



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, S.H.I.F.T 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 S.H.I.F.T

S.H.I.F.T stands for Support and Hope for Individuals and Families Today.

Through our programming, we provide safe, respectful, and welcoming overnight accommodations, meals and supports to those experiencing or at-risk of experiencing homelessness and/or food insecurity in South Simcoe.

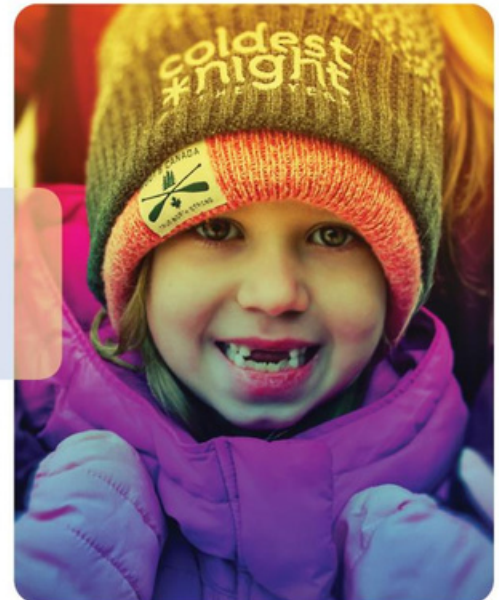
We are committed to facilitating connection to further services, resources, and community.

To find out more about our programs and services, please visit our website at www.shiftforgood.ca

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. S.H.I.F.T relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our city.

Lead Sponsor in our Location - \$5000 PENDING

- Opportunity for opening remarks at the event
- Recognition during opening ceremonies
- Option for Event Day booth or display
- Tagged social media posts throughout the campaign
- Option to provide a giveaway on site
- Key volunteer roles set aside (where applicable)
- Logo branding on new team posts
- Social media personalized post, Clickable Logo on website and event page

Supporting Sponsor - \$3000 (2 available) 1 PENDING

- Warming station logo and recognition on-site
- Recognition during opening ceremonies
- Option for CNOY Day booth or display, if desired.
- Key volunteer roles set aside, if desired.
- Social media personalized post, clickable Logo on website & event page

Rest Stop Sponsor - \$1500 (4 available) 4 PENDING

- 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
- Social media personalized post, clickable Logo on website & event page

Route Sponsor - \$1000 (4 available)

- Your name and logo displayed along the route
- Social media personalized post, clickable Logo on website & event page

Print Sponsor - \$1000 (1 available)

- Your logo displayed on the on-site sponsorship materials, custom print materials, mini posters, and save the dates.
- Social media personalized post, clickable Logo on website & event page

Photo Sponsor - \$750 (1 available) PENDING

- Your logo displayed on photos
- Social media personalized post, clickable Logo on website & event page

General supporter - \$500

- Social media personalized post, clickable Logo on website & event page

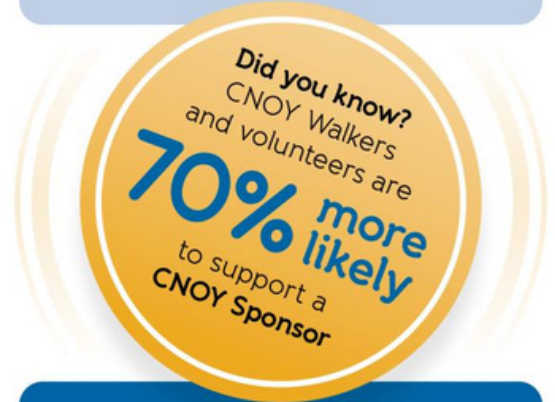
////////// IN 2023 //////////

over 37,000 walkers
and 138,000+ donors
in over 182 locations

(from Newfoundland to Yellowknife to Vancouver Island)

..... helped raise over

\$13.1 million



facts + stats

- 379 walkers participated in the Alliston CNOY last year
- Together we raised over \$166K
- 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

all sponsors receive:



Logo displayed on CNOY Day PowerPoint



Recognition on emails, web, + social media



Clickable logo on participant + team pages

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:

Candace Gordon, Event Director
Phone: **1.705.970.7149**
Email: **candace.gordon@shiftforgood.ca**

Next Steps

1. Confirm Your Sponsorship Level

Please call or email us to discuss your sponsorship type and financial level (see the 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: cnoy.org/alliston

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 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**.

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