

2019 Coldest Night of the Year Sponsorship Opportunities



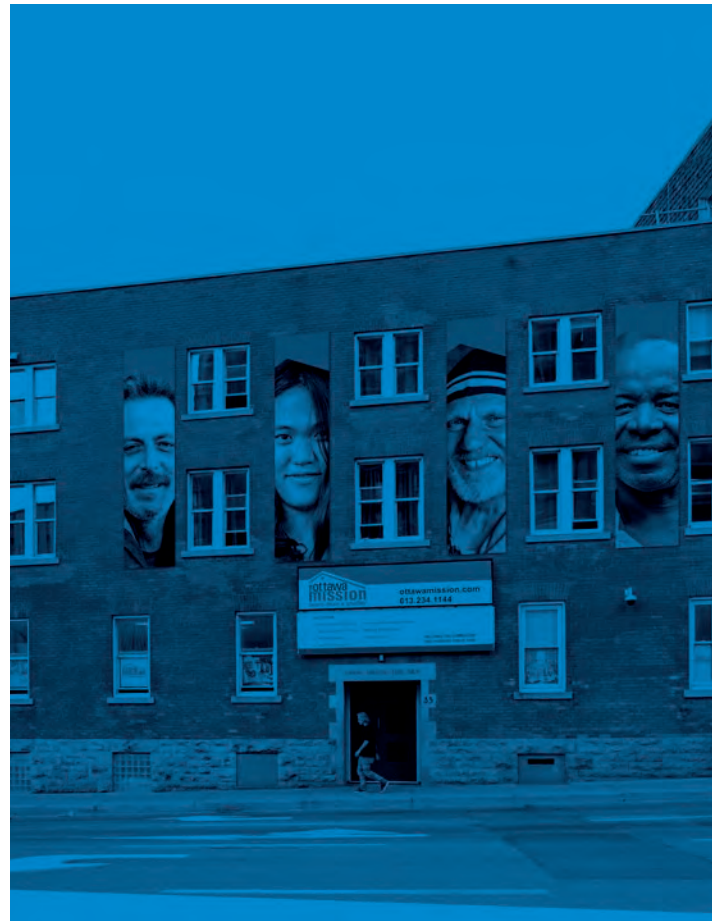
Saturday, February 23rd, 2019



Join Our Mission

Coldest Night of the Year (CNOY) is Canada's annual National Walk for Homelessness and is an important fundraiser for The Ottawa Mission.

Join us for this fun, family-friendly event that raises money for local charities serving hungry, homeless and hurting families and youth in **120 communities across Canada**. Since 2011, CNOY communities have raised over \$21.5 million in support of local charities. This is the fifth year in a row that The Mission will be participating in CNOY. CNOY in it's fifth year is fast becoming our fastest growing event. **In 2018, we raised a total of \$137,000, with a total of 60 teams and 432 walkers, compared to 2017 revenue of \$54,500 with 42 teams and 268 walkers. Our projections for 2019 are to raise \$175,000 with 75 teams and 650 walkers.** In order for us to reach our ambitious goal, and to spread awareness of the life-changing work of The Mission, we need the support of corporate partners in our community.



Why Support The Ottawa Mission?

For over 110 years, The Ottawa Mission - our city's oldest and largest emergency shelter - has been at the forefront of caring for people in need in our community. The people who walk through the iconic blue doors at The Mission can rely on a warm place to sleep, nutritious meals every day, clothing, and clean shower facilities. We also offer many life-changing programs including addiction treatment, medical and dental care, education support, job training, housing support services, and spiritual support from our Chaplain. And for those with terminal illnesses, we offer care and compassion in our Hospice.

2017/2018 QUICK STATS

478,880

Nourishing meals served annually

236

Beds occupied each night

2,000

Individuals provided with shelter

230

Shelter clients successfully housed

7,600

Patient visits to our medical clinic

622

Patient visits to our dental clinic

30

People passed away in our Hospice

Event Details

What: Fun, family-friendly 2, 5 or 10km walk

When: February 23, 2019 at dusk

Where: Ottawa City Hall

Who: 760+ walkers and volunteers of all ages and activity levels

Why: To raise \$175,000 in support of The Ottawa Mission and start a conversation about homelessness in our city

CNOY Ottawa Downtown in support of The Ottawa Mission will start and finish at Ottawa City Hall. By walking at dusk during a cold winter's night, walkers will feel a hint of the challenges faced by those experiencing homelessness. On site there will be fun activities for families, opportunities to network and make new friends, refreshments and, after the walk, a delicious meal prepared by students from the Mission's Food Services Training Program.



Be Part Of Our Social Media Conversation

As sponsors of the 2019 Coldest Night of the Year you will benefit from our robust social media presence. The Mission's social media platforms significantly outperform industry standards. A recent 9-day social media and digital fundraising campaign reached 395,000 individuals in the Ottawa area and raised \$82,000 in under 32 hours for The Mission. Since that campaign we have increased our network of influencers and expect CNOY to expand its social media reach even further. Experts assert that non-profits regularly outperform corporations on digital and social media platforms. At The Mission, our campaigns outperform even non-profit standards, thanks in part to strong brand recognition and supporter loyalty.

As a sponsor of CNOY, you will benefit from The Mission's strong social media presence locally, and CNOY's presence across the country as Canada's National Walk for Homelessness.



How You Can Make A Difference

CNOY is a unique way for your company or employee group to have fun, reach the wide audience of a national event and align with a local charity dedicated to making a difference.



Corporate Challenge

Enter a corporate team to engage your employees, family and friends. Corporate groups raising \$5,000 or more will receive concierge services and campaign coaching to help reach goal.

If your company organizes two or more teams, you will have your own mini-event website page where your brand, message and campaign results are listed.



Sponsorship

CNOY offers sponsorship packages to fit every business and budget. CNOY sponsorship packages are available starting at \$500. Sponsor benefits range from radio & media opportunities, to premier branding at the event and recognition on social media channels.

A full breakdown of sponsorship opportunities can be found in the following pages.



Sponsorship Benefits

Strengthen your brand by partnering with The Mission and aligning yourself with a popular nationwide event. It is our goal to work with you to develop a sponsorship experience that is positive, promotes your brand awareness, and engages your staff and stakeholders. All of our packages are customizable and we always welcome collaboration.

	Lead Sponsor SOLD	Registration SOLD	Kid Zone SOLD	Fitness Supporting Sponsor	Rest Stop SOLD	Route Sponsor
	\$15,000	\$3,000	\$3,000	\$3,000	\$1,500	\$500
Brand Recognition						
Name recognition (IE. Coldest Night of the Year presented by...)	EXCLUSIVE					
Recognition on CNOY website	X	X	X	X	X	X
Recognition through The Ottawa Mission's social media channels at the appropriate level and frequency.	X	X	X	X	X	X
Recognition both at the event and in promotional activities leading up to the event at the appropriate level	X					
Weblink to your company website	X	X	X	X	X	X
Highlighted signage profile in the area of sponsorship (The Rest Stop @ The Ottawa Mission)					X	
Highlighted signage profile on the route	X					
Media & Promotions						
Television - Interview opportunity on CTV Morning Live in-studio*	X					
Television - Interview opportunity on CTV News at Noon*	X					
Radio - Pre-recorded radio sponsorship promos (:15 seconds) to raise awareness of event and registration (3x/day on available inventory on MAJIC 100, TSN 1200 and News Talk 580 CFRA	X					
Radio - Interview opportunity on News Talk 580 CFRA*	X					

Digital - Social media posts via Twitter on CTV Morning Live, MAJIC 100, News Talk 580 CFRA and TSN 1200 (3x per week)	X									
Digital - Community event listing online at MAJIC100.com, CFRA.com and TSN1200.ca with a direct link to the registration page	X									
Digital - Community event listing online at ctvottawa.ca with a direct link to the registration page	X									
Event Day Profile										
Opportunity to speak at opening ceremonies	EXCLUSIVE									
Recognition at Opening Ceremonies	X	X			X				X	
Branded signage displayed prominently throughout the event high-lighting Lead Sponsorship	X									
Highlighted signage in the area of sponsorship (Registration/Kid Zone/Fitness)		X			X				X	
Highlighted signage profile in the area of sponsorship (The Rest Stop @ The Ottawa Mission)								X		
Highlighted signage at one km route marker (placed per km along the route)										X
Logo representation on sponsor branded cheer team cheer tools placed throughout the walking route(s)	EXCLUSIVE									
Collaborative effort to provide high profile volunteer roles for your employees to participate.	X									
Volunteer Roles set aside to ensure supporting sponsors of profile at the event		X			X				X	
Logo on Power Point displayed on WALK Day	X	X			X				X	X
Option for WALK Day booth or display	X	X			X				X	

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FOUNDATION

ottawa downtown feb. 23, 2019



it's cold out there. #cnoy19

The Coldest Night of the Year is a family-friendly walk that raises money for charities serving hungry, homeless, and hurting people in our community. **Walk with us!**

walk / donate / volunteer / share / cnoy.org

LEAD SPONSOR



Raising funds for
The Ottawa Mission
toll free 1.877.743.3413
ottawadowntown@cnoy.org

Conclusion

The Ottawa Mission Foundation is committed to seeking out and building meaningful relationships with local companies to fulfill its mission. We aim to create partnerships that are mutually beneficial, that provide increased visibility, brand building and support for both parties.

We welcome an opportunity to discuss the options outlined above or to explore alternative options that can allow both organizations to meet their goals.

Contact

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