



Municipality Of Clare
1185 Route 1
Little Brook NS B0W1Z0

November 15, 2022

Re: Coldest Night of the Year 2023 Sponsorship

RECEIVED
NOV 30 2022

Good Day,

On February 25, 2023 Yarmouth has something to celebrate – and so could you!

That's the night folks in Yarmouth will join thousands of others in 150+ cities across Canada in "The Coldest Night of the Year" CNOY, a 2-5 km winter walk in support of people experiencing hunger, hurt, and homelessness in our community. In Yarmouth, we'll be walking for SHYFT Youth Services.

SHYFT offers residential and outreach supports for homeless and at-risk youth in Shelburne and Yarmouth Counties. These supports include transitional housing, 24/7 staff support, programs/workshops, referrals, individual planning, and access to meals, laundry, telephone and internet.

Our goal for CNOY is to raise \$ 40,000 with the support of 20+ teams and 150+ walkers. I'm writing you to ask for your support in two ways:

Sponsorship: First, would Municipality Of Clare consider sponsoring our event with an investment of \$500 or more?

Participation: Second, would you also consider engaging CNOY by registering an Municipality Of Clare team and recruiting 8-10 employees to walk and raise money with us?

CNOY is something special - it's fun, meaningful, and a little challenging. SHYFT is also something special, and its work and service in our community are essential. Please consider joining us by walking and sponsoring this great event.

And remember, its cold out there.

Warmly,

Wanda Doucette

Event Coordinator

Cnoy.org/Yarmouth

cnoy@shyft.ca 902.749.7315

The Coldest Night of the Year is operated under the charitable and financial oversight of Blue Sea Foundation, a CRA-registered Canadian charitable foundation: #819882655RR0001.



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 25, 2023

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, **SHYFT Youth Services** is hosting an **in-person** event with fantastic community sponsorship opportunities!

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FOUNDATION

Blue Sea Foundation
260-659 King St. East,
Kitchener, ON, N2G 2M4
Phone 1.877.743.3413
Web blueseafoundation.org



About SHYFT Youth Services

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

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

SHYFT offers residential and outreach supports for homeless and at-risk youth in Yarmouth and Shelburne Counties. These supports include transitional housing, 24/7 staff support, programs/workshops, referrals, individual planning, and access to meals, laundry, telephone and internet.

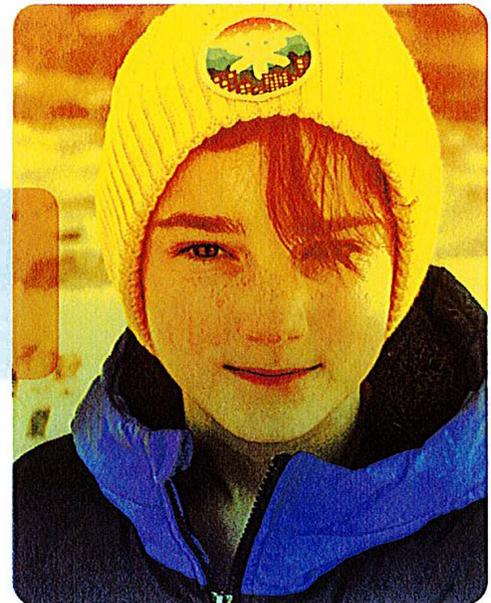


To find out more about our programs and services, please visit our website at www.shyft.ca

ONE OF CANADA'S *fastest-growing peer-to-peer events!*

▶▶▶▶ 9 out of 10 participants recommend CNOY

RANKED AMONG THE **TOP 5** Fundraising Events 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. SHYFT Youth Services relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our community.

Lead Sponsor in our Location - \$5000

- Opportunity for opening remarks at the event
- Recognition as Lead Sponsor during opening ceremonies
- Recognition as Lead sponsor on participant + team pages, website, emails, and social media
- Invitation to attend and speak at launch party (where applicable)
- Logo on Power Point displayed on CNOY Day (where applicable)
- Invitation to host/have signage at CNOY Toque Pick Up (where applicable)
- Option for CNOY Day booth or display
- Option to add a "Proud Sponsor of CNOY" badge to company emails, website, and social media
- Key volunteer roles set aside (where applicable)

Supporting Sponsor - \$2000

- Recognition during opening ceremonies, on participant + team pages, website, emails, and social media
- Invitation to attend and speak at launch party (where applicable)
- Logo on Power Point displayed on CNOY Day (where applicable)
- Option for CNOY Day booth or display
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Key volunteer roles set aside (where applicable)

Rest Stop Sponsor - \$1000

- Recognition on participant + team pages, web, emails, and social media
- Logo on PowerPoint displayed on CNOY Day (where applicable)
- Your name and logo displayed at the Rest Stop
- Option for CNOY Day booth or display at the Rest Stop
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Rest Stop volunteer roles set aside

Route Sponsor - \$500

- Recognition on participant + team pages, emails, web, and social media
- Logo on PowerPoint displayed on CNOY Day
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Your name and logo displayed along the route

Don't see what you're looking for?
Talk to us! We can work with you to create your own customized sponsorship opportunity.

IN 2022
over **31,000** walkers
and **127,000+** donors
in over **165** locations

(from Newfoundland to Yellowknife to Vancouver Island)

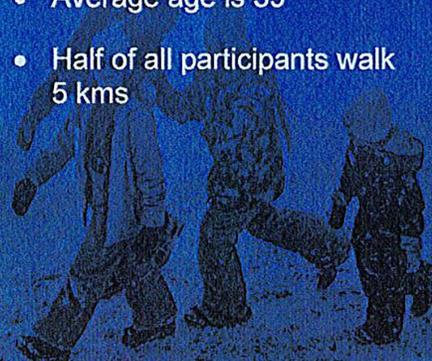
..... helped raise over

\$11.8 million



facts + stats

- 105 walkers participated in the Yarmouth CNOY last year
- Together we raised over \$40,000 for SHYFT & TCWC
- Across Canada, over 180 communities are involved with the Coldest Night of the Year
- Average age is 39
- Half of all participants walk 5 kms



To become a Coldest Night of the Year sponsor, please contact:
Wanda Doucette, Event Coordinator

Phone: 902.749.7315

Email: Cnoy@shyft.ca

Next Steps

1. Confirm Your Sponsorship Level

Please call or email your CNOY sponsorship representative to discuss your sponsorship type and financial level (see contact area above for more info).

2. Email Logo

Please email your CNOY sponsorship rep a high quality copy of your corporate logo. Your logo will appear on your local CNOY 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).

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: We 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.

