



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, 2020

The **Coldest Night of the Year** is a fantastically fun, family-friendly walk-a-thon that raises money for the hungry, homeless and hurting.

blueseas  
FOUNDATION

Blue Sea Foundation  
260-659 King St. East,  
Kitchener, ON, N2G 2M4  
Phone 1.877.743.3413  
Web [blueseafoundation.org](http://blueseafoundation.org)

  
ourplace  
Hope and Belonging



## Our Place and the Coldest Night

For our third year, Our Place is participating in Canada's National Walk for Homelessness. **Coldest Night of the Year** is a family-friendly walk that raises awareness and raises money for charities serving hungry, homeless, and hurting people in our community. The website to register is: <https://cnoy.org/location/victoria/Pandora> . Please note, for the first year, we will also be hosting a walk in the Westshore in association with Pacific Centre Family Services Association. Details to follow.

Your sponsorship allows us to:

- **Nourish body and soul** with food for all who need it, provided in a welcoming and dignified manner
- **Foster healing** through counselling, mental health assistance and connections to other help.
- **Provide safe shelter** and support to vulnerable people in our community
- **Help people find pathways** to employment and permanent housing



On Victoria's coldest nights, Our Place Society works tirelessly to get as many people indoors as possible for warmth and food and showers, but, unfortunately, there are still people left outside. This walk allows the community to come together and show how much they care about the most vulnerable members of society. Help us provide a sense of hope, love and belonging to our neighbours in need.



**To find out more about our programs and services that your sponsorship will benefit, please visit our website at [ourplacesociety.com](http://ourplacesociety.com)**

Fastest growing peer-to-peer fundraising event in Canada

**4** years running!

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

**RANKED AMONG THE TOP 20** Fundraising Events in Canada



# Become a Sponsor!

The Coldest Night of the Year is an opportunity for thousands of local people to get family, friends and colleagues together for a heart-rending walk to help people in need come in out of the cold through Our Place Society.

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. Our Place Society knows so many businesses look for ways to help. Consider a sponsorship today to bring hope, warmth and connections.

## Lead Sponsor in our Location - \$5000

- Opportunity for opening remarks at the event
- Recognition as Lead Sponsor during opening ceremonies, on participant + team pages, website, and social media
- Invitation to attend and speak at launch party (where applicable)
- Logo on Power Point displayed on CNOY Day
- Option for CNOY Day booth or display
- Key volunteer roles set aside

## Supporting Sponsor - \$2000

- Recognition during opening ceremonies, on participant + team pages, website, and social media
- Invitation to attend and speak at launch party (where applicable)
- Logo on PowerPoint displayed on CNOY Day
- Option for CNOY Day booth or display
- Key volunteer roles set aside

## Rest Stop Sponsor - \$1000

- Recognition on participant + team pages, website, and social media
- Logo on PowerPoint displayed on CNOY Day
- Your name and logo displayed at the Rest Stop
- Option for CNOY Day booth or display at the Rest Stop
- Rest Stop volunteer roles set aside

## Event Sponsor - \$500

- Recognition on the website and social media
- Logo on PowerPoint displayed on CNOY Day
- Recognition at the discretion of the location

## Distance Sponsor - \$250

- Recognition on the website and social media
- Logo on PowerPoint displayed on CNOY Day
- Your name and logo displayed on each kilometer you sponsor

Don't see what you're looking for?  
**Talk to us!** We can work with you to create your own customized sponsorship opportunity.

////////////////// IN 2019 ////////////////////

over **23,000** walkers  
and **83,000+** donors  
in over **130** locations

(from Newfoundland to Yellowknife to Vancouver Island)

..... helped raise over .....

**\$5.8 million**

Did you know?  
CNOY Walkers  
and volunteers are  
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## facts + stats

- 365 walkers participated in the Victoria/Pandora event last year
- Together we raised over \$57,000 for Our Place
- Across Canada, over 130 communities are involved with the Coldest Night of the Year
- 66% of walkers are female
- Average age is 40
- About half of all participants walk 5 kms

To become a Coldest Night of the Year sponsor, please contact:  
Steven Seltzer – Special Events and Corporate Giving  
Phone: 250-882-8441  
Email: [stevens@ourplacesociety.com](mailto:stevens@ourplacesociety.com)

## Next Steps

### 1. Confirm Your Sponsorship Level

Please call or email [stevens@ourplacesociety.com](mailto:stevens@ourplacesociety.com) to discuss your engagement and visibility interests and level.

### 2. Make a Payment

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

*Note: We also accept cheques (allow 1-2 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.*

### 3. Email Logo

Once confirmed, you can email Steven a high quality copy of your corporate logo. Your logo will appear on our local CNOY location's page for all teams to see. (Visit [cnoy.org/locations](http://cnoy.org/locations) to see the location list, and click on Victoria to see your local page)..



**blueseas**  
FOUNDATION

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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