

coldest
*night
OF THE YEAR

it's cold out there
cnoy.com

CNOY Walkers
and volunteers are
70% more likely
to support a
CNOY Sponsor

sponsorship package

february 24, 2024

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. **Five local charities** have partnered together to host the first-ever CNOY event in western Wisconsin this year and there are some fantastic community sponsorship opportunities!

blueseas
PHILANTHROPY USA

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



Uniting for a Good Cause: St Croix Valley Charities Collaborate for Coldest Night of the Year Event

The Coldest Night of the Year event is finally making its debut in western Wisconsin and five local charities in the St. Croix Valley are teaming up to make it an unforgettable night. **Our Neighbors' Place** (River Falls), **Operation HELP** (Hudson), **Grace Place** (New Richmond), **Hudson Backpack and Food Programs**, and **River Valley Charities** are joining forces to create a memorable and powerful evening on the bank of the St. Croix River in downtown Hudson.



These charities play an essential role in supporting families in our local community, providing them with the necessities of life, including food, clothing, and shelter. By working together, we can make an even greater impact on those who are facing hardships and require extra support to get back on their feet.

As we gear up for CNOY 2024, we invite you to join us in making a positive difference in the lives of those who need it the most. Your generosity will enable us to continue serving our community and provide hope for families in difficult times. Thank you for being a partner in our mission. Together, we can create a brighter future for everyone.



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

Become a Sponsor!

Sponsoring the Coldest Night of the Year is a unique opportunity for businesses to reach a wider audience while aligning with charities dedicated to supporting your community. The five St. Croix valley charities participating in CNOY rely on businesses like yours to continue their critical work. Consider a sponsorship today to bring hope to our community.

Lead Sponsor for our Location - \$10,000

- Opportunity for opening remarks at the event
- Option for booth or display on event day.
- Tagged social media posts throughout the campaign, shared by all five charities throughout St. Croix County.
- Key volunteer roles set aside to engage with participants.
- Option to display **Proud Supporter** badge (digitally and/or window cling)
- Exclusive—open to a single sponsor only.

Supporting Sponsor - \$2,000

- Sponsors at this level have the option to be the Meal sponsor, Photo Booth sponsor, Volunteer sponsor.
- Recognition during opening ceremonies
- Option for booth or display at CNOY event.
- Key volunteer roles set aside to engage with participants.

Rest Stop Sponsor - \$1,000

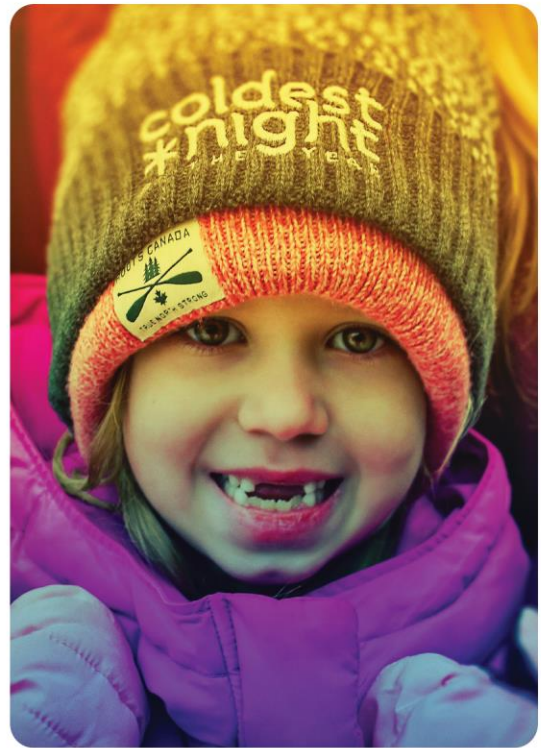
- Your name and logo displayed at a Rest Stop
- Option for booth or display at the Rest Stop on event day.
- Rest Stop volunteer roles set aside to engage with participants.

Route Sponsor - \$500

- Your name and logo displayed along the route.

Non-Monetary Sponsors

- We'd love to discuss opportunities for goods and services sponsors, as well as media sponsors. These sponsors would receive all the benefits listed below.



facts+stats

- Together we are working to raise over \$20,000 for five local St. Croix Valley charities.
- Across the USA over 30 charities are involved with the Coldest Night of the Year
- With multiple St. Croix County charities participating in this event, your single sponsorship will have an extensive advertising reach for your business.

all sponsors receive:



Logo displayed on CNOY Day PowerPoint



Recognition on emails, web, + social media



Clickable logo on participant + team pages

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, Event 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 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.com/sponsors and on our local CNOY location page: cnoy.com/udson



3. Make a Payment

Once you have confirmed your sponsorship type and amount with us locally, you will receive an invoice directly from Blue Sea Philanthropy USA (the charity partner who operates CNOY). From there, you can quickly and securely pay your invoice online via **Credit Card**.



Note: Blue Sea Philanthropy also accept 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.

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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.

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