



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, 2020

The **Coldest Night of the Year** is a fantastically fun, family-friendly walk-a-thon that raises money for the hungry, homeless and hurting.



North House

1-24 Toronto Street North, Uxbridge, ON L9P 1E6

Phone: (289) 640-1929

Website: [www.northhouse.ca](http://www.northhouse.ca)

Registered Charity # 856822077 RR0001



## About North House

**North House** is a registered charity that provides a spectrum of housing supports for those who are at risk or in crisis within the communities of North Durham. We serve all three North Durham townships of Brock, Uxbridge and Scugog.

With help from companies like yours, **North House** works to prevent homelessness through:

- Assistance with housing search
- Provide access to stability funds for rent and utility arrears, last month's rent and moving costs
- Assistance with rental applications for market and rent-geared-to-income housing
- Landlord and Tenant Board support
- Referrals to government and community resources
- Eviction prevention through mediation with landlords
- Income tax preparation
- I.D. replacement
- Referral to an emergency shelter
- Assistance with the Ontario Electricity Support Program and the Low-Income Energy Assistance Program applications



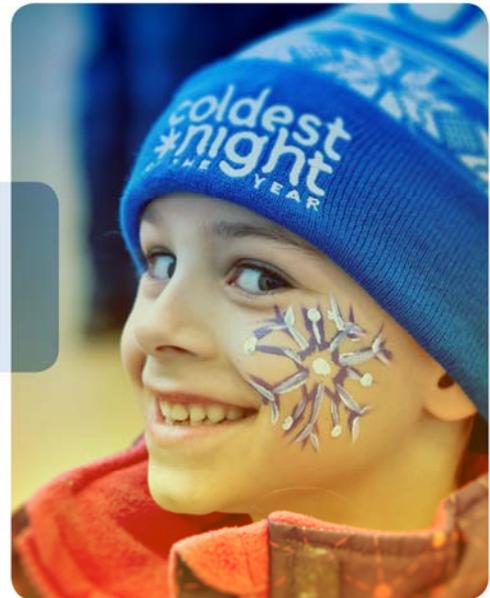
To find out more about our programs and services, please visit our website at [www.northhouse.ca](http://www.northhouse.ca)

Fastest growing peer-to-peer fundraising event in Canada

**4** years running!

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

RANKED AMONG THE **TOP 20\*** Fundraising Events in Canada



# Become a Sponsor!

The Coldest Night of the Year is an opportunity for people to get out and brave the cold while walking and raising money for **North House**.

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. **North House** relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our city.

## Event Sponsor - \$500

- Recognition during opening ceremonies
- Recognition on the event website
- Recognition on social media channels (Facebook, Twitter and Instagram)
- Logo on PowerPoint displayed on CNOY Day
- Option for CNOY Day booth or display



Don't see what you're looking for?  
**Talk to us!** We can work with you to create your own customized sponsorship opportunity.

////////// IN 2019 //////////

over **23,000** walkers  
and **83,000+** donors  
in over **130** locations

(from Newfoundland to Yellowknife to Vancouver Island)

..... helped raise over .....

**\$5.8 million**

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

## facts + stats

- 525 walkers participated in the North Durham CNOY since 2014
- Together we raised over \$80,000 for North House
- Across Canada, over 130 communities are involved with the Coldest Night of the Year
- 66% of walkers are female
- Average age is 40
- About half of all participants walk 5 kms

To become a Coldest Night of the Year sponsor, please contact:  
**Trynée Hancock, Office Coordinator**  
**Phone: (289) 640-1929 ext. 100**  
**Email: [tryneehancock@northhouse.ca](mailto:tryneehancock@northhouse.ca)**

## Next Steps

### 1. Confirm Your Sponsorship

Please call or email Trynée Hancock (contact info above) to discuss your sponsorship.

### 2. Email Logo

Please email Trynée a high quality copy of your corporate logo. Your logo will appear on the North House CNOY page, usually within a day or so. Visit [cnoy.org/northdurham](http://cnoy.org/northdurham) to check it out!

### 3. Make a Payment

Once you have confirmed your sponsorship with Trynée, you will receive an invoice directly from Blue Sea Foundation (the charity who helps North House run CNOY). From there, you can quickly and securely pay your invoice online via Credit Card.

*Note: We also accept cheques (allow 1-2 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**.

