

coldest  
\*night  
OF THE YEAR

it's cold out there  
cnoy.org

Grande Prairie  
Coldest Night of  
the Year  
February 25,  
2023

CNOY Walkers  
and volunteers  
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, Canadian Mental Health Association ANWR is hosting an **in-person** event with fantastic community sponsorship opportunities!



Canadian Mental  
Health Association  
Alberta Northwest Region



HOPE BELONGING CONNECTION



## About CMHA and how we support our community!

We offer a place of safety and support to those struggling with addictions through our Safe Living Environment (SLE) Suite at Willow Place for individuals transitioning from Detox to Treatment Programs.

Willow Place is low-income apartment building for individuals with mental health conditions. Residents live independently in our studio suite apartments. Residents and community members can participate in variety of fun programs and activities offered through our HUB program.

Mobile Addictions Outreach provides front line support to street engaged individuals experiencing homelessness, substance addictions and mental health issues.

Recovery College offers FREE short-term courses and discussion groups to support participants with mental health concerns (including substance use). are not required to have a referral, diagnosis, or be a CMHA client to participate; all are welcome!

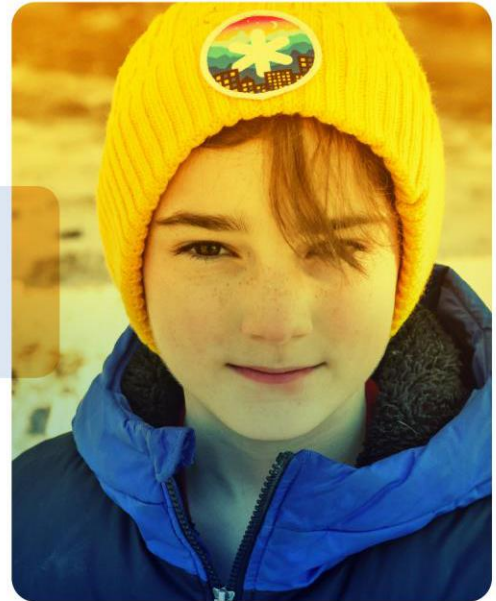


**To find out more about our programs and services, please visit our website at [www.gpcmha.ca](http://www.gpcmha.ca)**

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. Canadian Mental Health Association ANWR relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our city.

## 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**

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

## facts + stats

- 221 walkers participated in the Grande Prairie CMHA CNOY last year
- Together we raised over \$40,000.00 for CMHA
- 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:  
**Megan Delaney, Sponsor Lead**  
Phone: 1-780-402-4532  
Email: [cnoy@gpcmha.ca](mailto:cnoy@gpcmha.ca)

## Next Steps

### 1. Confirm Your Sponsorship Level/ Amount

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](http://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**.

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