

# coldest \*night OF THE YEAR

*Our 11<sup>th</sup> year!*

Saturday  
**FEB**  
**22** 2025



presented by:





# Why support The Ottawa Mission?

Since 1906 The Ottawa Mission — Ottawa's oldest and largest emergency shelter — has been at the forefront of caring for people in need in our community. When people walk through the iconic blue doors at The Mission they can rely on a warm place to sleep, nutritious meals every day, and access to clothing and clean shower facilities.

The Ottawa Mission offers 17 transformative programs, including addiction and trauma treatment, medical and dental care, education support, job training, housing support services, and spiritual support from our Chaplain. For those with terminal illnesses, we offer care and compassion in our Hospice. The Mission also touches communities outside its doors through our social enterprise Chef Ric's, and Mobile Mission Meals, our food truck program that services 38 stops around the city providing warm meals for those who need them.



## 2023–2024 IMPACT



**1,132,470**  
meals served last year



**1,549**  
unique individuals  
sheltered annually



**270**  
clients successfully  
housed



**14,453**  
DYMON Health Clinic  
patient consults



**488**  
job training graduates



**44**  
Hospice patients  
cared for



# Become a Sponsor

## *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.**

**This will be the 11<sup>th</sup> year The Ottawa Mission is fundraising through CNOY, with fantastic sponsorship opportunities!**

Sponsorship of 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. Your contribution to The Ottawa Mission will impact the lives of people who rely on the many programs and services offered.

***Consider a sponsorship today to bring hope to your city.***

**In 2024, we raised \$172,026, with a total of 464 walkers and 67 family and corporate teams.**

This amazing fundraising was the result of 1,751 kind donors and the generosity of the corporate partners who made the event possible!

***As a corporate partner, your support will have a real impact — lives will be changed because of your kindness.***

*Thank you!*



**Saturday  
FEB. 22  
2025**



**Goal:  
\$150,000**

**Fun, family-friendly  
2 km OR 5 km  
walk, wheel or stroll**

# SPONSORSHIP OPPORTUNITIES



## LEAD SPONSOR → \$15,000

**SOLD**

### Exclusive Benefits:

- Naming rights for The Ottawa Mission's CNOY event (e.g., "**CNOY Ottawa Presented by [Your Company]**").
- Recognition as Lead Sponsor in high-visibility media coverage via Bell Media's various platforms.
- Recognition as Lead Sponsor on any Ottawa Mission produced event materials and communications.  
*(Note that some materials provided directly from CNOY cannot be altered.)*
- Option for booth or pop-up banner display at the Rogers Centre on event day.
- Speaking opportunity during event ceremonies.
- Option to provide company volunteers wearing branded sponsor gear at the event, placed in key stations / roles.
- Prominent logo placement on event swag bags given to participants at registration and carried on the walk.
- Opportunity to provide a video message to be shared on The Ottawa Mission's social media pages celebrating your support.
- Dedicated social media post highlighting your sponsorship.
- Acknowledgment as Lead Sponsor by the Emcee at the event.
- Opportunity to include an item in the event swag bags.
- Recognition as Lead Sponsor across The Ottawa Mission's social media channels and event emails.
- Prime logo placement on event signage and screen.
- "Proud Sponsor of CNOY" badge for your company's use.
- Clickable logo featured on team and participant pages.

## SUPPORTING SPONSOR – SWAG → \$5,000 • 1 available

### Benefits:

- Prominent logo placement on event swag bags given to participants at registration and carried on the walk.
- Opportunity to provide a video message to be shared on The Ottawa Mission's social media pages celebrating your support.
- Dedicated social media post highlighting your area of sponsorship.
- Acknowledgment by the Emcee at the event.
- Opportunity to include an item in the event swag bags.
- Recognition across The Ottawa Mission's social media channels and event emails.
- Logo placement on event signage and screen.
- "Proud Sponsor of CNOY" badge for your company's use.
- Clickable logo featured on team and participant pages.



## SUPPORTING SPONSOR – PHOTOBOTH → \$3,500 • 1 available

### Benefits:

- Logo placement at event photobooth and on most photobooth props, as well as on all digital and printed photos taken at the booth by participants.
- Opportunity to provide a video message to be shared on The Ottawa Mission's social media pages celebrating your support.
- Dedicated social media post highlighting your area of sponsorship.
- Acknowledgment by the Emcee at the event.
- Opportunity to include an item in the event swag bags.
- Recognition across The Ottawa Mission's social media channels and event emails.
- Logo placement on event signage and screen.
- "Proud Sponsor of CNOY" badge for your company's use.
- Clickable logo featured on team and participant pages.

## SUPPORTING SPONSOR – MEAL → \$3,500 • 1 available

### Benefits:

- Logo placement and recognition at food station and on dining tables during event meal.
- Opportunity to provide a video message to be shared on The Ottawa Mission's social media pages celebrating your support.
- Dedicated social media post highlighting your area of sponsorship.
- Acknowledgment by the Emcee at the event.
- Opportunity to include an item in the event swag bags.
- Recognition across The Ottawa Mission's social media channels and event emails.
- Logo placement on event signage and screen.
- "Proud Sponsor of CNOY" badge for your company's use.
- Clickable logo featured on team and participant pages.

## SUPPORTING SPONSOR – KIDS ZONE → \$3,500 • 1 available

### Benefits:

- Logo placement at Kids Zone with customized colouring pages / activity tailored to your company.
- Opportunity to provide a video message to be shared on The Ottawa Mission's social media pages celebrating your support.
- Dedicated social media post highlighting your area of sponsorship.
- Acknowledgment by the Emcee at the event.
- Opportunity to include an item in the event swag bags.
- Recognition across The Ottawa Mission's social media channels and event emails.
- Logo placement on event signage and screen.
- "Proud Sponsor of CNOY" badge for your company's use.
- Clickable logo featured on team and participant pages.

## SUPPORTING SPONSOR – WARM-UP → \$2,000

SOLD

### Benefits:

- Recognition and logo placement during physical warm-up routine for walkers.
- Acknowledgment by the Emcee at the event.
- Opportunity to include an item in the event swag bags.
- Recognition across The Ottawa Mission's social media channels and event emails.
- Logo placement on event signage and screen.
- "Proud Sponsor of CNOY" badge for your company's use.
- Clickable logo featured on team and participant pages.

## REST STOP SPONSOR → \$1,500 • 2 available

### Benefits:

- Opportunity to provide company volunteers at a rest stop booth for walkers (e.g., handing out coffee or hot chocolate) with options for branded displays (provided by the sponsor).
- Opportunity to include an item in the event swag bags.
- Recognition across The Ottawa Mission's social media channels and event emails.
- Logo placement on event signage and screen.
- "Proud Sponsor of CNOY" badge for your company's use.
- Clickable logo featured on team and participant pages.

## ROUTE SPONSOR → \$750 • 5 available

1/6 SOLD

### Benefits:

- Logo placement along one of the walking routes for the event.
- Recognition across The Ottawa Mission's social media channels and event emails.
- Logo placement on event signage and screen.
- "Proud Sponsor of CNOY" badge for your company's use.
- Clickable logo featured on team and participant pages.



**PLEASE NOTE: CNOY Sponsorships are not category exclusive.**



	LEAD SPONSOR	SUPPORTING SPONSORS					REST STOP SPONSOR	ROUTE SPONSOR
		Swag	Photobooth	Meal	Kids Zone	Warm Up		
	\$15,000	\$5,000	\$3,500	\$3,500	\$3,500	\$2,000	\$1,500	\$750
Naming rights / lead sponsor recognition	✓							
Bell Media coverage	✓							
Company booth at Rogers Centre	✓							
Speaking opportunity	✓							
Company reps in key volunteer roles	✓							
Prominent logo on swag bags	✓	✓						
Company video on social media	✓	✓	✓	✓	✓			
Dedicated social media post	✓	✓	✓	✓	✓			
Emcee shoutout	✓	✓	✓	✓	✓	✓		
Item in swag bag	✓	✓	✓	✓	✓	✓	✓	
Social media and event email recognition	✓	✓	✓	✓	✓	✓	✓	✓
Logo placement on event screen / signage	✓	✓	✓	✓	✓	✓	✓	✓
“Proud Sponsor of CNOY” badge	✓	✓	✓	✓	✓	✓	✓	✓
Clickable logo on team page	✓	✓	✓	✓	✓	✓	✓	✓
Unique benefit	Highest value & visibility	Large logo on swag bags given to all walkers	Logo on photobooth photos / props	Logo and recognition during meal	Logo at kids zone / activities	Recognition during walker warm-up	Company booth / reps at rest stop	Logo placed along walking route



The Ottawa Mission 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.

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