

September 23rd 2023

cocktails for critters

Sponsorship Opportunities



**Calgary
Humane
Society**

The logo for "Cocktails for Critters" is centered at the top. The word "cocktails" is in a gold, sans-serif font, with the letter "i" replaced by a gold martini glass. Below it, the word "for" is in a smaller, gold, sans-serif font. The word "critters" is in a gold, sans-serif font, with the letter "c" replaced by a gold silhouette of a cat's head and neck.

cocktails for critters

On behalf of Calgary Humane Society, we are thrilled to present you with the sponsorship package for our highly anticipated event, Cocktails for Critters. As a valued supporter of animal welfare and community enrichment, your partnership plays a vital role in our mission to care for as many animals as we can. This extraordinary evening of philanthropy and celebration will bring together over 400 animal lovers, including like-minded individuals, businesses, and organizations dedicated to making a positive difference in the lives of our animal friends. We invite you to join us as a sponsor for Cocktails for Critters, where you will not only enjoy exceptional brand exposure but also contribute to a cause that resonates deeply with our community. Together, let's create an unforgettable experience while raising critical funds to support the welfare of animals in our care.

The Phoenix Fund

The Phoenix Fund, established in 1999 by a compassionate donor, has played a vital role in Calgary Humane Society's ability to provide exceptional care to animals in need. Supporters of this fund have been instrumental in saving the lives of numerous animals over the past two decades.

We are excited to announce that the funds raised through this year's Cocktails for Critters will support the Phoenix Fund, further strengthening our ability to rescue, rehabilitate, and rehome animals facing extraordinary challenges. Animals featured at this year's event will showcase the impact of the fund on their second chance, sharing inspiring tales of transformation and resilience that would not have been possible without the unwavering support of compassionate individuals like you.

Your sponsorship will have a direct and profound impact on the lives of these animals, ensuring they receive the specialized care they deserve and a second chance at a happy, healthy life.

Together, let's continue making a difference and create a brighter future for animals in need.



Presenting Sponsor

**\$20,000 INVESTMENT
EXCLUSIVE OPPORTUNITY**

SOLD!



The Presenting Sponsorship level is the pinnacle of support for Cocktails for Critters, offering unrivaled visibility and recognition as the leading champion of animal welfare, with exclusive branding opportunities, prime positioning in all event materials, and an influential role in shaping the evening's program.

PROMOTIONAL OPPORTUNITIES

- Name and/or logo will be displayed as the Presenting Sponsor on all event print materials
- Name and/or logo will headline all mentions of Cocktail for Critters in all media mentions

DIGITAL RECOGNITION

- Name and/or logo will appear as the "Presenting Sponsor" on all Calgary Humane Society digital platforms including website and social media
- Name and/or logo will appear on the fundraising/ticket platform
- Name and/or logo will appear on all direct communications to Calgary Humane Society audiences and event attendees (email blasts)

EVENT EXPERIENCE

- Two VIP cocktail tables for a total of eight guests
- Two bottles of Champagne to enjoy during the Rescues on the Runway Show
- Early entry and special access to Critter "Meet & Greet"
- Complementary wine during VIP hour

EVENT DAY PROMOTION

- Name and/or logo placement as presenting sponsor on main stage
- Logo on entrance photo backdrop
- Verbal recognition on projected credits throughout the evening
- Speaking opportunity for spokesperson to address event guests



CALGARY HUMANE SOCIETY'S

cocktails for Critter

PRESENTED BY  preventous
COLLABORATIVE HEALTH



Leader of the Pack

\$10,000 INVESTMENT

THREE OPPORTUNITIES

The Leader of the Pack Sponsorship level is a prestigious opportunity for companies or individuals who aspire to be at the forefront of the animal welfare movement, providing prominent recognition, exclusive benefits, and the chance to stand out as a driving force in supporting Calgary Humane Society's mission during the Cocktails for Critters event.

The Leader of the Pack sponsorship level will be able to choose from three unique event experiences:

1. **Rescues on the Runway.** Prepare to be amazed and inspired by the Rescues on the Runway show, where adorable and courageous animals take center stage, strutting their stuff and showcasing their incredible transformations, proving that every rescue has a story worth celebrating.
2. **Critter Meet & Greet.** Step into our critter meet and greet rooms, where you'll have the chance to interact up close and personal with a variety of lovable animals, from cuddly kittens and playful puppies to exotic critters.
3. **Photobooth.** Capture unforgettable moments with our interactive photobooth, where guests can strike a pose, don props, and create lasting memories to cherish from the Cocktails for Critters Gala.

PROMOTIONAL OPPORTUNITIES

- Name and/or logo will be displayed on event signage at the specific experience

DIGITAL RECOGNITION

- Name and/or logo will appear as the official sponsor of the unique experience on all CHS digital platforms including website and social media
- Name and/or logo will appear on fundraising/ticket platform
- Name and/or logo will appear on all direct communications to CHS Audience and event attendees (email blasts)

EVENT EXPERIENCE

- One VIP cocktail tables for four people
- One bottle of Champagne to enjoy during the Rescues on the Runway Show
- Early entry and special access to Critter "Meet & Greet"
- Complementary wine during VIP hour

EVENT DAY PROMOTION

- Verbal recognition on projected credits throughout the evening





The Cat's Meow

\$7,500 INVESTMENT

~~FOUR~~ ONE OPPORTUNITY REMAINING

The Cat's Meow Sponsorship level offers a purrfect opportunity for individuals and businesses alike to showcase their support for Calgary Humane Society's efforts, with notable recognition and benefits tailored to those who are passionate about making a difference in the lives of our furry friends. Unique experiences include:

- ~~1. **Signature Wine Hour.** Indulge in an exclusive VIP experience during our complementary wine hour, where you'll savor a selection of fine wines and enjoy intimate conversations with fellow animal lovers.~~
- ~~2. **Ears & Tails Game.** Join in the exhilarating game, where participants can test their luck and compete to win have the pot, as anticipation builds with each flip of the coin.~~
- ~~3. **Spoil Your Pets Goody Bag.** Pamper your beloved furry friend at our Spoil Your Pet goody bag station, where you can pick up a special package filled with delightful treats, toys, and goodies, ensuring your pet feels extra loved when you get home.~~
- 4. **VIP Valet Parking.** Unique branded valet parking experience, where every car will pull up next to your company's logo, creating a memorable and engaging atmosphere that highlights your commitment to supporting animal welfare.**

PROMOTIONAL OPPORTUNITIES

- Name and/or logo will be displayed on event signage

DIGITAL RECOGNITION

- Name and/or logo will appear as the official sponsor of the unique experience on all CHS digital platforms including website and social media
- Name and/or logo will appear on ticket purchase platform
- Name and/or logo will appear on all direct communications to CHS Audience and event attendees (email blasts)

EVENT EXPERIENCE

- Two VIP Tickets & seating for two in the VIP section
- Enjoy one bottle of champagne to share with your tablemates
- Early entry and special access to Critter "Meet & Greet"
- Complementary wine during VIP hour

EVENT DAY PROMOTION

- Verbal recognition on projected credits throughout the evening





Bunny Hugger

\$3,000 INVESTMENT

FIVE TWO OPPORTUNITIES REMAINING

As a sponsor at The Bunny Hugger level, you will have a special role in championing the heartwarming fund-a-need animal stories showcased during the Rescues on the Runway show. These tales of resilience, transformation, and second chances will underscore the impact of your support and remind us all of the life-changing difference we can make for these deserving animals at the Cocktails for Critters Gala. Your sponsorship at The Bunny Hugger level directly contributes to the ongoing success of our mission to provide compassionate care for all animals in need, ensuring that their stories of hope continue to inspire and uplift our community.

PROMOTIONAL OPPORTUNITIES

- Name and/or logo will be displayed on event signage

DIGITAL RECOGNITION

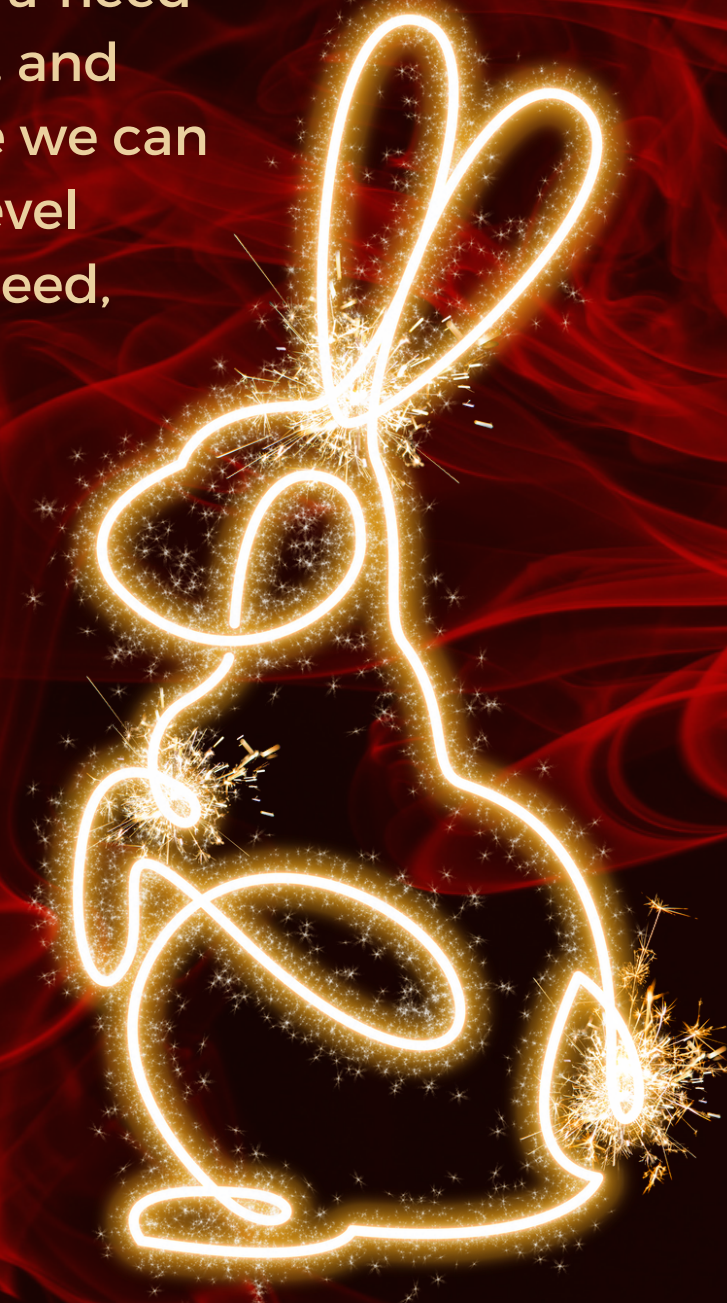
- You name/logo will be featured on social media and event fundraising platform as we share the tale of resilience, transformation and second chances of our five fund-a-need animals
- Name and/or logo will appear on ticket purchase platform
- Name and/or logo will appear on all direct communications to CHS Audience and event attendees (email blasts)

EVENT EXPERIENCE

- Two tickets to the event with early entry and special access to Critter “Meet & Greet”
- Complementary wine during VIP hour

EVENT DAY PROMOTION

- Verbal recognition on projected credits throughout the evening





Feathered Friend

\$1,500 INVESTMENT

~~FIVE OPPORTUNITIES AVAILABLE~~

The Feathered Friend sponsorship level is an esteemed opportunity for animal lovers and organizations to soar above the rest, making a significant impact on the lives of our animal companions. The Feathered Friend sponsorship level will be able to choose from ~~three~~ one unique experiences:

- ~~1. **Signature Cocktail.** Sip on our exclusive signature cocktail, expertly crafted with a blend of tantalizing flavors, representing the spirit of compassion and celebration, as you toast to a night dedicated to animal welfare and making a positive impact.~~
- ~~2. **Signature Dessert.** Indulge in our delectable signature dessert, a culinary masterpiece that combines exquisite flavors and artistic presentation, leaving your taste buds enchanted and satisfied, providing the perfect sweet ending to a memorable evening.~~
- ~~3. **Buffet.** Three Buffet opportunities available. Enjoy our delicious savory buffet prepared by the talent culinary team at The Westin Calgary.~~

PROMOTIONAL OPPORTUNITIES

- Name and/or logo will be displayed on event signage

DIGITAL RECOGNITION

- Name and/or logo will appear at the bar, buffet or dessert table
- Name and/or logo will appear on fundraising/ticket platform
- Name and/or logo will appear on all direct communications to CHS Audience and event attendees (email blasts)

EVENT EXPERIENCE

- Two tickets to the event with early entry and special access to Critter “Meet & Greet”
- Complementary wine during VIP hour

EVENT DAY PROMOTION

- Verbal recognition on projected credits throughout the evening



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By becoming a sponsor of the Cocktails for Critters Gala, you will not only gain valuable exposure and networking opportunities but also contribute to the well-being and future of countless animals in need, making a lasting impact in the community and creating a legacy of compassion and support for the Calgary Humane Society.

If you have any questions regarding sponsorship packages, please contact:

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Calgary Humane Society