

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

**NEW**  
2025 Walk  
Location  
Sherway  
Gardens

# 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, **Haven on the Queensway** is hosting its 12<sup>th</sup> annual event with fantastic community sponsorship opportunities!

### **Etobicoke**

#### **Haven on the Queensway**

1533 The Queensway, Etobicoke, Ontario M8Z 1T8

416.640.2005 [havenontheq.org](http://havenontheq.org) Registered Charity Number: 80409 5214 RR0001



## About Haven on the Queensway

We offer a place of safety and support to those struggling with poverty and homelessness in Etobicoke.

Working in partnership with businesses, community groups, schools, local churches, and volunteers, our weekly programs meet the practical needs of each person, family who visits.



### With help from companies like yours, we:

- Serve 1,100+ clients weekly at our food bank
- Support 340+ parents in the First Care program
- Help 116+ clients weekly using Haven's Closet
- Support 80+ seniors in the Haven Helping Seniors program
- Reach out to 80+ weekly with our Hope with Wheels homeless street outreach program



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

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. **Haven on the Queensway** relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to Etobicoke.

## Lead Sponsor for our Location - \$7,500+

- Opportunity for opening remarks at the event
- Invitation to attend and speak at launch party (where applicable)
- Recognition during opening ceremonies
- Option for event day sponsor booth or display
- Tagged social media posts & website throughout the campaign
- Key volunteer roles set aside (where applicable)

## Supporting Sponsor - \$5,000+

- 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 event day sponsor booth or display
- Tagged social media posts & website throughout the campaign

## Community Sponsor - \$3,000+

- Option for event day sponsor booth or display
- Tagged social media posts & website throughout the campaign

## Rest Stop Sponsor - \$1,500+

- Your name and logo displayed at the Rest Stop
- Option for booth and/or display at the Rest Stop
- Tagged social media posts & website throughout the campaign

## Route Sponsor - \$750+

- Your name and logo displayed along the route
- Tagged social media posts & website throughout the campaign

## 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  
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CNOY Sponsor

## facts + stats

- **416** walkers participated in **Etobicoke** CNOY last year
- Together we raised over **\$147,000**
- 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 an Etobicoke CNOY sponsor, please contact:  
**Susan Carbone, Director of Special Events**  
437.388.1255 [events@havenontheq.com](mailto:events@havenontheq.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 CNOY location page: [cnoy.org/etobicolakeshore](http://cnoy.org/etobicolakeshore)

### 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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