

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



Cornerstone
Housing for Women

sponsorship package

february 24, 2024

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, we at Cornerstone Housing for Women are 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



About Cornerstone

Cornerstone Housing for Women is Ottawa’s largest shelter and housing provider exclusively serving women and gender-diverse adults. We move people from the crisis of homelessness to the stability of housing.

We operate an emergency shelter, which sleeps 60 women each night. We also operate four, soon to be five, supportive housing residents where 110 people have a home of their own with the supports they need. We believe everyone deserves to live with dignity in a community that supports them.

With help from companies like yours, we support 600 unique women each year through our shelter, housing, and outreach programs.

Together, we can save lives in Ottawa.

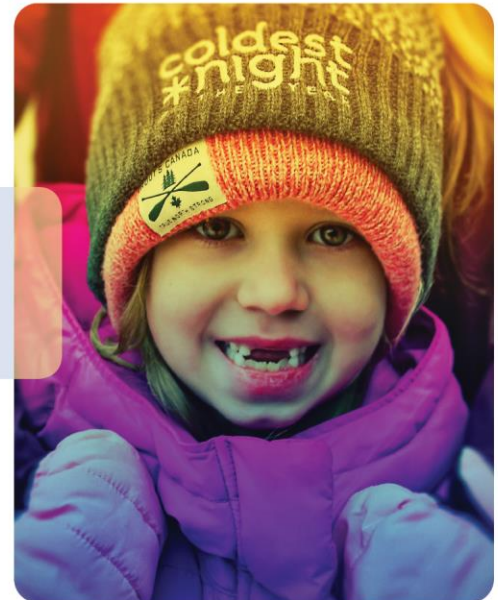


To find out more about our programs and services, please visit our website at www.cornerstonewomen.ca

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 through 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.

Lead Westboro Sponsor - \$5,000

- Your name and logo on all Cornerstone email communications about CNOY
- Your logo in e-signatures of the fundraising and executive leadership team at Cornerstone for the month of February
- Minimum four emails with your organization name and logo listing you as the lead sponsor of the event
- Minimum four social media posts about your sponsorship of the event on each of our four social media accounts (Facebook, X (formerly Twitter), Instagram, LinkedIn)
- Opportunity to submit a video from your organization that we will share via email and on social media with our 10,000+ followers.
- Additional tagged social media posts throughout the campaign and on the day of the event
- Opportunity for opening remarks at the event
- Option for event day booth or display with organization information and swag
- Your organization name and logo on a sign on-stage at the event
- Key volunteer roles for your organization

Supporting Sponsor - \$2,500

- Your choice of:
 - Food sponsor
 - Hot Chocolate sponsor
 - Photo Booth sponsor
 - Kids Corner sponsor
- Minimum three emails with your organization name and logo listing you as a supporting sponsor of the event
- Minimum three social media posts about your sponsorship of the event on each of our four social media accounts (Facebook, X (formerly Twitter), Instagram, LinkedIn)
- Opportunity to submit a video from your organization that we will share via email and on social media with our 10,000+ followers.
- Additional tagged social media posts throughout the campaign and on the day of the event
- Your organization name and logo on a sign at your event station
- Recognition during event speeches
- Option for CNOY Day booth or display with organization information and swag
- Key volunteer roles for your organization

////////////////// 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
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CNOY Sponsor

facts + stats

- 256 walkers participated in the Ottawa Westboro CNOY last year
- Together we raised over \$86,000 for Cornerstone
- 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.

Become a Sponsor (cont'd)

Rest Stop Sponsor - \$1,000

- Minimum two emails with your organization name and logo listing you as a supporting sponsor of the event
- Minimum two social media posts about your sponsorship of the event on each of our four social media accounts (Facebook, X (formerly Twitter), Instagram, LinkedIn)
- Additional tagged social media posts throughout the campaign and on the day of the event
- Your organization name and logo displayed at the Rest Stop alongside other rest stop sponsors
- Option for event day booth or display at the Rest Stop where you can share information about your organization, a delicious treat, and/or swag
- Rest Stop volunteer roles set aside

Route Sponsor - \$500

- Minimum one email with your organization name and logo listing you as a supporting sponsor of the event
- Minimum one social media post about your sponsorship of the event on each of our four social media accounts (Facebook, X (formerly Twitter), Instagram, LinkedIn)
- Your name and logo displayed along the route alongside the logos of the other Route Sponsors
- Opportunity to provide information about your organization and/or swag to be distributed at the event

Media Sponsor - Custom Amount

- In exchange for advertisement with your media organization, we can create a custom sponsorship package based on any of the above sponsorship levels
- In addition to the opportunities listed in the sponsorship level, your media organization name and logo would be recognized on a sign at the event

all sponsors receive:



Logo displayed on CNOY Day PowerPoint



Recognition on emails, web, + social media



Clickable logo on participant + team pages

All sponsors receive:

• INFO AND SWAG

The opportunity to provide information about your organization or swag to be distributed to event attendees

• NEWS RELEASE

Your participation as a sponsor in the event will be mentioned in any future news releases

• WEB PRESENCE

On Cornerstone's Coldest Night of the Year webpage, your logo will be displayed with a clickable link

• GRATITUDE REPORT

A mention in our donor gratitude report, which is emailed to donors between January and March

• CNOY SWAG

Your organization will receive a number of CNOY branded toques, "Proud Sponsor" badges, and other CNOY promotional material

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:
Amber Bramer, Director of Development and Communications
Phone: 613-254-6584 ext. 503
Email: amber.bramer@cornerstonewomen.ca

Next Steps

1. Confirm Your Sponsorship Level

Please call or email us to discuss your sponsorship type and financial level (please see Amber Bramer's contact info above.)

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:

<https://cnoy.org/location/ottawawestboro>

3. Make a Payment

Once you have confirmed your sponsorship type and amount, 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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