

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, **Ray of Hope** is returning with 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 bluesea.org

Ray of Hope

Ray of Hope  
230-659 King St. East  
Kitchener, ON, N2G 2M4  
Phone 519-578-8018  
Web rayofhope.net



# About Ray of Hope

We offer a place of safety and support to those struggling with poverty in the core of our city.

Working in partnership with businesses, community groups, schools, local churches, and volunteers, our projects meet the practical needs of each guest who visits.

With help from companies like yours, we:

- Serve 8,000-11,000 delicious hot meals monthly through our daily meal program.
- Care for up to 300 low-income guests a day with meals, showers, laundry, and other practical supports
- Support over 600 monthly visitors to our Marketplace food hamper program.



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

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. **Ray of Hope** relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our city.

## Lead Sponsor in our Location - \$10,000

- 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 - \$5000

- 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 - \$2500

- 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 - \$1000

- Your name and logo displayed along the route

## Community Sponsor - \$500

- Your name and logo displayed on the website and on the PowerPoint announcements at opening ceremonies and the post event meal

## 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  
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## facts + stats

- **720** walkers participated in the **Kitchener CNOY** last year
- Together we raised over **\$238,000**
- 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

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:  
**Kyla Arsenault, Director of Fundraising and PR**  
Phone: 519-578-8018 ext 213  
Email: [karsenault@rayofhope.net](mailto:karsenault@rayofhope.net)

## 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/kitchener](http://cnoy.org/kitchener)

### 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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