

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 23, 2019

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



**Regeneration Outreach Community**  
156 Main Street North  
Brampton, ON L6V 1N9  
**Phone** 905-796-5888  
**Web** [regenbrampton.com](http://regenbrampton.com)



## About Us

Regeneration is a caring community that continually strives to provide dignity for those in need, as an expression of Christian love in action. We serve those living in extreme poverty and homelessness by meeting their physical and spiritual needs.

With help from companies like yours:

- We serve meals 365 days a year in downtown Brampton
- We provide chiropractic treatments, Hep C Support, clinical foot care and care from a nurse practitioner.
- We help people in need to access the assistance required for basic living.



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

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 and snow, walking and raising money for Regeneration Outreach Community.

Sponsorship in the Coldest Night of the Year is a unique medium for businesses to reach a wider audience while aligning with a charity dedicated to life change.

Regeneration relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our Brampton.

## Lead Sponsor in Brampton - \$5000

- Opportunity for opening remarks at the event
- Recognition as Lead Sponsor during opening ceremonies, on participant + team pages, website, and social media
- Logo on PowerPoint displayed on CNOY Day
- Option for CNOY Day booth or display
- Volunteer opportunities

## Rest Stop Sponsor - \$2000

- Recognition on participant + team pages, website, and social media
- Logo on PowerPoint displayed on CNOY Day
- Your name and logo displayed at the Rest Stop
- Option for CNOY Day booth or display at the Rest Stop
- Rest Stop volunteer roles set aside

## Distance Sponsor - \$500

- Recognition on the website and social media
- Logo on PowerPoint displayed on CNOY Day
- Your name and logo displayed on each kilometer you sponsor

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

////////// IN 2018 //////////

over **21,000 walkers**  
and **70,000+ donors**  
in over **120 locations**

(from Newfoundland to Yellowknife to Vancouver Island)

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

**\$4.9 million**

Did you know?  
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and volunteers are  
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## facts + stats

- Over 400 walkers participated in Regeneration's CNOY WALK in February 2018
- Together we raised over \$100,000 for Regeneration
- Across Canada, over 120 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:  
Jen Taylor, Manager of Special Events  
Phone: 1.877.743.3413  
Email: [jen@blueseafoundation.org](mailto:jen@blueseafoundation.org)

## Next Steps

### 1. Confirm Your Sponsorship Level

Please call or email your CNOY sponsorship rep to discuss your sponsorship type and financial level. See contact area above for phone or email.

### 2. Make a Payment

Once you have confirmed your sponsorship type and amount with your representative, you will receive an invoice directly from Blue Sea Philanthropy (the charity who operates CNOY). From there, you can quickly and securely pay your invoice online via Credit Card.

*(Note: We also accept cheques, payable to "Coldest Night of the Year" – please allow 1-2 weeks for processing.)*

### 3. Email Logo

Please email Jen Taylor ([jen@blueseaphilanthropy.org](mailto:jen@blueseaphilanthropy.org)) at Coldest Night a good quality copy of your corporate logo. Your logo will appear on Regeneration's CNOY page, usually within a day or so. Visit [www.cnoy.org/brampton](http://www.cnoy.org/brampton)



**blueseas**  
FOUNDATION

**Blue Sea Foundation** is a registered Canadian charity (819882655 RRO001) that exists to help other charities thrive financially by providing easy access to profitable turn-key fundraising events and services, like the **Coldest Night of the Year** and the **Ride for Refuge**.

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