



Dear Potential Sponsor,

On Saturday, February 23rd, 2019, Medicine Hat has something to celebrate, and so could you! That's the night hundreds of Medicine Hat folks will join thousands of other walkers in 120+ cities across Canada in the Coldest Night of the Year, a fantastically fun winter walk-a-thon in support of the hungry, homeless and hurting. In Medicine Hat, we will be walking for Hope Street Compassionate Ministry Centre.

This is the 5th Annual Coldest Night of the Year walk and we Hope to raise \$25,000. We also Hope to see 20+ teams and 180+ walkers involved – students, families and yes, business owners. This is why I am writing you. I am asking for your support in two ways:

1. Sponsor The Event:

- ◆ Please see sponsorship opportunities in the following pages.

2. Participate In The Event:

Money is wonderful and Hope Street CMC will benefit directly from your sponsorship of this event. But your business will benefit even more if you registered a team in your company name and recruited staff, friends and family to walk and raise funds with us. Talk to us for more information on the full scope of your team's participation.

This WALK is something special. It is fun, challenging and meaningful. Hope Street CMC is also something special and its work and service in our community is essential. Take some time to look through the next few pages for more information on how to become a Medicine Hat sponsor for the Coldest Night of the Year. And remember, **It's Cold Out There.**

Warmly,

Murray Alan Kumm
Hope Street CMC Executive Director
www.cnoy.org/medicinehat
makumm@hopestreetcmc.ca
403.458.HOPE (4673)



4072 Strachan Road SE
Medicine Hat, AB
T1B 4Y3



403.458.HOPE (4673)



info@hopestreetcmc.ca
www.hopestreetcmc.ca

coldest
*night
OF THE YEAR

it's cold out there
cnoy.org



sponsorship package

february 23, 2019

The **Coldest Night of the Year** is a fantastically fun, family-friendly walk-a-thon that raises money for the hungry, homeless and hurting.



Hope Street Compassionate Ministry Centre

4072 Strachan Road SE
Medicine Hat, AB, T1B 4Y3
Phone (403) 977-3756
Web www.hopestreetcmc.ca



About Hope Street CMC

Our Mission: Hope Street addresses poverty by supplying resources towards basic human needs of the homeless, working poor and disadvantaged population of Medicine Hat. - Hope Street CMC provides a family safe environment where our guests can receive a hot and nutritious meal at no cost in downtown Medicine Hat.



In 2018, with help from organizations & companies like yours:

- We served over 5000 delicious hot meals to our guests during our weekly hot meal program.
- We provided countless clothing items including winter coats, toques, scarves, mitts and footwear.
- We distributed thousands of pounds worth of additional food items for our guests to take home to help provide them with food for the week.



To find out more about our programs and services, please visit our website at www.hopestreetcmc.ca

Fastest growing peer-to-peer fundraising event in Canada

4 years running!

▶▶▶▶▶ **9 out of 10** participants recommend CNOY

RANKED AMONG THE **TOP 20*** Fundraising Events in Canada



Become a Sponsor!

The Coldest Night of the Year is an opportunity for people to get out and brave the cold and snow, walking and raising money for Hope Street CMC.

Sponsorship in the Coldest Night of the Year is a unique medium for businesses to reach a wider audience while aligning with a charity dedicated to life change. Hope Street CMC relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our city.

Lead Sponsor in our Location - \$2000 - \$5000

- Opportunity for opening remarks at the event
- Recognition as Lead Sponsor during opening ceremonies, on participant + team pages, website, and social media
- Invitation to attend and speak at launch party (where applicable)
- Logo on Power Point displayed on CNOY Day
- Option for CNOY Day booth or display
- Key volunteer roles set aside

Supporting Sponsor (Large Locations) - \$2000

- Recognition during opening ceremonies, on participant + team pages, website, and social media
- Invitation to attend and speak at launch party (where applicable)
- Logo on PowerPoint displayed on CNOY Day
- Option for CNOY Day booth or display
- Key volunteer roles set aside

Rest Stop Sponsor - \$1000

- Recognition on participant + team pages, website, and social media
- Logo on PowerPoint displayed on CNOY Day
- Your name and logo displayed at the Rest Stop
- Option for CNOY Day booth or display at the Rest Stop
- Rest Stop volunteer roles set aside

Event Sponsor - \$500

- Recognition on the website and social media
- Logo on PowerPoint displayed on CNOY Day
- Recognition at the discretion of the location

Distance Sponsor - \$200

- Recognition on the website and social media
- Logo on PowerPoint displayed on CNOY Day
- Your name and logo displayed on each kilometer you sponsor

Don't see what you're looking for?
Talk to us! We can work with you to create your own customized sponsorship opportunity.

////////// IN 2018 //////////

over **21,000 walkers**
and **70,000+ donors**
in over **120 locations**

(from Newfoundland to Yellowknife to Vancouver Island)

**** helped raise over ****

\$4.9 million

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

facts+stats

- 17 Teams consisting of 111 walkers + 31 volunteers participated in the Medicine Hat CNOY last year
- Together we raised over \$23,250.00 for Hope Street CMC
- Across Canada, over 120 communities are involved with the Coldest Night of the Year
- 66% of walkers are female
- Average age is 40
- About half of all participants walk 5 kms

To become a Coldest Night of the Year sponsor, please contact:
Cindy Manley, Sponsorship Captain
Phone: 403.458.4874
Email: cindymanley@hopestreetcmc.ca

Next Steps

1. Confirm Your Sponsorship Level

Please call or email your CNOY sponsorship rep to discuss your sponsorship type and financial level. See contact area above for phone or email.

2. Make a Payment

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

(Note: We also accept cheques, payable to "Coldest Night of the Year" – please allow 1-2 weeks for processing.)

3. Email Logo

Please email your CNOY sponsorship rep a good 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/medicinehat to see the Hope Street CMC site and see your local page).



blueseas
FOUNDATION

Blue Sea Foundation is a registered Canadian charity (819882655 RRO001) that exists to help other charities thrive financially by providing easy access to profitable turn-key fundraising events and services, like the **Coldest Night of the Year** and the **Ride for Refuge**.

**coldest
*night**
OF THE YEAR

info@blueseafoundation.org
it's cold out there
cnoy.org

Frequently Asked Questions

Q: How should I pay my Sponsorship? (NEW for 2018/2019)

A: After you confirm your sponsorship level with your contact at Hope Street, you will receive an email to the address you supplied with a link to pay online with Credit Card or how to issue a cheque.

Q: Why sponsor the WALK?

A: To showcase your business's care to your community, employees, and customers. By doing so, you'll also be reducing the expense of operating the event.

Q: Where does my sponsorship money go?

A: Sponsorship goes directly to the local WALK event, supporting the budget required to ensure a successful, well-managed and well-executed event.

Q: Is my sponsorship a charitable donation?

A: No, it is a deductible business expense, often assigned to 'marketing'. See your bookkeeper or accountant for details.

Q: What is the difference between sponsoring and donating?

A: Tax considerations aside, a donation is a gift given without any consideration in return. Meanwhile, a sponsorship is predicated on the basis of your business receiving certain benefits in return for your support (such as are listed under 'Sponsor Types and Benefits').

Q: Why can't I get a charitable receipt?

A: Because your sponsorship isn't a charitable gift. We know, it looks and feels charitable, but because of your sponsorship relationship, it isn't. There are numerous tax rules governing sponsorship payments and charitable gifts that the WALK complies with absolutely.

Q: Can I opt out of the benefit package so I can get a charitable receipt?

A: No, and really, it's better for both of us. You benefit (normally) from a more favorable tax deduction, and the RIDE benefits from: getting you as a featured sponsor, and not having to administer multiple exceptions to its sponsorship program, or risk being off-side with national tax agencies.

Q: How will my sponsorship of the WALK help my business?

A: The truth? For some businesses, it may not help much, for others, it will suddenly increase your visibility and expose you to a very passionate, appreciative set of people. In terms of a real return, one guarantee we can make is that your employees, customers, and community appreciate businesses that embrace social responsibility, and that good will is well documented.

Q: How could our business do more to embrace the WALK?

A: Well, why not actually join us on WALK Day? Register your business as a team, be the captain, ask some of your employees to walk on your team. Raise some money - it's a great way to build a tight-knit workplace, and your employees will love it.

Have more questions? Email: cindymanley@hopestreetcmc.ca