

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

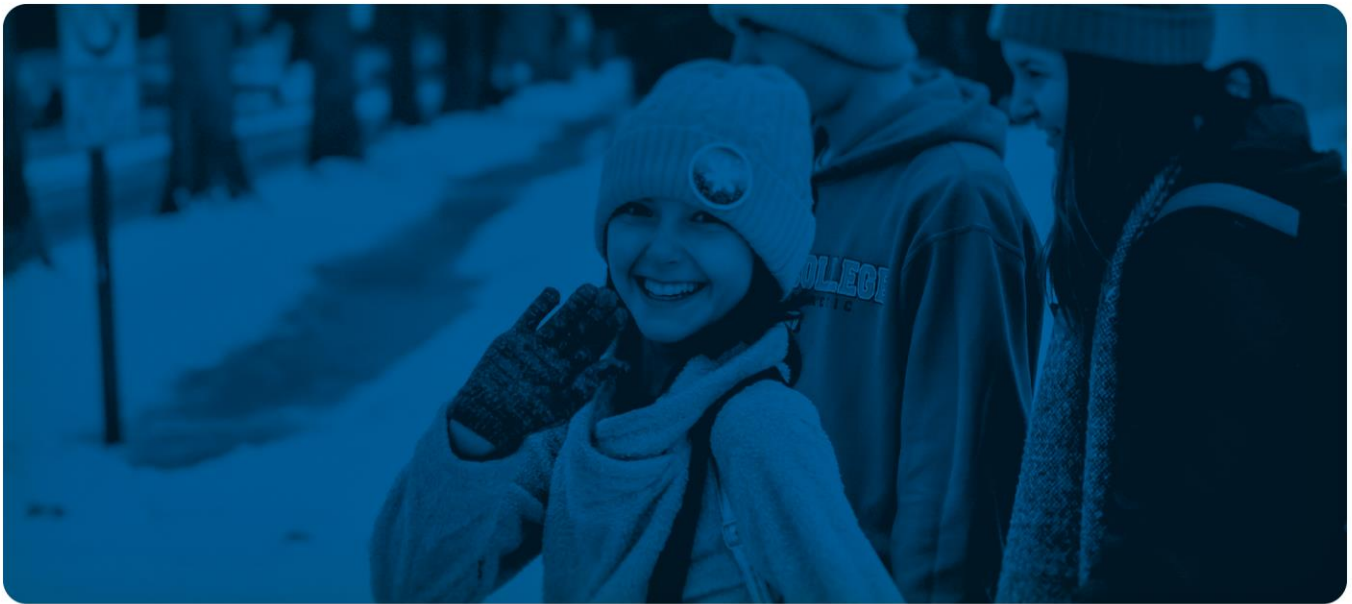
# sponsorship package

## february 25, 2023

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. This year, Reach of Washington County is hosting an **in-person** event with 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 [blueseaphilanthropy.org](http://blueseaphilanthropy.org)



## About Reach

Reach is a nonprofit organization serving the Washington County community for 32 years. Our programs include a Cold Weather Shelter for homeless adults and year-round programs that include Case Management, a Day Resource Center, Bridge to Change (cleaning the City of Hagerstown), financial assistance to those facing crises, and Financial Literacy classes. Some of our highlights from FY22 include:

- The Cold Weather Shelter served 222 individuals aged 18-74 totaling 5,978 bed nights.
- Case managers served 135 individuals and helped 28 individuals obtain permanent housing, 34 gain employment or job training, and 36 complete mental health referrals.
- 3,014 individuals served thru our DRC and client assistance program. Our crisis dollars served 633 households (1,010 individuals).
- 25 Bridge to Change participants covered 618 miles and removed over 92,700 gallons of trash.
- Financial Literacy served 86 individuals with practical money management skills.

To find out more about our programs and services, please visit our website at [reachofwc.org](https://reachofwc.org)



# Become a Sponsor!

Sponsorship in 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. Reach relies on businesses like yours to continue our work. Consider a sponsorship today to bring hope to our city.

## Lead Sponsor in our Location - \$5000

- Opportunity for opening remarks at the event
- Recognition as Lead Sponsor during opening ceremonies
- Recognition as Lead sponsor on participant + team pages, website, emails, and social media
- Option for CNOY Day booth or display, and/or at “Curbside Beanie Pick-up”
- Option to add a “Proud Sponsor of CNOY” badge to company emails, website, and social media
- Key volunteer roles set aside

## Supporting Sponsor - \$2000

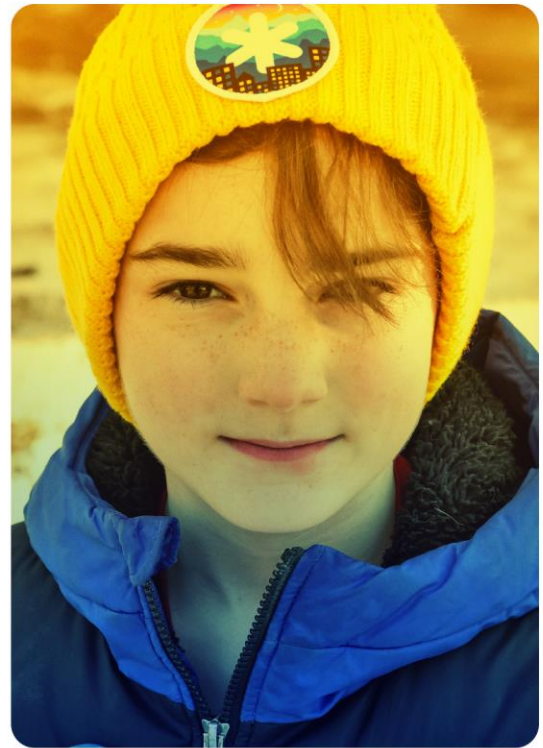
- Recognition during opening ceremonies, on participant + team pages, website, emails, and social media
- Invitation to attend and speak at launch party (where applicable)
- Option for CNOY Day booth or display, and/or at “Curbside Beanie Pick-up” (where applicable)
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Key volunteer roles set aside

## Rest Stop Sponsor - \$1000

- Recognition on participant + team pages, web, emails, and social media
- Your name and logo displayed at the Rest Stop
- Option for CNOY Day booth or display at the Rest Stop
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Rest Stop volunteer roles set aside

## Route Sponsor - \$500

- Recognition on participant + team pages, emails, web, and social media
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Your name and logo displayed along the route



## facts+stats

- Together we are working to raise \$20,000 for Reach
- 22 communities across the USA are involved with the Coldest Night of the Year in 2023

### Did you know?

- Every dinner in the shelter is served by a different group of volunteers
- We assist 3,000+ Washington County residents annually with a staff of 14 and 1,600 volunteers
- We collaborate with over 50 organizations and houses of faith every year to serve the homeless, nearly homeless, and working poor of WashCo

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:  
Jackie Strama, Event Director  
Phone: 301-733-2371, x. 108  
Email: [jackie@reachofwc.org](mailto:jackie@reachofwc.org)

## Next Steps

### 1. Confirm Your Sponsorship Level

Please call or email your CNOY sponsorship representative to discuss your sponsorship type and financial level (see contact area above for more info).

### 2. Email Logo

Please email your CNOY sponsorship rep a high-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.com/locations](http://cnoy.com/locations) to see the location list and click on your city name to see your local page).

### 3. Make a Payment

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

*Note: We 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.

