



coldest  
\*night  
OF THE YEAR

it's cold out there  
[cnoy.org](http://cnoy.org)

# sponsorship package february 28, 2026

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 Dam** is hosting an event with fantastic community sponsorship opportunities!



blueseas  
FOUNDATION

**Blue Sea Foundation**  
260-659 King St. East,  
Kitchener, ON, N2G 2M4  
**Phone** 1.877.743.3413  
**Web** [blueseas.org](http://blueseas.org)



## About The Dam

The Dam is partnering with youth to create an inclusive community where all are welcomed, valued and respected. By providing a peer network for youth and mentoring relationships with staff and volunteer, The Dam is reaching youth who face barriers to full social inclusion and seeing growth in youth's sense of self-worth, capacity for healthy relationships and life skills through informal drop-in programs, workshops, and mentoring.

With help from companies like yours, last year we empowered:

- 2,072 unique youth
- 27,980 youth in drop-in visits
- 146 youth in daily average attendance
- 192 through mentor relationships
- 127 youth volunteers
- 858 youth volunteer hours



**IN 2025**  
**\$15**  
**million**  
.....  
**was raised by**  
39,000 + walkers  
140,000+ donors  
**in over** 205 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  
[thedam.org](http://thedam.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. [The Dam](#) 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
- 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

- **221** walkers participated in the **Mississauga Meadowvale** CNOY last year
- Together we raised over **\$60,780**
- 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:  
Stewart Vander Velden, Operations Manager  
Phone: 905-826-6558 x201  
Email: [sponsorship@thedam.org](mailto:sponsorship@thedam.org)

## 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 local CNOY location page: [cnoy.org/thedam](http://cnoy.org/thedam)

### 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, 260-659 King St. East, Kitchener, ON, Canada, N2G 2M4.*



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**.



**Contact Us**  
[sponsorship@cnoy.org](mailto:sponsorship@cnoy.org)  
[cnoy.org](http://cnoy.org)