

coldest
*night
OF THE YEAR

SPECIAL ISSUE:
SPONSORSHIP & PROMOTION
FEBRUARY 22, 2025

Bizsauga

“It’s cold out there!”



CNOY Walkers & volunteers are 70% more likely to support a CNOY Sponsor



WWW.CNOY.ORG

THE COLDEST NIGHT OF THE YEAR

is a NATIONAL winterrific family-friendly walk to raise money for local charities serving people experiencing hurt, hunger, and homelessness.

THE MEADOWVALE, MISSISSAUGA WALK IS HOSTED BY:



WWW.THEDAM.ORG (905) 826-6558

The Dam is partnering with youth to create an inclusive community where all are welcomed, valued and respected. By providing a peer network for youth and mentoring relationships with staff and volunteer, The Dam is reaching youth who face barriers to full social inclusion and seeing growth in youth’s sense of self-worth, capacity for healthy relationships and life skills through informal drop-in programs, workshops, and mentoring.

Working in partnership with businesses, community groups, schools, local churches, and volunteers, our programs meet the practical needs of the youth served.

With help from companies like yours, in 2024 we:

- HIRED 33 youth through our YOUTH EMPLOYMENT PROGRAM
- served over 3,000 youth annually through 837 programs.
- fed an average daily attendance of 170 youth.
- have over 32, 300 youth visits last year!

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

9 out of 10 participants recommend CNOY

#1 Fundraising Walk in Canada



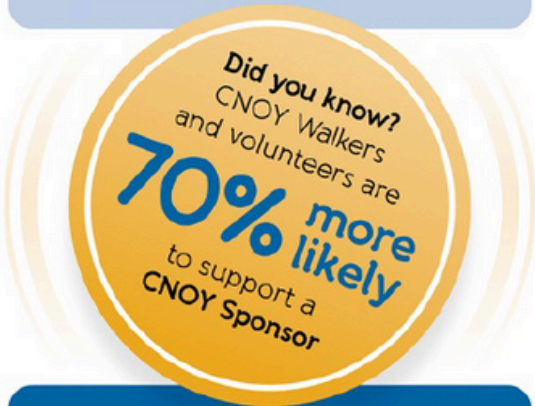
Don't see what you're looking for? Talk to us! We can work with you to create your own customized sponsorship opportunity.





////////// in 2024 //////////

over **41,000 walkers**
and **145,000+ donors**
in over **190 locations**
(from Newfoundland to Yellowknife to Vancouver Island)
..... helped raise over
\$14.2 million



facts + stats

- 264 walkers participated in our CNOY walk last year
- Together we raised over **\$64,000**
- 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

all sponsors receive:



Logo displayed on event day PowerPoint



Recognition on emails, web, + social media



Clickable logo on participant + team pages

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. The Dam relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our city.

Lead Sponsor in our Location - \$5000+

- Opportunity for opening remarks at the event
- Invitation to attend and speak at launch party (where applicable)
- Option for Event Day booth or display
- Tagged social media posts throughout the campaign
- Key volunteer roles set aside (where applicable)

Supporting Sponsor - \$2000+

- Sponsors at this level have the option to be the Meal sponsor, Photo Booth sponsor, or something else of preference (where applicable)
- Recognition during opening ceremonies
- Invitation to attend and speak at launch party (where applicable)
- Option for CNOY Day booth or display
- Key volunteer roles set aside (where applicable)

Rest Stop Sponsor - \$1000+

- Your name and logo displayed at the Rest Stop
- Option for Event Day booth or display at the Rest Stop
- Rest Stop volunteer roles set aside

Route Sponsor - \$500+

- Your name and logo displayed along the route



To become a Coldest Night of the Year sponsor, please contact:
Stewart Vander Velden, Sponsorship Director

Phone: (905) 826-6558 x201
Email: stewart@thedam.org



NEXT STEPS...

(Don't worry, YOU don't need to go outside!)

1. Confirm Your Sponsorship Level

Please call or email Stewart Vander Velden (your CNOY sponsorship representative) to discuss your sponsorship type and financial level.

Phone: (905) 826-6558 x201

Email: stewart@thedam.org

2. Email Logo

Please email a high quality copy of your corporate logo to stewart@thedam.org. Your logo will appear on the CNOY - Meadowvale Mississauga page within a day or two. Visit cnoy.org/mississaugameadowvale to view our local page.

3. Make a Payment

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

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sponsorship@cnoy.org

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