

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. WATTS 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

- Recognition as Lead Sponsor during opening ceremonies
- Recognition as Lead sponsor on participant + team pages, website, emails, and social media
- Logo on Power Point displayed on CNOY Day (where applicable)
- Option for CNOY Day booth or display
- Option to add a "Proud Sponsor of CNOY" badge to company emails, website, 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.

Supporting Sponsor - \$2500

- Recognition during opening ceremonies, on participant + team pages, website, emails, and social media
- Logo on Power Point displayed on CNOY Day (where applicable)
- 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!)
- Your name and logo displayed along the route

Rest Stop Sponsor - \$1000

- Recognition on participant + team pages, web, emails, and social media
- Logo on PowerPoint displayed on CNOY Day (where applicable)
- 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 (optional)

Route Sponsor - \$500

- Recognition on participant + team pages, emails, web, and social media
- Logo on PowerPoint displayed on CNOY Day
- 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.

Don't see what you're looking for?
Talk to us! We can work with you to create your own customized sponsorship opportunity.



facts+stats

- Together we are working to raise \$20,000 for WATTS
- 5 cities in Virginia are involved with the Coldest Night of the Year in 2023
- 2023 is WATTS first year participating and the second year the walk has been held in the US



To become a Coldest Night of the Year sponsor, please contact:

Robyn Miller, Executive Director

Phone: 1.540.514.7218

Email: execdirector@watts-homelessshelter.org



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PHILANTHROPY USA

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.

