

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, **Safe 'N Sound** is hosting an event with fantastic community sponsorship opportunities!

blueseas
FOUNDATION

Blue Sea Foundation
260-659 King St. East,
Kitchener, ON
Phone 1.877.743.3413
Web blueseas.org



Drop-In Centre Location
310 8th Street East,
Owen Sound, ON, N4K 2N6
519-470-7233

Coldest Night Page www.cnoy.org/owensound

Fundraising Email fundraising@safensoundgreybruce.ca
Fundraising Phone (Wren) 226-668-4328 *please only
use number for sponsorship inquiries*

General Email info@safensoundgreybruce.ca
Website www.safensoundgreybruce.ca



About Safe 'N Sound

Safe 'N Sound is a vital community hub offering life-changing services to those experiencing or at risk of homelessness. Participants are warmly welcomed without eligibility requirements, making it easy to access help in a friendly, inclusive environment. Our welcoming space provides essential resources like food, clothing, showers, and laundry facilities at no cost.



With help from companies like yours, we:

- Have 50-70+ people access our services daily
- Serve 1,100 essential breakfasts monthly
- House 4 households in Transitional Housing Units
- Provide 2,160+ nice hot showers a year
- Provide thousands of loads of laundry a year
- Give out 50+ pounds of new and used clothing daily
- Are building a community that works together to lift each other up



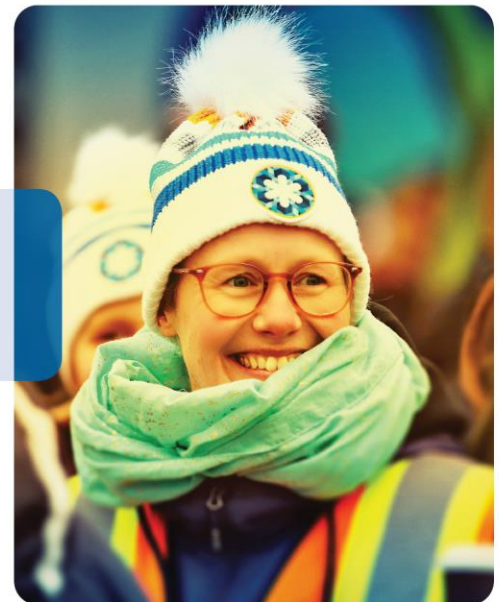
To find out more about our programs and services, please visit our website at safesoundgreybruce.ca

While there, be sure to check out the Year in Review tab where we put together highlights of stats, info, events, and pictures from 2024!

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. **Safe 'N Sound** relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our city.

All sponsorship options come with some flexibility to meet your needs and the level of recognition you need!

Lead Sponsor in our Location - \$5000+

- Opportunity for opening remarks at the event
- Option for Event Day booth or display
- Tagged social media posts throughout the campaign
- Key volunteer roles set aside (where applicable)
- Website, marketing materials, and front window of Safe 'N Sound recognition

Supporting Sponsor - \$2000+

- Sponsors at this level have the option to be the Fire sponsor, Photo Booth sponsor, or something else of preference
- Recognition during opening ceremonies
- Option for CNOY Day booth or display
- Key volunteer roles set aside (where applicable)
- Website, marketing materials, and front window of Safe 'N Sound recognition

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
- Website, marketing materials, and (possible) front window of Safe 'N Sound recognition

Route Sponsor - \$500+

- Your name and logo displayed along the route
- Social media recognition

all sponsors receive:



Logo displayed on CNOY Day PowerPoint



Recognition on emails, web, + social media



Clickable logo on participant + team pages

////////////////// 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

Did you know?
CNOY Walkers
and volunteers are
70% more likely
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CNOY Sponsor

facts + stats

- **274** walkers participated in the Owen Sound CNOY last year
- Together we raised over **\$56,000**
- Teams from Owen Sound, Cape, Saugeen Shores, Hanover, Meaford, and everything in between!
- Average age is **42**
- Over **60%** of participants walk **5km**

Don't see what you're looking for?

Talk to us! We can work with you to create your own customized sponsorship opportunity.

To become a Coldest Night of the Year sponsor, please contact:
Wren Laurel, Fundraising & Communications Manager
Phone: 226-668-4328
Email: fundraising@safesoundgreybruce.ca

Next Steps

1. Confirm Your Sponsorship Level

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

2. Email Logo

Please email us 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/owensound

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: Blue Sea Foundation also accepts 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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