



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 24, 2024

Blue Door's Coldest Night of the Year - Richmond Hill is a fantastically fun, family friendly walk-a-thon that raises money for people experiencing homelessness, hurt, and hunger in your community. This year, Blue Door is excited to host an in-person event with virtual opportunities available.

BLUE DOOR

18838 Highway 11, East
Gwillimbury, ON. L9N 0C5
905.898.1015
info@bluedoor.ca



About Blue Door

Coldest Night of the Year – Richmond Hill 2023 will continue supporting Blue Door and its life-saving programs including Mosaic Interfaith Out of the Cold.

Founded in 1982, and York Region’s largest emergency housing provider, Blue Door’s strategic housing, health, and employment programs provide compassionate support services for vulnerable youth, adults, and families experiencing homelessness across York Region.

With the help from generous companies like yours, last year Blue Door provided:

- 30,000+ Nights of Safety
- 112,636 Meals
- 83% of Construct Graduates found employment
- 650+ wraparound supports

Together, we can and will end homelessness.

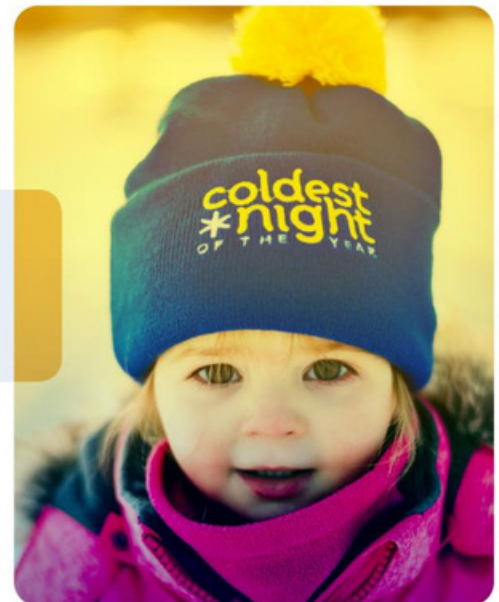


To find out more about our programs and services, please visit our website at BlueDoor.ca

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!

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. Blue Door relies on businesses like yours to continue our work. Consider sponsoring today to bring hope to our city.

Sponsor of Change - \$7500

Year-long visibility and Advertising

- Featured ads (four, one-minute ads) on the On The Way Home Podcast
- Social media and e-newsletter spotlight feature
- Includes all Lead Sponsor Coldest Night of the Year recognition and promotional opportunities PLUS:
 - Recognition as “presented by” in all Coldest Night of the Year online and print marketing materials and communications

Lead Sponsor - \$5000

- Logo included in all event e-communication
- Recognition as a Lead Sponsor during ceremonies – PLUS opportunity to speak during ceremonies
- Company swag/material distributed to walkers
- Recognition in media exposure – as a lead sponsor
- Logo and optional company booth/display at event
- Logo PLUS speaking remarks in the pre-event video
- Logo on participant/team pages, website, email, and social media
- Logo on PowerPoint displayed at event
- Opportunity to tour Blue Door's social enterprise, Constructs, new training facility

Supporting Sponsor - \$2500

- Recognition during opening ceremonies
- Optional booth or display with company swag/materials at event
- Recognition on participant + team pages, web, emails, and social media
- Logo on PowerPoint displayed at event
- Logo featured in pre-event video

Rest-Stop Sponsor - \$1000

- Recognition on participant + team pages, web, emails, and social media
- Logo on PowerPoint displayed on CNOY Day
- Your name and logo displayed at the Rest Stop
- Logo and optional company booth or display at the Rest Stop or event venue
- Logo featured in pre-event video

Event Sponsor - \$500

- Logo on participant + team pages, emails, web, and social media
- Logo on PowerPoint displayed at the event
- Logo featured in pre-event video

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
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CNOY Sponsor

facts + stats

- 350+ walkers and 58 teams participated in the Richmond Hill CNOY last year
- Together we raised over \$160,000 for our community's most vulnerable!
- Over 1,450 donors
- Average age of participants is 39!
- Over 180 communities across North America are involved in the Coldest Night of the Year

To become a Coldest Night of the Year sponsor, please contact:
Rebecca Turner, Resource Development Coordinator
Phone: 905.251.5580
Email: Rebecca.t@bluedoor.ca

Next Steps

1. Confirm Your Sponsorship Level

Please call or email Rebecca Turner, Resource Development Coordinator at Blue Door at 905-251-5580 or Rebecca.t@bluedoor.ca to discuss your sponsorship type and financial level.

2. Email Logo

Please email Rebecca at Rebecca.t@bluedoor.ca a high-quality copy of your corporate logo. Your logo will appear on the CNOY - Richmond Hill location's page, usually within 24-48 hours.

3. Make a Payment

Once you have confirmed your sponsorship type and amount, 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.



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**.

