



Cocktails FOR Critters

CALGARY HUMANE SOCIETY

October 26

5:00 pm to 10:30 pm

The Westin Downtown | 302 4 ave SW, Calgary

We are thrilled to invite you to partner with us for Cocktails for Critters, Calgary Humane Society's signature fundraising gala.

Given the impact the current economic situation is having on pets and their families, this year's Cocktails for Critters will focus on our Continued Companionship Programs. These programs support struggling pet owners in properly caring for their animal companions so animals who have loving homes can stay in loving homes.

Last year 2081 animals were surrendered to Calgary Humane Society. As a sponsor of Cocktails for Critters, you will have a significant impact on the growing need in our community. You will be preventing animals from losing their homes and supporting their owners who love them.

Cocktails for Critters is an extraordinary evening where we come together to support vulnerable animals in our community. With over 300 animal lovers in attendance including community leaders, businesses, and organizations, it is an incredible opportunity to come together with other passionate community leaders, while making a positive difference. As a sponsor you will be recognized as a champion for animal welfare. You will make a difference for a cause that resonates deeply with our community.



In sponsoring Cocktails
for Critters, you are having
a significant impact on
the growing need in our
community.

You will be supporting
struggling families and
preventing the heartbreak
of losing a much-loved
friend.

Cocktails for Critters is an extraordinary evening where we come together to support vulnerable animals in our community. With over 300 animal lovers in attendance including community leaders, businesses, and organizations, it is an incredible opportunity to come together with other passionate community leaders, while making a positive difference. As a sponsor you will be recognized as a champion for animal welfare. You will make a difference for a cause that resonates deeply with our community.

Presenting Sponsor \$20,000

ONE EXCLUSIVE
OPPORTUNITY

The Presenting Sponsor is the pinnacle of support for Cocktails for Critters. As a leading champion for animal welfare, you will receive unrivaled visibility and recognition including exclusive branding opportunities, prime positioning in all event materials, and an influential role in the evening's program.

Media and Advertising Recognition

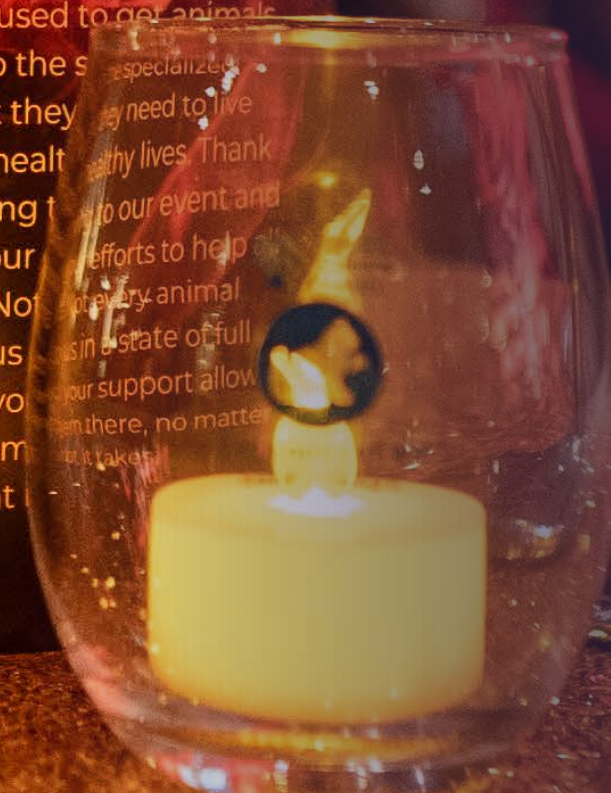
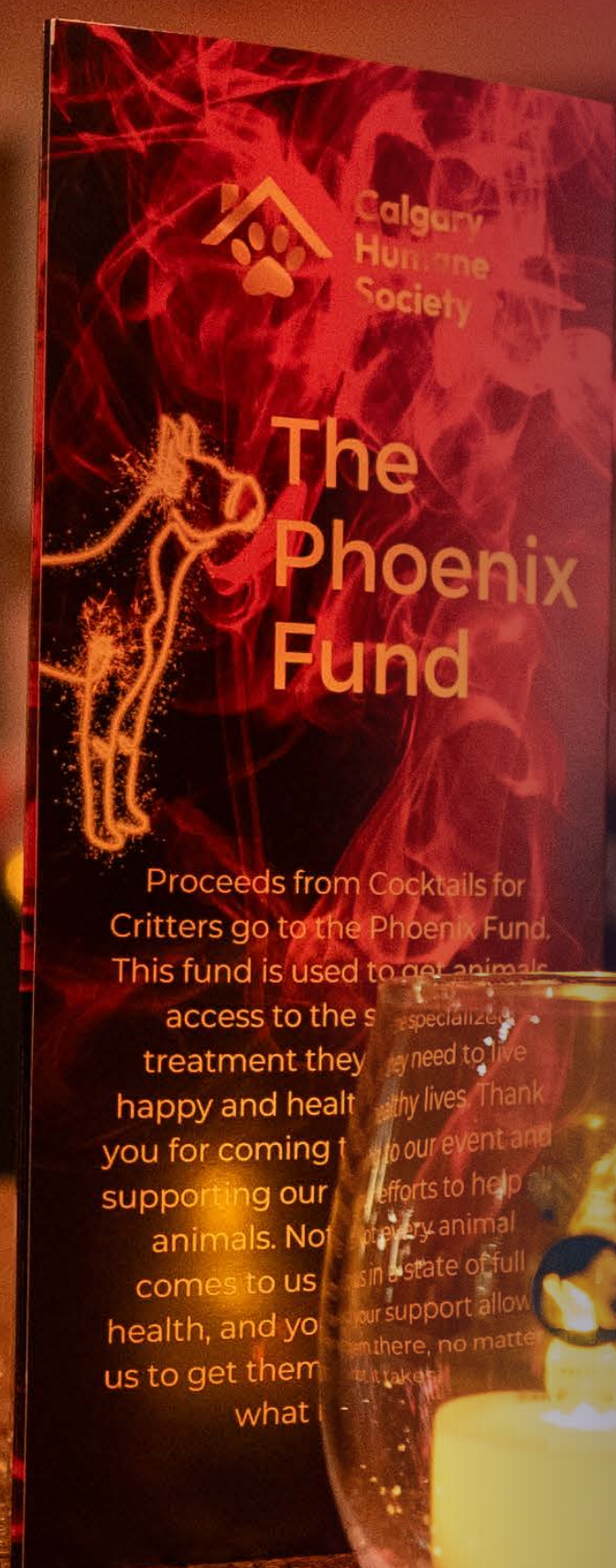
- Logo or mention on all event print materials
- Logo or mention in the headline of all Cocktail for Critters media mentions
- Logo or mention on Calgary Humane Society's Cocktails for Critters webpage
- Logo or mention with all Cocktails for Critters social media (150,922 fans and followers across Facebook, Instagram, and Twitter)
- Logo or mention on the fundraising, ticketing, and silent auction platform
- Logo or mention on all direct communications to Calgary Humane Society audiences and event attendees (email blasts – 45,111 subscribers)
- Logo or mention on any media mentions promoting Cocktails for Critters

On-Site Event Recognition

- Prominent logo placement throughout the evening
- A table for 8 in a prime location
- Logo prominently featured on your table
- Complimentary drink ticket for each guest
- Verbal recognition from the stage throughout the evening
- The opportunity to speak from the stage
- Logo on the sponsor sign at the entrance to the event
- Logo on customized event photo backdrop at main entrance to the event
- Logo scrolling through live donation screen
- Complimentary Valet

Additional Benefit

- Animal visit to your offices





Stage Sponsor \$10,000

ONE EXCLUSIVE
OPPORTUNITY

The stage sponsor is a prestigious opportunity to showcase your dedication to animal welfare from the main stage with all eyes up front throughout the program.

Media and Advertising Recognition

- Logo on Calgary Humane Society's Cocktails for Critters webpage
- Logo on the fundraising, ticketing, and silent auction platform
- In all Cocktails for Critters social media mentioning the stage

On-Site Event Recognition

- Logo on the main stage podium
- Logo will be worn by animals participating in stage presentation throughout the evening where possible, prioritizing the animal's comfort and consent
- A table for 8 in a prime location
- Logo prominently featured on your table
- Complimentary drink ticket for each guest
- Logo on the sponsor sign at the entrance to the event
- Logo scrolling through live donation screen

Additional Benefit

- Animal visit to your offices



Critter Meet & Greet Room

\$10,000

TWO OPPORTUNITIES

The Critter Meet and Greet Room Sponsor is a prestigious opportunity to share your dedication to animal welfare in one of the most popular experiences of the evening. The Critter Meet and Greet Rooms give guests the opportunity to get some quality time with a variety of animals – from furry friends to exotic critters.

Media and Advertising Recognition

- Logo on Calgary Humane Society's Cocktails for Critters webpage
- Logo on the fundraising, ticketing, and silent auction platform
- In all Cocktails for Critters social media mentioning the Critter Meet and Greet Rooms

On-Site Event Recognition

- Logo prominently placed in your Critter Meet and Greet Room
- Logo on sign at the entry to your Critter Meet and Greet Room
- A table for 8 in a prime location
- Logo prominently featured on your table
- Complimentary drink ticket for each guest
- Logo on the sponsor sign at the entrance to the event
- Logo scrolling through live donation screen

Additional Benefit

- Animal visit to your offices



VIP Valet Sponsor \$10,000

ONE EXCLUSIVE
OPPORTUNITY

The VIP Valet Sponsor is an incredible opportunity to be a champion for animal welfare and to reach not only guests of Cocktails for Critters but guests of the Westin as well!

Media and Advertising Recognition

- In all mentions of valet in pre-event communications mentioning the valet
- Logo on Calgary Humane Society's Cocktails for Critters webpage
- Logo on the fundraising, ticketing, and silent auction platform
- In all Cocktails for Critters social media mentioning the Critter Meet and Greet Rooms

On-Site Event Recognition

- At the front doors of the Westin Hotel where Cocktails for Critters guests will check in with the valet
- Logo on the back of the valet tickets
- Opportunity to place a sponsor vehicle at the main entrance to the hotel for the duration of Cocktails for Critters with visibility of event guests, hotel guests and the public.
- A table for 8 in a prime location
- Logo prominently featured on your table
- Complimentary drink ticket for each guest
- Logo on the sponsor sign at the entrance to the event
- Logo scrolling through live donation screen

Additional Benefit

- Animal visit to your offices



Wine Sponsor \$7,500

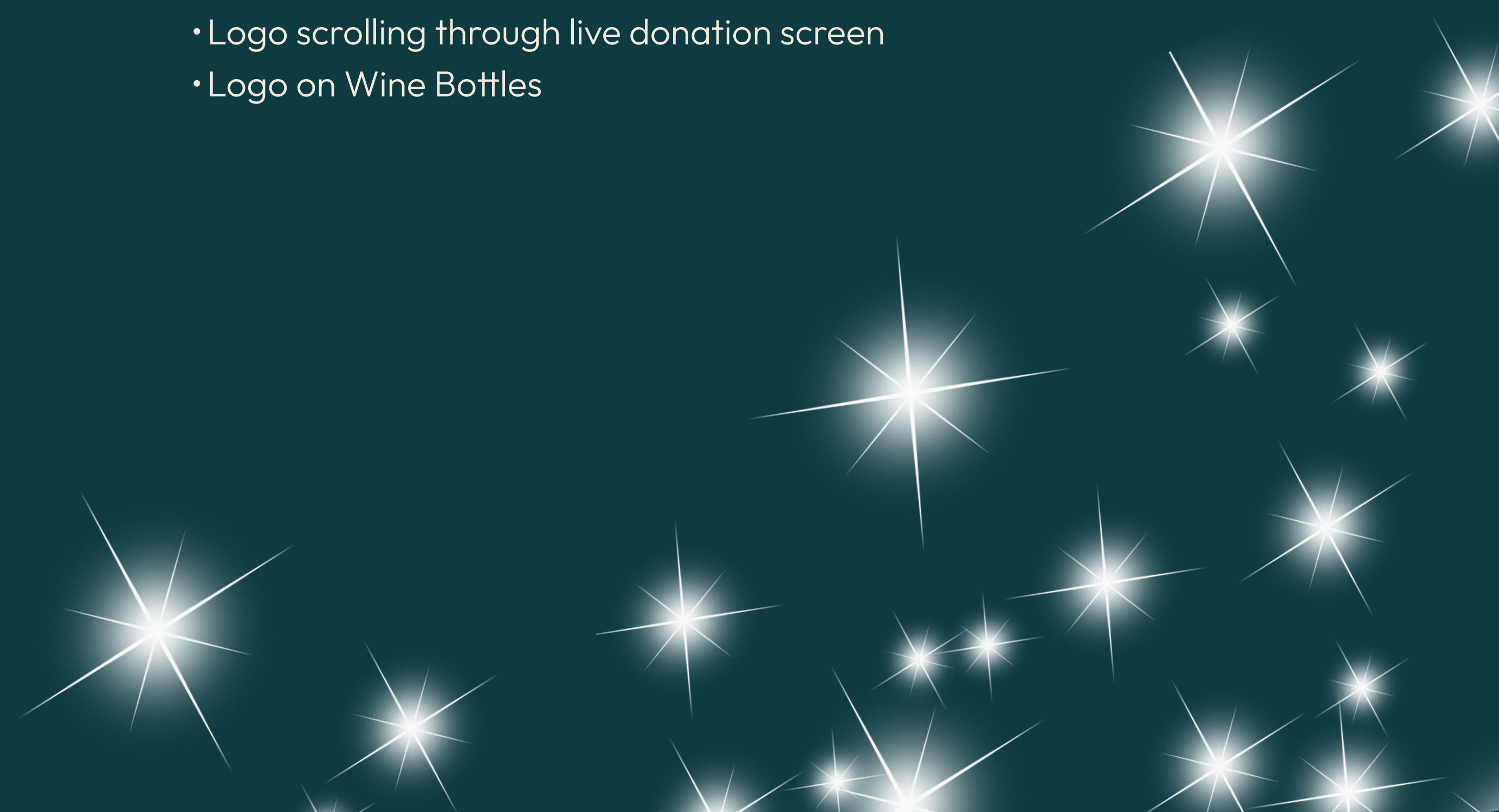
ONE EXCLUSIVE
OPPORTUNITY

Showcase your support for animals in need and be featured on every table at Cocktails for Critters!

Media and Advertising Recognition

- Logo on Calgary Humane Society's Cocktails for Critters webpage
- Logo on the fundraising, ticketing, and silent auction platform
- In all Cocktails for Critters social media mentioning the wine

On-Site Event Recognition

- A table for 8 in a prime location
 - Logo prominently featured on your table
 - Logo on the sponsor sign at the entrance to the event
 - Logo scrolling through live donation screen
 - Logo on Wine Bottles
- 



Ears and Tails Sponsor \$7,500

ONE EXCLUSIVE
OPPORTUNITY

The Ears and Tails Sponsor is the perfect opportunity to share your dedication to supporting animals in need through one of the evenings highlights – Ears and Tails!

Media and Advertising Recognition

- Logo on Calgary Humane Society's Cocktails for Critters webpage
- Logo on the fundraising, ticketing, and silent auction platform
- In all Cocktails for Critters social media mentioning Ears and Tails

On-Site Event Recognition

- Logo on all Ears and Tails signage
- A table for 8
- Logo prominently featured on your table
- Logo on the sponsor sign at the entrance to the event
- Logo scrolling through live donation screen



Treat Table Sponsor \$7,500


ONE EXCLUSIVE
OPPORTUNITY

The Treat Table Sponsor is your opportunity to share your passion for animal welfare and send guests home with a reminder of their impact, to share with their furry companions. Treat table sponsor will support a take home treat bag for our guests' furry friends.

Media and Advertising Recognition

- Logo on Calgary Humane Society's Cocktails for Critters webpage
- Logo on the fundraising, ticketing, and silent auction platform
- In all Cocktails for Critters social media mentioning the treat table

On-Site Event Recognition

- On all Treat Table signage
 - On branded bandanas available for guests at the treat table
 - A table for 8
 - Logo prominently featured on your table
 - Logo on the sponsor sign at the entrance to the event
 - Logo scrolling through live donation screen
- 



Continued Companionship Champion \$5,000

NINE OPPORTUNITIES

Animals make a lasting
difference in our lives.

This is your chance to make a
lasting difference in theirs!

By championing Continued Companionship program, you will have a special role in creating a better more compassionate community. These opportunities showcase Calgary Humane Society's programs that help animals stay happy and healthy at home.

Senior's Program
Pet Safekeeping
Emergency Boarding
Rosco's Keep Them Home
Pets and Renters Program
Community Spay and Neuter Clinics
Food Bank Program
Lost and Found Pets
Behaviour Helpline and Classes

All center around keeping animals in loving homes and preserving shelter space for those animals who truly have nowhere else to go.

Media and Advertising Recognition

- Logo on Calgary Humane Society Cocktails for Critters webpage
- Logo featured on the fundraising, ticketing and silent auction platform

On-Site Event Recognition

- Name or signature on coasters that highlight one of nine Continued Companionship programs for guests to use.
- A table for 8
- Logo prominently featured on your table
- Logo on the sponsor sign at the entrance to the event
- Logo scrolling through live donation screen

For more information about our Continued Companionship programs, please visit our [Community Services](https://calgaryhumane.ca/community-services) page at [CalgaryHumane.ca](https://calgaryhumane.ca)





Table Sponsor \$3,000

ONE EXCLUSIVE
OPPORTUNITY

Sponsoring a table is your opportunity to share your passion for animal welfare while building relationships with clients, colleagues, and friends.

As a Table Sponsor, you will receive a table for 8 with a three-course seated dinner. While enjoying the evening's program from some of the best seats in the house, you and your guests will also enjoy animal visits, the ears and tails raffle, opportunities to bid for top-of-the-line silent auction items, and much more.

Media and Advertising Recognition

- Logo on Calgary Humane Society's Cocktails for Critters webpage
- Logo on the fundraising, ticketing, and silent auction platform

On-Site Event Recognition

- A table for 8 including a seated 3 course dinner
- Logo prominently featured on your table
- Logo on donation screen



Menu Sponsor

\$1,500

ONE EXCLUSIVE
OPPORTUNITY

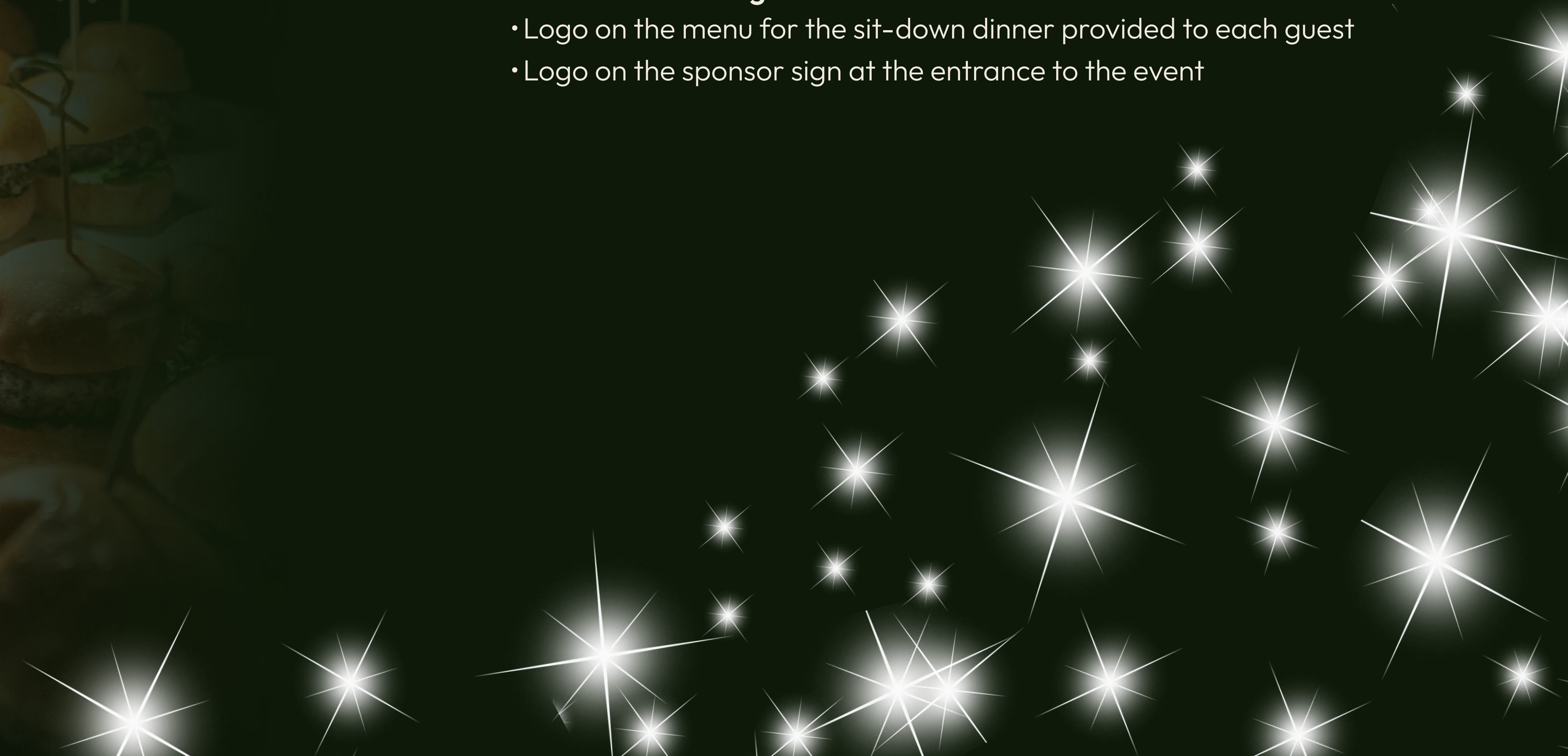
The Menu Sponsor has a special role in making Cocktails for Critters a success and giving hope to animals in need!

**Includes two complimentary tickets to the event*

Media and Advertising Recognition

- Logo on Calgary Humane Society's Cocktails for Critters webpage
- Logo on the fundraising, ticketing, and silent auction platform

On-Site Event Recognition

- Logo on the menu for the sit-down dinner provided to each guest
 - Logo on the sponsor sign at the entrance to the event
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Raffle Sponsor \$1,500

ONE EXCLUSIVE
OPPORTUNITY

Make an impact for vulnerable animals and be part of one of the evenings highlights – the raffles!

**Includes two complimentary tickets to the event*

Media and Advertising Recognition

- Logo on Calgary Humane Society's Cocktails for Critters webpage
- Logo on the fundraising, ticketing, and silent auction platform

On-Site Event Recognition

- Logo on the sponsor sign at the entrance to the event
- Logo on signage at the raffle table
- Logo on the raffle tickets

Bar Sponsor \$1,500

ONE EXCLUSIVE
OPPORTUNITY

As the Bar Sponsor, you are a champion for animals in need and play a significant role in making Cocktails for Critters a glowing success!

**Includes two complimentary tickets to the event*

Media and Advertising Recognition

- Logo on Calgary Humane Society's Cocktails for Critters webpage
- Logo on the fundraising, ticketing, and silent auction platform

On-Site Event Recognition

- Logo on the sponsor sign at the entrance to the event
- Logo on signage at the bar

Additional Benefit

- Create a custom cocktail and name it after your business! Custom Cocktail will be added to the printed drink menu, visible at the bar.

SOLD

Cocktails FOR Critters

CALGARY HUMANE SOCIETY

Thank you for supporting Cocktails for Critters Calgary Humane Society's signature fundraising event to support vulnerable animals in our community!

You are a critical part of making Cocktails for Critters a success. Your support of this event will raise much needed funds to support animals in the shelter and our community. You are giving animals homes, food, veterinary care, and so much more. Thank you for making sure every animal is loved.

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

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