



coldest  
\*night  
OF THE YEAR

it's cold out there  
[cnoy.org](http://cnoy.org)

CNOY Walkers  
and volunteers are

70% more likely  
to support a  
CNOY Sponsor

# sponsorship package february 26, 2022

Our Place Society and Pacific Centre Family Services Assn (PCFSA) are hosting the **Coldest Night of the Year**, a family-friendly walk-a-thon that brings the community together to show care and support for the most vulnerable members of society. This year, we are excited to offer both an in-person **Covid-Safe Event** and a **Virtual Event** for those wishing to participate in their own community. Through sponsorship, you have the opportunity to showcase your business's core values while making a greater impact as you lead the community for a brighter tomorrow.



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



PACIFIC CENTRE  
family services association



## About OPS and PCFSA

We offer places of safety and support to those struggling with mental health challenges, poverty, and homelessness.

We partner with various businesses, community groups, schools, local faith groups and other volunteers to ensure that the practical needs of each guest who visits us is met.

With help from sponsors like you:

- Our Place serves over 800 meals a day to anyone in need and provides over 500 shelter spaces
- Last year, PCFSA Served 2466 Individuals from 14 different municipalities in the Westshore and surrounding areas
- Both charities have celebrated over 50 years of providing vital programs of services in the Greater Victoria area



***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.***

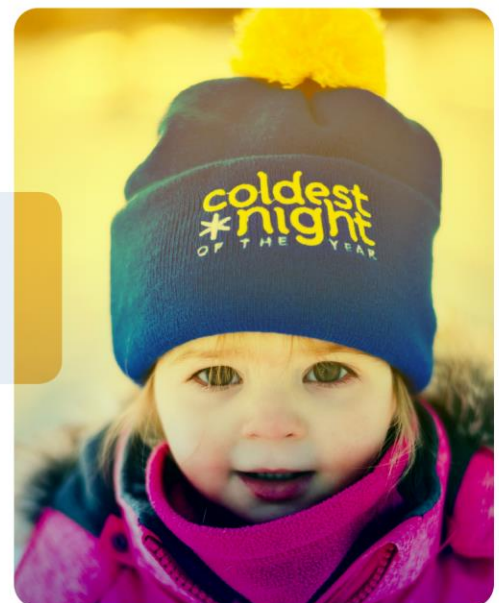
To find out more about our programs and services, please visit our website at

[www.ourplacesociety.com](http://www.ourplacesociety.com) OR [www.pacificcentrefamilyservices.org](http://www.pacificcentrefamilyservices.org)

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

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

**RANKED** AMONG THE **TOP 10\*** Fundraising Events **in Canada**





# Become a Sponsor of our Victoria or Westshore Walks!

Sponsorship in the Coldest Night of the Year is a unique opportunity to reach a wider audience while aligning with a charity dedicated to our community. Your contributions allow us to deliver our vital programs and services. Consider a sponsorship today to bring hope to our region.

## Lead Sponsor - \$5000

- Opportunity for opening remarks at the event
- Recognition as Lead Sponsor during opening ceremonies and/or virtual opening ceremonies
- Recognition as Lead sponsor on participant + team pages, website, emails, Times Colonist display ads, and social media
- Invitation to attend and speak at launch party (where applicable)
- Option for CNOY Day booth or display, and/or at "Curbside Toque Pick-up"
- Option to add a "Proud Sponsor of CNOY" badge to company emails, website, and social media
- Key volunteer roles set aside (where applicable)

## Supporting Sponsor - \$2000

- Recognition during opening ceremonies, on participant + team pages, website, emails, Times Colonist display ads, and social media
- Invitation to attend and speak at launch party (where applicable)
- Option for CNOY Day booth or display, and/or at "Curbside Toque Pick-up"
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Key volunteer roles set aside (where applicable)

## Rest Stop Sponsor - \$1000

- Recognition on participant + team pages, web, emails, Times Colonist display ads, and social media
- Your name and logo displayed at the Rest Stop
- Option for CNOY Day booth or display at the Rest Stop
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Rest Stop volunteer roles set aside

## Distance Sponsor (Now 4X more value!) - \$500

- Recognition on participant + team pages, emails, web, Times Colonist display ads, and social media
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- 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 2021 //////////  
over **24,000** walkers  
and **122,000+** donors  
in over **140** locations

(from Newfoundland to Yellowknife to Vancouver Island)

..... helped raise over .....  
**\$9.9 million**

Did you know?  
CNOY Walkers  
and volunteers are  
**70% more likely**  
to support a  
CNOY Sponsor

## facts+stats

- 600 walkers participated in the Victoria/Westshore CNOY virtual walks last year
- Together we raised over \$150,000 for our two charities
- Across Canada, over 140 communities are involved with the Coldest Night of the Year
- Our Coldest Night campaigns were featured on CHEK TV, CTV Vancouver Island, The Q and Zone radio stations, CBC Victoria, Times Colonist, Black Press and more.
- Over 60 local business, faith and community groups and families participated in the Walk in 2021
- Average age of walkers is 39 and half of all participants walk 5 kms

To become a Coldest Night of the Year sponsor, please contact:  
Steven Seltzer of Our Place [stevens@ourplacesociety.com](mailto:stevens@ourplacesociety.com) or  
Kara Ross of PCFSA [kross@pcfsa.org](mailto:kross@pcfsa.org)

We are grateful for the support of the Westshore Chamber of commerce

## Next Steps

### 1. Confirm Your Sponsorship Level

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

### 2. Email Logo

Please email your CNOY sponsorship representative a high-quality copy of your corporate logo. Your logo will appear on your local CNOY location's page, usually within a day or so. (Visit [cnoy.org/locations](http://cnoy.org/locations) to see the location list, and click on your city name to see your local page).

### 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: We also accept cheques (allow 1-4 weeks for processing). Please make payable to "Coldest Night of the Year", specify which walk you are supporting (Westshore or Pandora) and mail directly to Blue Sea Foundation, 260-659 King St. East, Kitchener, ON, Canada, N2G 2M4.*



**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**.

