



— The Salvation Army's 18th Annual —

HOPE IN THE CITY BREAKFAST



VANCOUVER CONVENTION CENTRE WEST
EXHIBITION HALL A
WEDNESDAY, DEC 4TH, 2019
7:30 AM – 9:00 AM

hopeinthecity.ca

About Us

The Salvation Army in British Columbia has provided compassionate support and practical assistance to the public for more than 100 years. By meeting needs and giving people hope, we are transforming lives of deserving individuals in over 52 communities across the province.






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.





SPECIAL GUEST

Arlene Dickinson

Dragons' Den Personality, Entrepreneur, Marketing Communications Expert

Arlene Dickinson is the CEO of Venture Communications and the General Partner of District Ventures Capital, a venture fund focused on helping market, fund and grow entrepreneurs and entrepreneurial companies in the food and health space.

She is a two-time best-selling author, accomplished public speaker, and is best known for her role as a Dragon/Venture Capitalist for over ten seasons on the multi-award-winning television series Dragons' Den.

Ms. Dickinson's leadership has been recognized many times, including Canada's Most Powerful Women Top 100 Hall of Fame, the Pinnacle Award for Entrepreneurial Excellence, as well as PROFIT and Chatelaine's Top 100 Women Business Owners. She is also a Marketing Hall of Legends inductee and a recipient of the Queen Elizabeth Diamond Jubilee Award. Dickinson serves as an Honourary Captain in the Royal Canadian Navy.

She sits on several public and private boards and is actively involved in supporting the community.

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.



An Investment in YOUR Community

As a sponsor of the biggest Christmas breakfast in the Lower Mainland, your message will be heard by thousands, including 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 in the British Columbia.

We hope you take this opportunity to invest with us.

“

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

BRAND EXPOSURE | 2018 METRICS



1300
Attendees

BCBUSINESS

100,000 Readers
110,000+ Monthly Digital Unique Visitors
24,000 Circulation



Morning Live
320,000
Viewership

VANCOUVER
MAGAZINE

273,000 Readers
123,000+ Monthly Digital Unique Visitors



153,400
Active Listeners

TV WEEK

194,500 Readers
24,800 Copies



26,673 Impressions
773 Engagements



E-Newsletters
21,951
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

Over **1.7 Million** people were helped by The Salvation Army in Canada and Bermuda last year.



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



269,000 people were helped at Christmas with food hampers and toys.



4,190 children were sent to Salvation Army camps.



1,236,000 people were assisted with food, clothing or practical assistance.



6,371 children were helped through the **Brighter Futures** Children's Sponsorship Program.



101,000 people were visited in hospitals, nursing homes, prisons, daycare centres and other facilities.



223,000 meals were served in school breakfast programs.

132,000 people were helped in night patrol, rescue and suicide prevention.



7,300 shelter, addictions, detox and mental health beds provided.



21,000 people were helped when an emergency or natural disaster struck.



500 people completed addictions and rehabilitation programs.

Sponsorship Opportunities

| RECOGNITION | Exclusive Presenting \$20,000 | Exclusive Speaker \$15,000 | Exclusive Hero for Hope \$15,000 | Platinum \$10,000 | Gold Elite \$7,500 | Gold \$5,000 | Silver \$3,500 | Bronze \$2,000 |
|--|----------------------------------|-------------------------------|-------------------------------------|----------------------|-----------------------|-----------------|-------------------|-------------------|
| Opening Remarks | ✓ | | | | | | | |
| Opportunity to display banner on stage | ✓ | | | | | | | |
| Exclusive recognition during Speaker portion | | ✓ | | | | | | |
| Exclusive recognition during Hero for Hope portion | | | ✓ | | | | | |
| A Salvation Army Representative to speak at your workplace on the impact of your sponsorship | ✓ | ✓ | ✓ | ✓ | | | | |
| Red Kettle at event on Red Carpet - LOGO | ✓ | ✓ | ✓ | ✓ | | | | |
| Included in Sponsor Thank You speech | ✓ | ✓ | ✓ | ✓ | | | | |
| Cheque Presentation Opportunity | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Tour of Facility | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| 10 Seats - Reserved VIP Table | ✓ | ✓ | ✓ | ✓ | Preferred Table | Reserved Table | Reserved Table | Reserved Table |
| HITCB website - LOGO & LINK | ✓ | ✓ | ✓ | ✓ | LOGO Only | Name Only | Name Only | Name Only |
| Social Media / E-Blast recognition - LOGO | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Name Only | Name Only |
| Pre/Post event advertising (print & web) - LOGO | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Name Only | Name Only |
| Event promotional pieces - LOGO | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Name Only | Name Only |
| Thank You signage - LOGO | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Name Only | Name on Table |
| Lower Mainland Red Kettle(s) | 6 | 5 | 5 | 4 | 3 | 2 | 1 | |

For more information, please contact Michelle_Boileau@can.salvationarmy.org

Our Generous Sponsors of 2018

PRESENTING SPONSOR



PLATINUM SPONSORS



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HUB International Limited
Hungerford Properties
KPMG
Leith Wheeler Investment Counsel
Mary & Ross Brown
McCarthy Tetrault LLP
Montrose Development Ltd.
Odlum Brown Limited

Pacific Blue Cross
PGL Environment Consultants
PIMCO
PwC Canada
RBC The Dean Williams Group
Rocky Mountaineer
Wesgroup Properties
Westpark
ZLC Financial

Registration

LEVEL OF SPONSORSHIP

- | | |
|---|---|
| <input type="checkbox"/> <i>Exclusive</i> PRESENTING \$20,000 | <input type="checkbox"/> GOLD ELITE \$7,500 |
| <input type="checkbox"/> <i>Exclusive</i> SPEAKER \$15,000 | <input type="checkbox"/> GOLD \$5,000 |
| <input type="checkbox"/> <i>Exclusive</i> HERO FOR HOPE \$15,000 | <input type="checkbox"/> SILVER \$3,500 |
| <input type="checkbox"/> PLATINUM \$10,000 | <input type="checkbox"/> BRONZE \$2,000 |

TABLE / TICKETS PURCHASE

- ☐ TABLE OF 10 \$1,000
- ☐ TICKET(S) ~~\$125 EA~~ **\$95 EA** QTY: _____
Early bird discount runs until July 1

CONTACT INFO

CONTACT NAME

TITLE

NAME OF ORGANIZATION

STREET ADDRESS

CITY, PROVINCE, POSTAL CODE

PHONE

EMAIL

PAYMENT

- ☐ CHEQUE *Payable to The Salvation Army
- ☐ CREDIT

CREDIT CARD #

EXPIRY DATE

NAME ON CARD



The Salvation Army's 18th Annual

HOPE IN THE CITY BREAKFAST

Return this completed form to:
bchopeinthecity@can.salvationarmy.org

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

T 604 296 3822

F 604 291 0345

Please submit your list of table attendees
by November 12th. Your table number
and event details will be emailed by
November 25th.

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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