



— The Salvation Army's 18th Annual —

HOPE IN THE CITY BREAKFAST



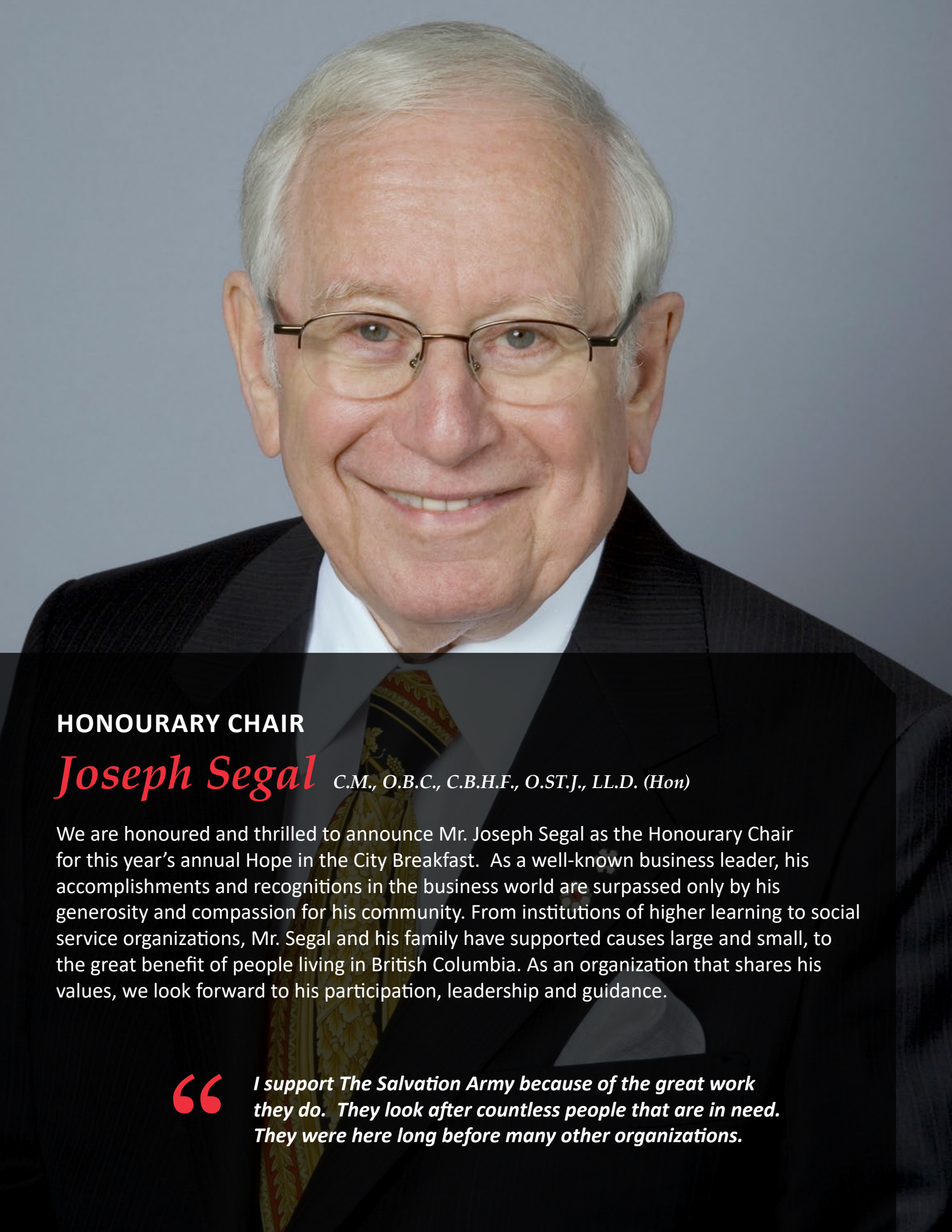
VANCOUVER CONVENTION CENTRE WEST
EXHIBITION HALL A
WEDNESDAY, DEC 4TH, 2019
7:30 AM – 9:00 AM

hopeinthecity.ca

About Us

The Salvation Army 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 more than 130 countries around the world – we give people hope today ... and every day.



A portrait of an older man with white hair and glasses, smiling. He is wearing a dark suit, a white shirt, and a patterned tie. The background is a solid grey color.

HONOURARY CHAIR

Joseph Segal C.M., O.B.C., C.B.H.F., O.ST.J., LL.D. (Hon)

We are honoured and thrilled to announce Mr. Joseph Segal as the Honourary Chair for this year's annual Hope in the City Breakfast. As a well-known business leader, his accomplishments and recognitions in the business world are surpassed only by his generosity and compassion for his community. From institutions of higher learning to social service organizations, Mr. Segal and his family have supported causes large and small, to the great benefit of people living in British Columbia. As an organization that shares his values, we look forward to his participation, leadership and guidance.

“

I support The Salvation Army because of the great work they do. They look after countless people that are in need. They were here long before many other organizations.



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 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	✓							
Live Interview on CTV	✓							
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	✓	✓	✓	✓				
Onsite 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)	8	7	7	6	5	4	3	

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

Our Generous Sponsors of 2018

PRESENTING SPONSOR



PLATINUM SPONSORS



CBS PARTS LTD.
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Deloitte.

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READY MIX INC.



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FOUNDATION

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Hockey Helps the Homeless
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

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

TABLE / TICKETS PURCHASE

- ☐ TABLE OF 10 \$1,000
- ☐ TICKET(S) \$125 EA QTY: _____

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



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**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

Charitable #: 107951618 RR0001



salvationarmy.ca

