

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 25, 2023

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, **Airdrie P.O.W.E.R** is hosting an **in-person** 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 blueseafoundation.org

Airdrie
P.O.W.E.R



About Airdrie P.O.W.E.R

The Airdrie P.O.W.E.R. Day Shelter is a free resource and support centre for women in Airdrie who are experiencing domestic abuse. Our mission is to be a support to women on their journey to a safer and healthier life. We provide resources, connections, and a safe space to women (and children) as they face the realities of domestic violence.

With help from companies like yours, we:

- Operate a day shelter to provide support for women who have been affected by domestic violence, including safety planning, counseling, advocacy, access to resources, and more
- Have helped over 100 women providing more than 1000 service hours since our opening in Feb. 2021
- Run a free monthly legal clinic
- Operate Period POWER, providing free period products to individuals and schools

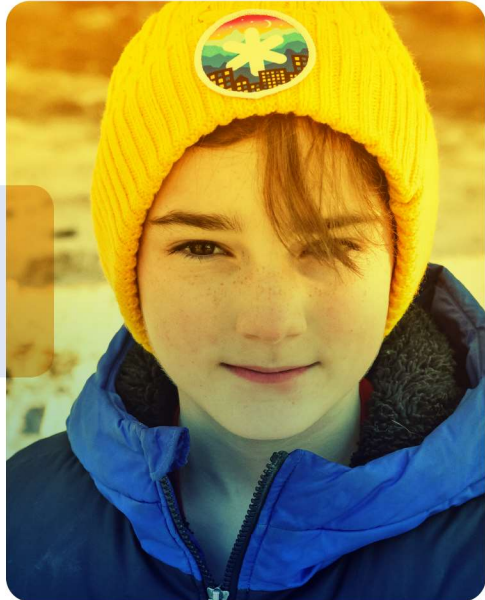


To find out more about our programs and services, please visit our website at airdriepower.com

ONE OF CANADA'S *fastest-growing peer-to-peer events!*

▶▶▶▶▶ 9 out of 10 participants recommend CNOY

RANKED AMONG THE **TOP 5** 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. Airdrie P.O.W.E.R. relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our city:

Lead Sponsor for CNOY Airdrie - \$5000

(1 spot available)

- Opportunity for opening remarks at the event
- Recognition as Lead Sponsor during opening ceremonies
- Recognition as Lead sponsor on participant + team pages, website, emails, and social media
- Invitation to attend and speak at launch party (where applicable)
- Logo on Power Point displayed on CNOY Day (where applicable)
- Invitation to host/have signage at CNOY Toque Pick Up (where applicable)
- Option for CNOY Day booth or display
- Option to add a "Proud Sponsor of CNOY" badge to company emails, website, and social media
- Key volunteer roles set aside (where applicable)

Supporting Sponsor - \$2500

- Recognition during opening ceremonies, on participant + team pages, website, emails, and social media
- Invitation to attend and speak at launch party (where applicable)
- Logo on Power Point displayed on CNOY Day (where applicable)
- Option for CNOY Day booth or display
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Key volunteer roles set aside (where applicable)

Rest Stop or Fire Pit Sponsor- \$1000

(1 spot each available)

- Recognition on participant + team pages, web, emails, and social media
- Logo on PowerPoint displayed on CNOY Day (where applicable)
- Your name and logo displayed at the Rest Stop
- Option for CNOY Day booth or display at the Rest Stop
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Rest Stop volunteer roles set aside

Route Sponsor - \$500

- Recognition on participant + team pages, emails, web, and social media
- Logo on PowerPoint displayed on CNOY Day
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Your name and logo displayed along the route

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
and volunteers are
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CNOY Sponsor

facts + stats

- Across Canada, over 180 communities are involved with the Coldest Night of the Year
- Average age is 39
- Half of all participants walk 5 kms



To become a Coldest Night of the Year sponsor, please contact:
Dana Gable, Operations Manager/Events Manager
Phone: 1.403.960.0644
Email: dana@airdriepower.com

Next Steps

1. Confirm Your Sponsorship Level

Please call or email Dana, your sponsorship representative to discuss your sponsorship type and financial level (see contact area above for more info).

2. Email Logo

Please email your CNOY sponsorship rep a high quality copy of your corporate logo. Your logo will appear on your local CNOY location's page, usually within a day or so. (Visit cnoy.org/locations to see the location list, and click on your city name to see your local page).

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: 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.



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**.

