

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, 2025

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, **North House** is hosting an event with fantastic community sponsorship opportunities!



North House

B-2 Elgin Park Drive, Uxbridge, ON L9P 0B1

Phone: (289) 640-1929

Website: www.northhouse.ca

Registered Charity # 856822077 RR0001



About North House

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



At North House, we understand and care about the many challenges that people and families face in our community today. We have been working to help the north Durham communities for over 20 years. We are committed to developing preventative measures and strategies to alleviate the burden of poverty in north Durham.

All funds raised will go towards the purchase of a passenger van that can transport people to vital appointments.



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

Lead Sponsor - \$2,000

- Opportunity for opening remarks at the event
- Recognition as Lead Sponsor during opening ceremonies
- Recognition as Lead sponsor on participant and team pages, website, emails, and social media
- Clickable logo on team and participant pages (seen by all participants and donors)
- Invitation to have signage at CNOY Toque Pick Up
- Interview for social media broadcast on all NH media channels
- Option for CNOY Day booth or display
- Option to add a “Proud Sponsor of CNOY” badge to company emails, website, and social media

Media Sponsor - \$1,500

- Recognition on participant and team pages, web, emails, and social media
- Clickable logo on team and participant pages (seen by all participants and donors)
- Interview for social media broadcast on all NH media channels
- Option for CNOY Day booth or display
- Logo on signage at toque pick-up
- Option to add a “Proud Sponsor of CNOY” badge to company emails, website, and social media

Rest Stop Sponsor - \$1,000

- Recognition on participant and team pages, web, emails, and social media
- 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)
- Logo on signage at toque pick-up
- Option to add a “Proud Sponsor of CNOY” badge to company emails, website, and social media

Event Sponsor - \$500

- Recognition on participant and team pages, emails, web, and social media
- Clickable logo on team and participant pages (seen by all participants and donors)
- Option to add a “Proud Sponsor of CNOY” badge to company emails, website, and social media
- Logo on signage at toque pick-up

////////// IN 2024 //////////

over **41,000** walkers
and **144,000+** donors
in over **190** locations

(from Newfoundland to Yellowknife to Vancouver Island)

..... helped raise over

\$14.1 million



facts + stats

- 1,000+ walkers have participated in the Uxbridge CNOY since 2014
- Together we've raised over \$214,500 for North House
- Across Canada, over 200 communities are involved with the Coldest Night of the Year
- Average age 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.

Additional Sponsorships!

Looking for something unique? Support our Coldest Night of the Year event with one of these exclusive sponsorship opportunities.

Chocolate Bar Sponsor (1 only) - \$500

- Exclusive sponsorship with logo displayed on front of belly band on each chocolate bar given to each walker at event
- Recognition on participant and team pages, emails, web, and social media
- Clickable logo on team and participant pages (seen by all participants and donors)
- Option to add a “Proud Sponsor of CNOY” badge to company emails, website, and social media
- Logo on signage at toque pick-up



Meal Sponsor (3 only) - \$500

- Exclusive sponsorship with logo displayed in meal area
- Recognition as Meal Sponsor during opening ceremonies
- Recognition on participant and team pages, emails, web, and social media
- Clickable logo on team and participant pages (seen by all participants and donors)
- Option for CNOY Day booth or display
- Option to add a “Proud Sponsor of CNOY” badge to company emails, website, and social media
- Logo on signage at toque pick-up



all sponsors receive:



Logo displayed on CNOY Day PowerPoint



Recognition on emails, web, + social media



Clickable logo on participant + team pages

To become a Coldest Night of the Year sponsor, please contact:
Courtney Munn, Community Engagement & Events Coordinator
Phone: (289) 640-1929 ext. 114
Email: courtneymunn@northhouse.ca

Next Steps

1. Confirm Your Sponsorship Level

Please call or email Courtney (contact info above) to discuss your sponsorship

2. Email Logo

Please email Courtney a high-quality copy of your corporate logo (JPG or PNG). Your logo will appear on the national sponsor list – cnoy.org/sponsors and on our local CNOY location page: cnoy.org/uxbridge

3. Make a Payment

Once you have confirmed your sponsorship with Courtney, 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: 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.



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**.

