sponsorship package
february 27, 2027

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, the **Society of Saint Vincent de Paul Vancouver Island** is hosting an event with fantastic community sponsorship opportunities!

The money raised will go towards housing for those in need in our region.

bluesea FOUNDATION

Blue Sea Foundation
200-240 Duke St. West,
Kitchener, ON, N2H 3X6
Phone 1.877.743.3413
Web bluesea.org

SOCIETY OF
SAINT VINCENT DE PAUL
VANCOUVER ISLAND

About the Society of Saint Vincent de Paul Vancouver Island (SSVP)

We offer places of safety and support to those struggling with poverty and homelessness on Vancouver Island

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

With help from companies like yours, each year we:

- Provide over 110 units of housing for low-income seniors, women and children at risk of violence and those struggling with poverty and homelessness in Greater Victoria
- Support over 5,000 individuals and families through the Choices Food Pantry
- Hand out over $50,000 in donation vouchers for our thrift stores
- Host a $10-a-day daycare program, support services for adults with developmental disabilities, and resource referral services for people at risk of homelessness.

IN 2026, OVER

$15 million

was raised by
40,000 + walkers
141,000+ donors
in over 222 locations

IN CANADA

we're making waves as the...

#1

fundraising walk in Canada

To find out more about our programs and services, please visit our website at cnoy.org

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. SSVP Vancouver Island relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our region.

Lead Sponsor in our Location - $5000+

- Opportunity for opening remarks at the event
- Invitation to attend and speak at launch party (where applicable)
- Option for Event Day booth or display
- Tagged social media posts throughout the campaign
- Key volunteer roles set aside (where applicable)

Supporting Sponsor - $2000+

- 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 CNOY Day booth or display
- Key volunteer roles set aside (where applicable)

Rest Stop Sponsor - $1000+

- Your name and logo displayed at the Rest Stop
- Option for Event Day booth or display at the Rest Stop
- Rest Stop volunteer roles set aside

Route Sponsor - $500+

- Your name and logo displayed along the route

all sponsors receive:

Logo displayed on CNOY Day PowerPoint

Recognition on emails, web, + social media

Clickable logo on participant + team pages

DID YOU KNOW?

CNOY walkers and volunteers are

70% more likely

to support a CNOY Sponsor

facts+stats

- **This will be the first year of participation for the Society of Saint Vincent de Paul Vancouver Island.**
- We are looking to raise over $50,000 to go towards developing new housing for those in need
- 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 a Coldest Night of the Year sponsor, please contact:
Steven Seltzzer, Director of Communications and Philanthropy
Phone: 250-882-8441
Email: sseltzer@svdpvictoria.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** and on our local CNOY location 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: Blue Sea Foundation also accepts cheques (allow 1-4 weeks for processing). Please make payable to "Coldest Night of the Year", and mail directly to Blue Sea Foundation, 200-240 Duke St. West, Kitchener, ON, Canada, N2H 3X6.

bluesea 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, Steps for Pets, Hard Place Walk**, and **The Grand Parade**.

coldest night OF THE YEAR

Contact Us
sponsorship@cnoy.org
cnoy.org