



coldest
*night
OF THE YEAR

it's cold out there
cnoy.org

CNOY Walkers
and volunteers are
70% more likely
to support a
CNOY Sponsor

sponsorship package

february 22, 2025

The **Coldest Night of the Year** is a winterrific family-friendly walk to raise money for local charities serving people experiencing hurt, hunger, and homelessness. This year, **The Community Resource Centre of North and Centre Wellington** is hosting an event with fantastic community sponsorship opportunities!



blueseas
FOUNDATION

Blue Sea Foundation
260-659 King St. East,
Kitchener, ON, N2G 2M4
Phone 1.877.743.3413
Web blueseas.org



About The Community Resource Centre

We offer a place of safety and support to those struggling with poverty and homelessness in Wellington County.

We help find resources for appropriate and affordable housing and, if necessary, emergency housing. The CRC is recognized as a Door Agency in our community, meaning we provide additional programming to assist people at risk of homelessness to remain housed.

With help from companies like yours, we prevent rural families and individuals from being displaced and to remain in the County, close to the support system they are used to. When there is no other option, they will be guided and supported in their transition to a shelter in more urban areas and will be provided transportation and emergency food during this process.



To find out more about our programs and services, please visit our website at communityresourcecentre.org

ONE OF CANADA'S *fastest-growing peer-to-peer events!*

▶▶▶▶▶ 9 out of 10 participants recommend CNOY

#1 Fundraising Walk in Canada



Become a Sponsor!

Sponsorship in the Coldest Night of the Year is a unique opportunity for businesses to reach a wider audience while aligning with a charity dedicated to supporting your community. **The Community Resource Centre** relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our town.

Lead Sponsor in our Location - \$5000+

- Opportunity for opening remarks at the event
- Invitation to attend and speak at launch party (where applicable)
- Option for Event Day booth or display
- Tagged social media posts throughout the campaign
- Key volunteer roles set aside (where applicable)

Supporting Sponsor - \$2000+

- Sponsors at this level have the option to be the Meal sponsor, Photo Booth sponsor, or something else of preference (where applicable)
- Recognition during opening ceremonies
- Invitation to attend and speak at launch party (where applicable)
- Option for CNOY Day booth or display
- Key volunteer roles set aside (where applicable)

Rest Stop Sponsor - \$1000+

- Your name and logo displayed at the Rest Stop
- Option for Event Day booth or display at the Rest Stop
- Rest Stop volunteer roles set aside

Route Sponsor - \$500+

- Your name and logo displayed along the route

Goods & Services

- Non-monetary sponsorship. You provide goods or services in support of the event in exchange for recognition online/at our event.

Media

- Non-monetary Sponsorship. Your media company advertises our CNOY event in exchange for recognition online/at our event.

all sponsors receive:



Logo displayed on CNOY Day PowerPoint



Recognition on emails, web, + social media



Clickable logo on participant + team pages

////////////////// IN 2024 ////////////////////

over **41,000** walkers
and **144,000+** donors
in over **190** locations

(from Newfoundland to Yellowknife to Vancouver Island)

..... helped raise over

\$14.1 million

Did you know?
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facts + stats

- Since 2011, the Coldest Night of the Year has raised over \$70,312,000 for community charities.
- Across Canada, over 200 communities are involved with the Coldest Night of the Year
- Average age is 42
- Over 60% of participants walk 5 kms

Don't see what you're looking for?

Talk to us! We can work with you to create your own customized sponsorship opportunity.

To become a Coldest Night of the Year sponsor, please contact:

Ali Kane-DeCaire, Event Director

Phone: 226-971-2385

Email: akanedecaire@communityresourcecentre.org

Next Steps

1. Confirm Your Sponsorship Level

Please call or email us to discuss your sponsorship type and financial level (see contact area above for more info.)

2. Email Logo

Please email us a high-quality copy of your corporate logo (JPG or PNG). Your logo will appear on the national sponsor list – cnoy.org/sponsors and on our local CNOY location page:

<https://cnoy.org/location/minto>

3. Make a Payment

Once you have confirmed your sponsorship type and amount with your rep, you will receive an invoice directly from Blue Sea Foundation (the charity who operates CNOY). From there, you can quickly and securely pay your invoice online via **Credit Card**.

Note: Blue Sea Foundation also accepts cheques (allow 1-4 weeks for processing). Please make payable to "Coldest Night of the Year", and mail directly to Blue Sea Foundation, 260-659 King St. East, Kitchener, ON, Canada, N2G 2M4.



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Blue Sea Foundation is a registered Canadian charity (819882655 RR0001) that exists to help other charities thrive financially by providing easy access to profitable turn-key fundraising events and services, like the **Ride for Refuge**, the **Coldest Night of the Year**, and **The Grand Parade**.

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