



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. This year, **Reach of Washington County** is hosting an event with fantastic community sponsorship opportunities!



blueseas
PHILANTHROPYUSA

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



About REACH

Reach is a nonprofit organization serving the Washington County community for 33 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 FY23 include:

- The Cold Weather Shelter served 211 individuals aged 19-75 totaling 6,432 bed nights.
- Case managers served 169 individuals and helped 69 individuals obtain permanent housing, 64 gain employment or job training, and 30 complete mental health referrals.
- 3,745 individuals served thru our DRC and client assistance program. Our crisis dollars served 619 households (1,068 individuals).
- 37 Bridge to Change participants covered 693.6 miles and removed over 153,120 gallons of trash.
- Financial Literacy served 216 individuals with practical money management skills.



To find out more about our programs and services, please visit our website at 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
- Option to add a "Proud Sponsor of CNOY" badge to company emails, website, and social media
- Key volunteer roles set aside

Supporting Sponsor - \$2000

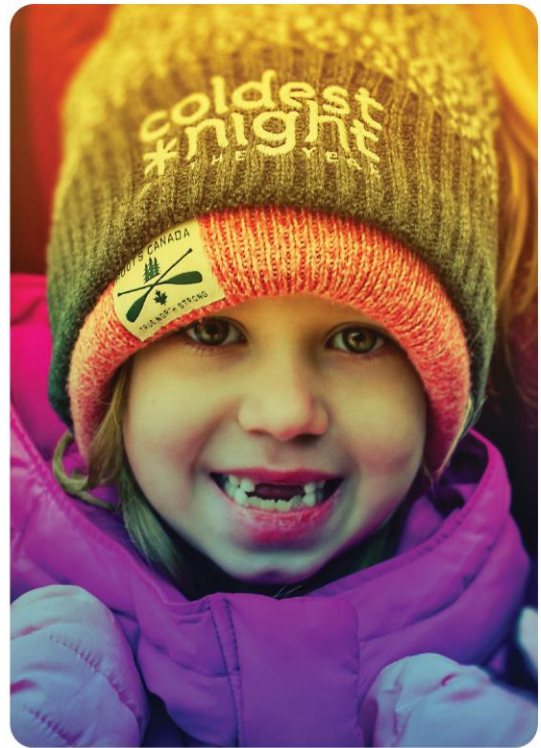
- Recognition during opening ceremonies, on participant + team pages, website, emails, and social media
- Option for CNOY Day booth or display
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Key volunteer roles set aside

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 **\$29,000** for Reach
- Across the USA over 30 charities are involved with the Coldest Night of the Year
- **Did you know?**

Reach assists 3,000+ Washington County residents annually with a staff of 14 and 1,600 volunteers

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:
Jackie Strama, Event Director
Phone: 301-733-2371, x. 108
Email: jackie@reachofwc.org

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:

<https://cnoy.com/location/hagerstown>

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: Blue Sea Philanthropy also accepts 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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