

coldest
*night x BLUE
OF THE YEAR DOOR
richmond hill

sponsorship package

february 27, 2027



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, Blue Door is hosting the Richmond Hill fundraising event with fantastic community sponsorship opportunities!

About Blue Door

Coldest Night of the Year - Richmond Hill 2027 will continue supporting Blue Door and life-saving services

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:

135,000+
Nights of Safety

80%
of Construct
Graduates found
employment

30%
reduction in 911
calls due to on-site
Health Hub

300,000+
Meals Provided



To find out more about Blue Door's programs and services, please visit [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



WATCH OUR
2026
PRE-EVENT VIDEO



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 help people facing homelessness. Consider sponsoring today to bring hope to your city.

Lead Sponsor - \$10,000

Year-long visibility and advertising

- Recognition as “presented by” in all Coldest Night of the Year online and print marketing materials and communications
- YOUR logo displayed on the podium
- Sponsor spotlight highlighting your company’s support across Blue Door’s social media and e-newsletter
- Featured ads (four, one-minute ads) on the On The Way Home podcast
- Company branding and marketing materials displayed at a designated CNOY station (e.g. rest stop, volunteer station, food station, booth, banner, or swag).
- Includes all Supporting Sponsor Coldest Night of the Year recognition promotional opportunities

Supporting Sponsor - \$6000

- Recognition as sponsor during ceremonies, PLUS opportunity to speak during ceremonies
- Company swag/materials distributed to walkers
- Recognition in media
- Company branding and marketing materials displayed at a designated CNOY station (e.g. rest stop, volunteer station, food station, booth, banner, or swag).
- Speaking remarks PLUS logo in the pre-event video (due by December 15th)
- Logo on PowerPoint displayed at event
- Logo featured across event e-communications, participant/team pages, website, email, and social media

Rest-Stop Sponsor - \$3000

- Recognition during opening ceremonies
- Company branding and marketing materials displayed at a designated Rest Stop.
- Logo featured in pre-event video
- Logo on PowerPoint displayed at event
- Recognition on participant/team pages, website, email, and social media

Route Sponsor - \$1500

- Your company signage displayed on route
- Logo on PowerPoint displayed at event
- Recognition on participant/team pages, website, email, and social media

Community Sponsor - \$1000

- Logo on participant/team pages, website, email, and social media

IN 2026

40,000+ walkers
140,000+ donors
at 222 locations

helped raise over

\$15 million

facts + stats

- 322 walkers and 44 teams participated in CNOY - Richmond Hill last year
- Together we raised over \$167,500 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

Did you know?
CNOY Walkers
and volunteers are

70% more
likely
to support a
CNOY Sponsor

Your Reach

15,165+ combined social
media followers across Blue
Door and Construct

2,600+ CNOY e-
communications recipients

Become a Sponsor!

Benefits	Lead Sponsor \$10,000	Supporting Sponsor \$6000	Rest-Stop Sponsor \$3000	Route Sponsor \$1500	Community Sponsor \$1000
ONLINE / PROMOTIONAL RECOGNITION					
1. Featured ads (four, one-minute ads) on the On The Way Home Podcast	✓				
2. Social media and e-newsletter spotlight feature	✓				
3. Recognition as “sponsored by” in all Coldest Night of the Year online and print marketing materials and communications	✓				
4. Speaking remarks in the pre-event video (due by Jan. 10th)	✓	✓			
5. Logo featured in all event e-communications	✓	✓			
6. Logo featured in pre event video	✓	✓	✓		
7. Recognition on participant/team pages, website, email, and social media	✓	✓	✓	✓	✓
IN-PERSON / EVENT RECOGNITION					
8. YOUR logo displayed on the podium	✓				
9. Recognition as a Supporting Sponsor during ceremonies, PLUS opportunity to speak during ceremonies	✓	✓			
10. Company swag/materials distributed to walkers	✓	✓			
11. Recognition in media exposure as a Supporting Sponsor	✓	✓			
12. Logo and optional company booth/display at event	✓		✓		
13. Recognition during opening ceremonies	✓	✓	✓		
14. Company branding and marketing materials displayed at a designated CNOY station (e.g. rest stop volunteer station)	✓	✓	✓		

To become a Coldest Night of the Year sponsor, please contact:
Amy LaDawn Green, Resource Development Coordinator
Phone: 647-936-7693 | Email: amy.lg@bluedoor.ca



Next Steps

1. Confirm Your Sponsorship Level

Please call or email Amy LaDawn Green, Resource Development Coordinator at Blue Door at 647-936-7693 or amy.lg@bluedoor.ca to discuss your sponsorship type and financial level.



2. Email Your Logo

Please email Amy at amy.lg@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 page - cnoy.org/RichmondHill.

3. Make A Payment

Once you have confirmed your sponsorship type and amount with Amy, 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.



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



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 Ride For Refuge, the Coldest Night of the Year, and The Grand Parade.

Note: Blue Sea Foundation also accepts 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.