

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 support to those experiencing or at risk of experiencing homelessness and/or food insecurity in South Simcoe.

With help from companies like yours, in 2023, we:

- Had over 12,252 interactions with community members through drop-in and outreach services.
- Assisted 18 people in finding safe housing or housing alternatives
- Successfully diverted 38 people
- Provided 1,254 bed stays.



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 - \$5,000

- Logo as lead on some frames – online promo
- Recognition on website and emails
- Opportunity for opening remarks at the event
- Invitation to attend and speak at the send-off
- Option for Event Day booth or display
- Tagged social media posts throughout the campaign
- Recognition during opening ceremonies
- Key volunteer roles set aside (singles or groups)

Supporting Sponsors - \$3,000

- Opportunity for closing remarks
- Recognition on website and emails
- Recognition during opening ceremonies
- Invitation to attend and speak at the send-off
- Option for CNOY Day booth or display
- Key volunteer roles set aside (singles or groups)
- Social Media recognition and Logo on Banners/Posters

Rest Stop Sponsors - \$1,500 (4 available)

- 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 recognition and Logo on Banners/Posters

Route Sponsors - \$1,000 (4 available)

- Your name and logo displayed along the route
- Social Media recognition
- Logo on Banners/Posters

Photo Booth Sponsor - \$900

- Your name and logo displayed at the photo booth and on the photo printouts
- Social Media recognition and Logo on Banner

General Supporter - \$500

- Social Media recognition and Logo on Banner

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

- **345** walkers in **62** teams participated in the **Alliston** CNOY last year
- Together we raised over **\$150,000**
- Across Canada, over 200 communities are involved with the Coldest Night of the Year
- Average age is 42
- Over 60% of participants walk 5 km

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, Development Officer at S.H.I.F.T. and Event Director
Phone: 1.705.970.7149
Email: Candace.Gordon@shifforgood.ca

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: cnoy.org/locations/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 that 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.



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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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