Company Testimonial Spot	✓	✓ (Limited)				
30 sec Company Testimonial Spot		✓ (Limited)	✓ (Limited)			
Dedicated Thank You Social Media Post	✓	✓	✓			
Live Ticker Tape Listing	✓	✓	✓	✓	✓	✓
HITCB Website - LOGO & LINK	✓	✓	✓	✓	Name Only	Name Only
E-Blast Recognition - LOGO	✓	✓	✓	✓	Name Only	Name Only
Pre / Post Event Advertising - LOGO (Print & web)	✓	✓	✓	✓	Name Only	Name Only
Event Promotional Pieces - LOGO	✓	✓	✓	✓	Name Only	Name Only
Tour of Facility	✓	✓	✓	✓		
Opportunity for a Salvation Army Representative to speak at your workplace on the impact of your sponsorship	✓	✓				
Cost of Sponsorship	\$20,000	\$10,000	\$7,500	\$5,000	\$3,500	\$2,000

For more information, please contact michelle.boileau@salvationarmy.ca

For Sponsorship Registration, please go to: hopeinthecity.ca/vancouver

Our Generous Supporters of 2020

PRESENTING

Scotiabank®

PLATINUM

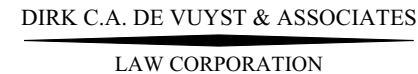


Paolo & Clara
Aquilini

MEDIA



GOLD ELITE



GOLD



The Dean Williams Group



SILVER

Lawson Lundell LLP
Odlum Brown
Peak Technologies

BRONZE

BC Housing
Canadian Western Bank
Columbia Business System
Fasken
George & Jane Hungerford

IRC Building Sciences Group
KPMG
Leith Wheeler Investment Counsel
Montrose Development Ltd.

PGL Environment Consultants
Turner Construction Company
Wesgroup Properties
White Spot

Registration

LEVEL OF DONATION

- ☐ PRESENTING **gold** \$20,000 *Exclusive* ☐ PLATINUM \$10,000 ☐ GOLD ELITE \$7,500 ☐ GOLD \$5,000
- ☐ SILVER \$3,500 ☐ BRONZE \$2,000

CONTACT INFO

CONTACT NAME

TITLE

NAME OF ORGANIZATION

STREET ADDRESS

CITY, PROVINCE, POSTAL CODE

PHONE

EMAIL



PRESENTED BY

Scotiabank.

PAYMENT

- ☐ CHEQUE *Payable to The Salvation Army
- ☐ CREDIT ☐ Please call me for secure credit payment

CREDIT CARD #

EXPIRY DATE

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

Please note: Official tax receipts are not issued for sponsorship.

Thank you for your support!

hopeinthecity.ca

Charitable #: 107951618 RR0001

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

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salvationarmy.ca

