

coldest
*night
OF THE YEAR

it's cold out there
cnoy.org



sponsorship package

february 24, 2018

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



Orangeville Food Bank
25 Centennial Road
Unit 5 & 6
Orangeville, ON
L9W 1R1
Phone 519 942 0638
Web www.orangevillefoodbank.org



About The Orangeville Food Bank

Orangeville Food Bank offers a place of safety and support to those struggling through poverty and homelessness in Orangeville and surrounding area.

Working in partnership with local agencies, service clubs, churches, businesses, and volunteers, our food bank meets the practical needs of each guest who visits.

With help from companies like yours, we:

- Serve 500 individuals a month, 39% of whom are children 6% higher than the provincial average
- Assist Seniors struggling on limited pensions
- Support 10+ local agencies through our Community Food Share
- Distributed 61,000 lbs. of perishable and fresh food



To find out more about us please visit our website at www.orangevillefoodbank.org

Fastest growing peer-to-peer fundraising event in Canada

3 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 the **Orangeville Food Bank**.

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. The **Orangeville Food Bank** relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our town.

Lead Sponsor for Orangeville - \$5000

- Opportunity for opening remarks at the event
- Recognition as Lead Sponsor during opening ceremonies, on posters, website, and social media
- Logo on Power Point displayed on WALK Day
- Key volunteer roles set aside

Supporting Sponsor - \$1500

- Recognition during opening ceremonies, website, and social media
- Logo on Power Point displayed on WALK Day
- Key volunteer roles set aside

Rest Stop Sponsor - \$1000

- Recognition on the website and social media
- Logo on Power Point displayed on WALK Day
- Your name and logo displayed at the Rest Stop
- Option for WALK Day booth or display at the Rest Stop
- Rest Stop volunteer roles set aside

Event Sponsor - \$500

- Recognition on the website and social media
- Logo on Power Point displayed on WALK Day
- Recognition at the discretion of the location

Distance Sponsor - \$200

- Recognition on the website and social media
- Logo on Power Point displayed on WALK 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 2017 //////////

over **20,000 walkers**
and **80,000 donors**
in over **110 locations**

(from Newfoundland to Yellowknife to Vancouver Island)

..... helped raise over

\$4.5 million

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

facts + stats

- Across Canada, over 110 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:
Danelle Gear, Sponsorship Manager
Phone: 519 942 0638
Email: ofbfundraising@gmail.com

Next Steps

1. Confirm Your Sponsorship Level

Please call or email your WALK 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 the WALK). 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 your WALK sponsorship rep a good quality copy of your corporate logo. Your logo will appear on your local WALK location's page, usually within a day or so. (Visit cnoy.org/locations to see the location list, and click on your city name to see your local page).



Blue Sea Philanthropy 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 **Coldest Night of the Year** and the **Ride for Refuge**.

