THE SALVATION ARMY

hope in the city

Wednesday, Dec 6th, 2017 | 7 AM - 9 AM
Vancouver Convention Center West

The Salvation Army's 16th Annual

HOPE IN THE CITY BREAKFAST

SPECIAL GUEST
Rex Murphy

For over 20 years he was the host and moderator of CBC Radio's Cross Country Checkup. The show brought over 1 million listeners and at times 15,000 callers wanting to join in discussions. And we are bringing him to you live.

As a speaker, Rex radiates intelligence and trustworthiness. His endearing style brings forth a sarcastic intellect and deep insight into issues affecting individuals and businesses.

You can expect to be simultaneously informed and entertained by Rex's provocative commentary. He makes us important and reminds us as Canadians, we have a unique and distinct Canadian culture that goes beyond hockey. His thought-provoking and original insights are sure to educate and inspire … and we know you'll leave feeling envigorated and ready to take on the world.

Charity is the impulse of the heart to help those in need.

- Rex Murphy

The Courage To Ask For Help

We were down to the last two Christmas hampers when a family walked through the door. We packed one of them up to meet their needs. Mom and Dad were overwhelmed and expressed their great appreciation.

As we walked to their vehicle, we realized that this dear family had all their earthly belongings in their car - it had become their home. I was heartbroken. I learned that despite their best efforts, they had been unable to secure employment and had lost their home. This hamper took on new meaning – it was a gift of hope during a desperate time.

Despite their circumstances, these dear folks were so happy and grateful to receive the support we offered, even though it did not come close to solving their bigger problem – it gave them hope. This was the moment I truly understood what Christmas is all about. And it was an amazing feeling to give someone hope.

What an amazing privilege it is to be entrusted with sharing the gift of hope when hope seems lost.

- Salvation Army Officer

An Investment in YOUR Community

Your investment in *Hope in the City Breakfast* is an investment in your community. It's a chance for you to reach out and make a real difference in the lives of British Columbians…and help us address urgent and critical needs in our 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 our numerous promotional efforts, we guarantee that your brand will be linked to this great cause for weeks before and after the event.

Our campaign includes advertising and promotions, traditional and social media, and online and direct marketing. Your company will benefit from thousands of impressions, tied to one of the strongest brands in the market. We hope you take this opportunity to invest with us.

The Event

The *Hope in the City Breakfast* has become a special Christmas tradition in our community. This annual fundraising and awareness event brings together over 1200 thought leaders from a variety of our province's business, political, sports and entertainment communities. It represents an opportunity to join together to ring in the holiday season and recognize the importance of philanthropy done in our communities.

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

Because of YOUR Continued Support

we are addressing urgent and critical needs in BC.

Your support allows us to provide practical assistance to thousands of British Columbians in need. Because of you, people receive shelter, rehabilitation and ongoing support for addiction and mental health.

Because of you, men, women and children receive nutrition in our Meal Centres and local schools, receive seasonal appropriate clothing in our Thrift Stores, and hundreds get to enjoy Christmas time with a meal and presents for the children.

Because of you, we can meet human needs. Because of you, we are a transforming influence in communities across our province. Your support gives hope today.

228,488
adults + children assisted through community & family services

323,101
volunteer hours

1,227,895
meals for the hungry

1,607
unique beds nightly

4,886
adults participating in detox & treatment programs

85,000+
meals served through emergency disaster services

Our Generous Sponsors of 2016

#hopeinthecity #heroesforhope

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Blake, Cassels & Graydon LLP
Columbia Business Systems
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Dayhu Group
Dr. Ross and Mary Brown
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Sponsorship Opportunities

RECOGNITION	Presenting $15,000	Platinum* $10,000	Gold+ $7,500	Gold $5,000	Silver $3,500	Bronze $1,800
Speaking opportunity at event	✓					
First right of refusal for 2018 event	✓					
Opportunity to display banner at event	✓					
Red Kettle at event on Red Carpet - LOGO	✓	✓				
Included in Sponsor Thank You speech	✓	✓				
1 Seat - Complimentary at Special VIP table	✓	✓				
10 Seats - Reserved VIP Table	✓	✓	preferred table	reserved table	reserved table	reserved table
HITCB site (hopeinthecity.ca) - 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 collateral pieces - LOGO	✓	✓	✓	✓	Name only	Name on table
Thank You signage - LOGO	✓	✓	✓	✓	Name only	
Lower Mainland Red Kettle(s)	6	4	3	2	1	

PREMIUM ADDITIONS *for* PLATINUM SPONSORS

Audio / Visual Sponsor	Keynote Speaker Sponsor
Band Sponsor (The Salvation Army Band)	Ministry Unit Sponsor (frontline staff / client attendees)
Breakfast Sponsor	Red Shield Sponsor (The Salvation Army display)
Coat Check Sponsor	The Army: Addressing Mental Health display
Entertainment Sponsor	The Army at Work display

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.

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salvationarmy.ca/britishcolumbia

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SPONSORSHIP

- ☐ PRESENTING $15,000
- ☐ PLATINUM $10,000
- ☐ GOLD+ $7,500
- ☐ GOLD $5,000
- ☐ SILVER $3,500
- ☐ BRONZE $1,800

PURCHASE

- ☐ TABLE OF 10 $1,000 (SAVINGS OF $250)
- ☐ TICKET(S) $125 EACH QTY: _____

_____
CONTACT NAME

_____
ORGANIZATION

_____
STREET ADDRESS

_____
CITY, PROVINCE, POSTAL CODE

_____
PHONE

_____
EMAIL

- ☐ CHEQUE * Make payable to The Salvation Army
- ☐ CREDIT

_____
CREDIT CARD #

_____
EXPIRY DATE

_____
NAME ON CARD

REGISTRATION

hope in the city

Return this form with current company information to:
bchopeinthecity@can.salvationarmy.org

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

t. 604.299.3908
f. 604.678.8489

Please submit list of table attendees by November 13th. Your table number and event details will be emailed by November 27th.

Note: Offical receipts for tax purposes are not issued for sponsorships.

THE SALVATION ARMY'S 16TH ANNUAL

HOPE IN THE CITY **BREAKFAST**