



sponsorship package

february 22, 2025

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 this campaign for over 5 years.

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 2025 will continue supporting Blue Door and its life-saving programs.

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, Durham, and Peel Regions.

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

- 122,000+ Nights of Safety
- 112,636 Meals
- 80% of Construct Graduates found employment
- 1 full-time on-site nurse

Together, we can and will end homelessness.



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

[BlueDoor.ca](https://www.bluedoor.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. Blue Door relies on businesses like yours to continue our work. Consider sponsoring today to bring hope to our city.

Lead Sponsor - \$10,000

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 Supporting Sponsor Coldest Night of the Year recognition promotional opportunities, PLUS:
 - Recognition as "sponsored by" in all Coldest Night of the Year online and print marketing materials and communications

Supporting Sponsor - \$5000

- Logo included in all event e-communication
- Recognition as a Supporting Sponsor during ceremonies – PLUS opportunity to speak during ceremonies
- Company swag/material distributed to walkers
- Recognition in media exposure – as a Supporting Sponsor
- Logo and optional company booth/display at event
- Logo PLUS speaking remarks in the pre-event video (due by Jan. 10th)
- Logo on participant/team pages, website, email, and social media
- Logo on PowerPoint displayed at event
- Opportunity to tour Blue Door's social enterprise, Construct, new training facility

Rest Stop 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
- Your name and logo displayed at the Rest Stop
- Logo and optional company booth or display at the Rest Stop or event venue

Route Sponsor - \$1000

- Recognition on participant + team pages, web, emails, and social media
- Logo on PowerPoint displayed on CNOY day
- Logo featured in pre-event video
- Your company signage displayed on route

Community Sponsor - \$500

- Logo on participant + team pages, web, and emails

all sponsors receive:



Logo displayed
on CNOY Day
PowerPoint



Recognition on
emails, web,
+ social media



Clickable logo
on participant
+ team pages

////////// 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

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

facts+stats

- 450+ walkers and 52 teams participated in the Richmond Hill CNOY last year
- Together we raised over \$150,000 for our community's most vulnerable!
- Across Canada, over 200 communities are involved with the Coldest Night of the Year
- Average age of participants is 42
- Over 60% of participants walk 5 kms

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: Jessica Auerbach, Resource Development Coordinator
Phone: 416.936.4304
Email: jessica.a@bluedoor.ca

Next Steps

1. Confirm Your Sponsorship Level

Please call or email Jessica Auerbach, Resource Development Coordinator at Blue Door at 416-936-4304 or jessica.a@bluedoor.ca to discuss your sponsorship type and financial level.

2. Email Logo

Please email Jessica at jessica.a@bluedoor.ca a high-quality copy of your corporate logo (JPG or PNG). Your logo will appear on the national sponsor list - cnoy.org/sponsors and our local CNOY location page cnoy.org/locations

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.



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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**.

coldest
***night**
OF THE YEAR

sponsorship@cnoy.org
it's cold out there
cnoy.org