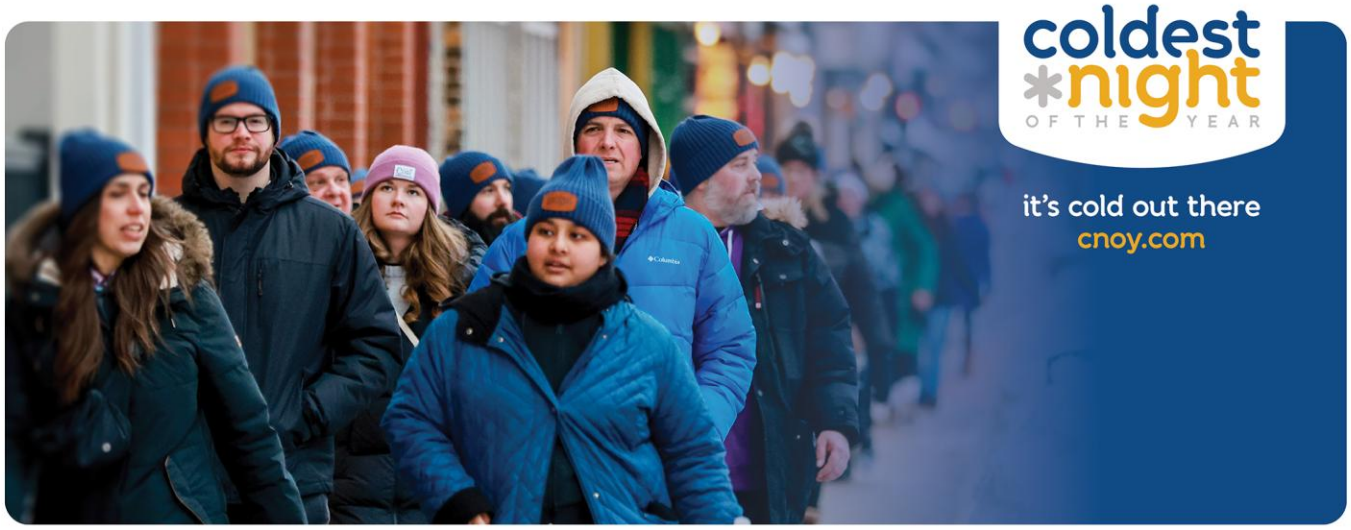

sponsorship package
february 28, 2026

The **Coldest Night of the Year** is a *winterrific*, family-friendly charity walk that raises funds for local nonprofits serving neighbors facing hurt, hunger, and homelessness.

Now in its third year, **River Valley Charities** proudly hosts the St. Croix Valley event in downtown Hudson, uniting communities across the region to bring warmth, dignity, and hope to those who need it most.

Your sponsorship makes this impact possible — fueling essential local support and showing that your business leads with heart for the St. Croix Valley.

bluesea
PHILANTHROPYUSA

Blue Sea Philanthropy USA
PO Box 331, St. Charles, IL, USA, 60174
Phone 1.877.743.3413
Web bluesea.org

Local Impact, Real Neighbors

"Across the Country, Close to Home"

Funds raised at Hudson's CNOY stay in the St. Croix Valley — supporting local families facing hurt, hunger, and homelessness.

Your sponsorship strengthens essential work led by:

- **Grace Place-** homeless shelter, meals, stability programs
- **Our Neighbors' Place**- transitional housing, day center, case management, backpack food program
- **The Farm at YMCA Camp St. Croix**- community youth educational farm supplying fresh produce to local food shelves
- **River Valley Charities-** backbone support that connects, strengthens, and equips nonprofits serving families in need across the St. Croix Valley

$112,000+ raised at CNOY in two years — and we're just getting started. Together, we bring warmth, dignity, and hope home.

To find out more about RVC, our partners, and this event, please visit cnoy.com/hudson

Coldest Night of the Year – Hudson is hosted by River Valley Charities in partnership with local organizations serving neighbors facing hurt, hunger, and homelessness — Grace Place, Our Neighbors' Place, and The Farm at YMCA Camp St. Croix. While RVC serves as the official charity of record for the event through Blue Sea Philanthropy, all proceeds are shared locally and equally among these partner organizations.

Become a Sponsor!

Sponsorship in the **third annual Coldest Night of the Year** helps fund local programs supporting neighbors facing hurt, hunger, and homelessness. River Valley Charities, Grace Place, Our Neighbors' Place, and The Farm at YMCA Camp St. Croix, depend on sponsors like you to bring hope to the St. Croix Valley.

Lead Sponsor: $3,500

- Prominent display of your logo on event day
- Opportunity for opening remarks before the walk
- Option for booth, display or handouts on event day
- Tagged social media posts throughout the campaign, including individual spotlight featuring your business
- Reserved volunteer roles for employee engagement
- Featured in post-event email with sponsor coupon or offer
- Exclusive to one sponsor with first right of refusal in 2027

Supporting Sponsor: $2,000

- Option to be a meal sponsor, photo booth sponsor, or another event feature of your choosing
- Recognition during opening ceremonies
- Tagged social media posts throughout the campaign, including individual spotlight featuring your business
- Option for booth, display or handouts on event day
- Featured in post-event email with sponsor coupon or offer
- Reserved volunteer roles for employee engagement

Rest Stop Sponsor: $1,000

- Company 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 to engage with walkers
- Featured in post-event email with sponsor coupon or offer

Route Sponsor: $500

- Company name and logo displayed along the route
- Featured in post-event email with sponsor coupon or offer

all sponsors receive:

Logo displayed on CNOY Day PowerPoint

Recognition on emails, web, + social media

Clickable logo on participant + team pages

facts+stats

Goal for 2026: Raise $60,000 to support neighbors facing hurt, hunger, and homelessness across the St. Croix Valley.

Top 10 Nationwide: Hudson ranks among the highest CNOY locations in North America for both fundraising and business sponsorships.

High Visibility: Hosted in downtown Hudson, CNOY draws strong regional attention and has engaged more than 1,200 walkers, volunteers, and donors since 2023.

Local Impact: Proceeds stay local, strengthening local food, shelter, and support programs serving families throughout the St. Croix Valley.

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:
Andy Johnson, RVC Executive Director
Phone: 612-859-2340
Email: andy@rivervalleycharities.com

Next Steps

1. Confirm Your Sponsorship Level
Please call or email us to discuss your sponsorship level (contact info is listed above).

2. Email Logo
Please email a high-quality copy of your logo (JPG or PNG) to andy@rivervalleycharities.com. Your logo will appear on the national sponsor list – **cnoy.com/sponsors** and on our local CNOY location page: **cnoy.com/Hudson**

3. Make a Payment
Once sponsorship has been confirmed, you will receive an invoice directly from Blue Sea Philanthropy USA (the charity who operates CNOY) with easy payment options included. *

4. Form an Employee Walking Team
In addition to sponsoring, invite your employees to take part in the event by forming a walking team. It's a great way to show community spirit, build camaraderie, and make a difference together. Register a walking team at **cnoy.com/Hudson** — participation is separate from sponsorship. *(Optional but encouraged!)*

**Note: Blue Sea Philanthropy USA also accepts checks (allow 1-4 weeks for processing). Please make payable to "Blue Sea Philanthropy USA", and mail directly to Blue Sea Philanthropy USA, PO Box 331, St. Charles, IL, USA, 60174.*

bluesea PHILANTHROPY USA

Coldest Night of the Year is operated by Blue Sea Philanthropy USA (EIN# 47-3541807), a **registered 501(c)3** nonprofit organization. Blue Sea believes in the power of charities to make the world better. Our vision is to see a more generous world where charities thrive.

coldest night OF THE YEAR

Contact Us
sponsorship@cnoy.com
cnoy.com