



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 25, 2023

The **Coldest Night of the Year** is a winteriffic, family-friendly fundraising walk that supports local charity partners who provide essential care and service for people experiencing homelessness, hurt, and hunger. This year, Our Place Society and Pacific Centre Family Services Association (PCFSA) are hosting in person events with fantastic community sponsorship opportunities! Let's come together to show care and support for the most vulnerable members of society and 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

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, barriers to accessing healthcare, poverty, and homelessness.

Working in partnership with businesses, community groups, schools, local churches, and volunteers, our programs meet the practical needs of each guest who visits.

With help from companies like yours:



- Our place serves over 1,000 meals each day to anyone in need and provides over 500 shelter spaces in our region.
- Last year, PCFSA Served over 3,000 Individuals from 14 different municipalities in the Westshore and surrounding areas. Since June 2022, PCFSA has also offering medical care, including outreach, for the most vulnerable members of our community.
- Both charities have celebrated over 50 years of providing vital programs and services across South Vancouver Island.



To find out more about our programs and services, please visit our websites at
www.ourplacesociety.com
pacificcentrefamilyservices.org

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

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

RANKED AMONG THE TOP 5 Fundraising Events
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. We rely on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our most vulnerable and lead the community for a brighter tomorrow.

Lead Sponsor in our Location - \$5000

- Opportunity for opening remarks at the event
- Recognition as Lead Sponsor during opening ceremonies and/or virtual opening ceremonies as well as media opportunities.
- 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

Route Sponsor - \$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 2022 //////////

over 31,000 walkers
and 127,000+ donors
in over 165 locations

(from Newfoundland to Yellowknife to Vancouver Island)

..... helped raise over

\$11.8 million

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

facts + stats

- Over 700 walkers participated in the Victoria/Westshore CNOY walks last year
- Together we raised over \$150,000 for our two charities
- Across Canada, over 180 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 70 local business, faith and community groups and families participated in the Walk in 2022

To become a Coldest Night of the Year Sponsor, please contact:
Steven Seltzer at Our Place stevens@ourplacesociety.com or
Kara Ross at PCFSA 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 information).

2. Email Logo

Please email us 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 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", 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**.

