

Jan. 7, 2025

President and CEO Jason Cybulski

BCM Insurance

1003 Niagara St., Welland, Ont. L3C 1M5

Dear Mr. Cybulski,



We share a common goal of making the Niagara Region a better community and would welcome the opportunity for an inclusive organization like yours to **sponsor** our **life-changing cause** that assists the hurt, hungry and homeless. We know BCM is always eager to support impactful organizations, such as Baby's Breath Canada and the Kristen French Centre, which is why our team at Project SHARE were intent on connecting with you.

On Feb. 22, 2025, Niagara citizens will step outside the warmth and comfort of their homes and participate in the **Coldest Night of the Year (CNOY) walk**. These individuals will gather donations and sponsors to raise awareness and assistance, keeping communities warm and families fed – a perfect opportunity to showcase BCM's various home insurance packages, furthering the brand's mission of building trust with communities.

This year, we aim to surpass our fundraising goal of \$75,000 with the help of our sponsors in all industries. We offer three sponsorship levels: "freezing" (\$1,500), "warm" (\$3,500) and **"radiant"** (\$7,000). **100 per cent of CNOY net proceeds** will be distributed to local charity partners who support those with no home, no assurance, and no sense of companionship. Our \$7,000 "radiant" sponsors will be granted the following exclusive benefits:

- Pre-walk speaking opportunity on a branded podium
- Logo added to all promotional materials
- "Radiant sponsor" plaque and digital award certificate

The event has been covered by media outlets like The Niagara Independent, St. Catharines Standard, 610 CKTB, Welland Tribune, and The Brock Press, allowing BCM's impactful initiatives and meaningful assistance to be discovered by those across the region.

Hundreds of individuals spanning Niagara are homeless, hungry, and require support, which is why we would be immensely grateful for BCM's sponsorship and donation of **\$7,000** to contribute to our cause.

To sponsor this year's **Coldest Night of the Year walk**, please contact Marcus Giancola. For more information, visit <https://en.cnoy.org/location/niagarafalls>.

Thank you for your time and consideration,

Marcus Giancola

Public Relations Coordinator

905-736-1893

[Project SHARE](#)

4129 Stanley Ave., Niagara Falls, Ont. L2E 7H3

905-357-5121