

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 24, 2024

The **Coldest Night of the Year (CNOY)** is a winterrific family-friendly walk to raise money for local charities serving people experiencing hurt, hunger, and homelessness. This year, **Gravenhurst Against Poverty (G.A.P.)** is hosting an event with fantastic community sponsorship opportunities!

blueseas  
FOUNDATION

Blue Sea Foundation  
260-659 King St. East,  
Kitchener, ON, N2G 2M4  
Phone 1.877.743.3413  
Web [blueseas.org](http://blueseas.org)



Gravenhurst Against Poverty  
295 Muskoka Road South  
Gravenhurst, ON, P1P 1J1  
Phone 705.641.2225  
Web [GravenhurstAgainstPoverty.com](http://GravenhurstAgainstPoverty.com)



# Gravenhurst Against Poverty

G.A.P. is an inclusive, open and transparent charitable organization with the goal of reducing poverty within the greater Gravenhurst community.

G.A.P. has three pillars of service that include supports and programming for those facing food insecurity, transportation barriers and mental wellness challenges.

With help from organizations like yours, G.A.P.:

- Prepares, packages and distributes food packages to 300+ households and 600+ neighbours each week through multiple the Thursday Food Program.
- Provides fresh-cooked meals to 75+ neighbours in need through the weekly Meal Pick-Up Program,
- Offers a wide range of programs that provide support for youth, transportation, mental wellness and more.



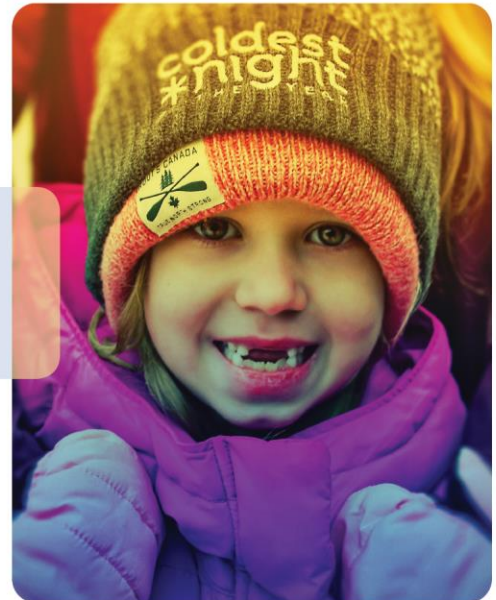
To find out more about G.A.P.'s programs and services, please visit the G.A.P. website at

[GravenhurstAgainstPoverty.com](http://GravenhurstAgainstPoverty.com)

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. **Gravenhurst Against Poverty** relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our neighbours in need right here in our community.

## 'Lead' Sponsor - \$5,000 (2)

- Opportunity for opening remarks at the Walk Day.
- Recognition as Co-Lead Sponsor during Opening Ceremonies.
- Recognition as Co-Lead sponsor on participant + team pages, G.A.P. & CNOY website, emails, and social media.
- Clickable Logo on Team & Participant Pages (seen by all participants).
- Option to add a "Proud Sponsor of CNOY" badge to your company emails, website, and social media.
- Featured in one Photo-Op ahead of the event.
- Featured on Action Media Digital Billboard along HWY 11 N and S.

## 'Supporting' Sponsor - \$2,000 (10)

- Recognition during Opening Ceremonies on Walk Day.
- Recognition on participant & team pages, G.A.P. & CNOY website, emails, and social media.
- Clickable Logo on Team & Participant Pages (seen by all participants).
- Option to add a "Proud Sponsor of CNOY" badge to your company emails, website, and social media.
- Featured in one Photo-Op ahead of the event.
- Featured on Action Media Digital Billboard along HWY 11 N and S.

## 'Rest Stop' Sponsor - \$1,000 (10)

- Recognition during Opening Ceremonies on Walk Day.
- Recognition as a sponsor on participant + team pages, G.A.P. & CNOY website, emails, and social media.
- Clickable Logo on Team & Participant Pages (seen by all participants).
- Option to add a "Proud Sponsor of CNOY" badge to your company emails, website, and social media.
- Featured in one Photo-Op ahead of the event.
- Featured on Action Media Digital Billboard along HWY 11 S.

## 'Route' Sponsor - \$500 (unlimited)

- Recognition as a sponsor on participant + team pages, G.A.P. & CNOY website, emails, and social media.
- Clickable Logo on Team & Participant Pages (seen by all participants).
- Option to add a "Proud Sponsor of CNOY" badge to your company emails, website, and social media.
- Featured in one Photo-Op ahead of the event.
- Featured on Action Media Digital Billboard along HWY 11 S.

////////////////// IN 2023 //////////////////

over **37,000** walkers  
and **138,000+** donors  
in over **182** locations

(from Newfoundland to Yellowknife to Vancouver Island)

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

**\$13.1 million**

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

## facts + stats

- 377 walkers participated in the Gravenhurst CNOY last year
- Together we raised over \$143,227.
- 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 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:  
**Bryan White, Gravenhurst CNOY Marketing & Sponsorship Lead**  
Email: [bryananthonywhite@gmail.com](mailto:bryananthonywhite@gmail.com)

## 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](http://cnoy.org/sponsors) and on our local CNOY location page: [cnoy.org/gravenhurst](http://cnoy.org/gravenhurst)

### 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 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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