

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 22, 2025

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, **Community Renewal Team (CRT)** and the **Connecticut Coalition to End Homelessness (CCEH)** are hosting an event with fantastic community sponsorship opportunities!



**CCEH**  
257 Lawrence Street  
Hartford CT 06106  
Phone 860.721.7876  
Web cceh.org



**CRT**  
555 Windsor Street  
Hartford CT 06106  
Phone 860.560.5600  
Web crtct.org



## About CRT + CCEH

Community Renewal Team (CRT) was founded in 1963 and is Central Connecticut's Community Action Agency. CRT helps individuals, families and communities work towards a stable and successful future. CRT addresses challenges like hunger, homelessness, unemployment and poverty, and increases access to education, affordable housing, mental health services and much more for thousands of individuals and families.

The Connecticut Coalition to End Homelessness (CCEH) catalyzes transformative change to solve homelessness in Connecticut by ensuring equitable and effective responses to emergency situations and fostering long-term solutions through collaboration with providers, state agencies, and communities. CCEH also serves as the backbone agency of CT CAN End Homelessness, the statewide collective impact campaign to prevent and solve homelessness.

**To find out more about our programs and services, please visit our website at [CRTCT.ORG](http://CRTCT.ORG) and [CCEH.ORG](http://CCEH.ORG)**

# Become a Sponsor!

Sponsorship in the Coldest Night of the Year is a unique opportunity for businesses to reach a wider audience while showing your commitment as a partner in our shared mission to prevent and solve homelessness. Consider a sponsorship today to bring hope to our city.

## Lead Sponsor in our Location - \$2000+

- Opportunity for opening remarks at the event
- Invitation to attend and speak at launch party (where applicable)
- Option for Event Day booth or display
- Tagged social media posts throughout the campaign
- Key volunteer roles set aside (where applicable)

## Supporting Sponsor - \$1500+

- Sponsors at this level have the option to be the Meal sponsor, Photo Booth sponsor, or something else of preference (where applicable)
- Recognition during opening ceremonies
- Invitation to attend and speak at launch party (where applicable)
- Option for CNOY Day booth or display
- Key volunteer roles set aside (where applicable)

## Rest Stop Sponsor - \$1000+

- Your name and logo displayed at the Rest Stop
- Option for Event Day booth or display at the Rest Stop
- Rest Stop volunteer roles set aside

## Route Sponsor - \$500+

- Your name and logo displayed along the route



## facts+stats

- Together we are working to raise \$30,000 for the first CNOY walk in Connecticut
- Across the USA over 50 charities are involved with the Coldest Night of the Year
- Over 5,000 People are currently experiencing homelessness in our State.
- Over 900 of them are outside.
- Your sponsorship can help.

## 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:

**Ryan Beach**

Phone: 860.944.9660

Email: [rbeach@cceh.org](mailto:rbeach@cceh.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](http://cnoy.com/sponsors) and on our local CNOY location page: [cnoy.com/location/hartford](http://cnoy.com/location/hartford)

### 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 USA 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.*



**Community Renewal Team**  
Changing lives... Creating opportunity!



CONNECTICUT COALITION to  
**END HOMELESSNESS**

**blueseas**  
PHILANTHROPYUSA

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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