

Cocktails FOR Critters

CALGARY HUMANE SOCIETY



2025
Sponsorship Opportunities

October 4th, 2025 - The Westin Calgary - 320 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.

The 2025 Cocktails for Critters Gala will focus on Calgary Humane Society's Continued Companionship Programs. These programs have been instrumental in preserving the human-animal bond - keeping animals with the family who loves them, despite the challenges they face. This is because each program has been created to address a particular hardship pet families are experiencing. Each one representing a network of support wrapped around an animal and their family so no one has to face the heart wrenching decision to give up their animal when it is not their choice to do so.

Last year, Calgary Humane Society admitted 3,614 animals with 1,572 being brought to the shelter by their owner. Over 80% of these families made this difficult decision because they felt they were out of options, they had no where else to turn.

As a sponsor of Cocktails for Critter, you will have a significant impact on the growing need in our community. You will help drive the growth and ongoing development of the Continued Companionship programming which supported close to 1,000 families in 2024 and prevented these vulnerable animals from being admitted to the facility and losing the home they know and love.

Cocktails for Critters is an extraordinary evening where we come together to support our community! With over 300 animal lovers in attendance, including community leaders, businesses and organizations, it is an incredible opportunity to connect with others who share your passion for a cause that resonates deeply with our community. As a sponsor, you will be recognized as a champion for animal welfare helping Calgary Humane Society create a more humane world.



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

You will be creating a community that empowers families to make the best decision for their much loved friend and strengthening the human animal bond.

Presenting Sponsor \$20,000

1 Exclusive Opportunity

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

- Exclusive recognition as the Presenting Sponsor.
- Exclusive opportunity to speak during the event.
- Logo placement on all event materials, including invitations, and signage. Logo on our premier branded photo wall at the entrance to the event, as well as on the fundraising, ticketing and silent auction platform.
- Logo on the sponsor sign at the entrance to the event.
- VIP table for 10 guests.
- Acknowledgment in all press releases, website and social media posts, on the live donation screens and during the event program.



Stage Sponsor \$10,000

1 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.

- Logo placement on stage signage and worn by animals participating in the stage presentation, according to comfort level of animal.
- Acknowledgment during stage presentations.
- Logo inclusion on website, donation screens and on all Cocktails for Critters media mentioning the Main Stage.
- Logo on the sponsor sign at the entrance to the event.
- VIP table for 10 guests.



Critter Meet & Greet Rooms

\$10,000

2 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.

- Logo placement at the entrance and within one of the two Critter Meet and Greet Rooms.
- Opportunity to provide branded materials to guests visiting the Critter Meet & Greet Room.
- Acknowledgment during stage presentations.
- Logo inclusion on website, donation screens and on all Cocktails for Critters media mentioning the Critter Meet and Greet Room.
- Logo on the sponsor sign at the entrance to the event.
- VIP table for 10 guests.



VIP Valet Sponsor

\$7,500

1 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!

- Logo placement at valet station and on valet tickets.
- Logo on the sponsor sign at the entrance to the event.
- Opportunity to park a branded vehicle at valet, visible to event guests, hotel guests and the public.
- Table for 8 guests.
- Logo inclusion on website, donation screens and on all Cocktails for Critters media mentioning the Valet.



Wine Sponsor

\$7,500

-Sold-

Raise a glass to becoming the Wine Sponsor at Cocktails for Critters! As the Wine Sponsor, you'll ensure our guests enjoy a delightful selection of wines throughout the evening, adding to the festive and celebratory atmosphere of the event. Your sponsorship will be prominently recognized, associating your brand with the enjoyment and memorable experiences of our guests — a fantastic opportunity to showcase your commitment to animal welfare while enhancing the overall experience of the gala.

- Logo placement at all wine stations.
- Logo placement on wine bottles at each table.
- Logo inclusion on website, donation screens and on all Cocktails for Critters media mentioning the wine.
- Logo on the sponsor sign at the entrance to the event.
- Table for 8 guests.



Ears and Tails Sponsor \$7,500

1 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 50/50 Raffle!

- Acknowledgement from Main Stage when the Ears and Tails raffle is introduced.
- Logo placement on Main Stage during Ears and Tails raffle.
- Prominent logo placement at the Ears and Tails purchase table, and on roaming Volunteers.
- Logo inclusion on website, donation screens and on all Cocktails for Critters media mentioning Ears and Tails.
- Logo on the sponsor sign at the entrance to the event.
- Table for 8 guests.



Treat Table Sponsor

\$7,500

1 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.

- Logo placement at Treat Table, located at the front of the event, next to registration.
- Logo inclusion on website, donation screens and on all Cocktails for Critters media mentioning the Treat Table.
- Logo on the sponsor sign at the entrance to the event.
- Table for 8 guests.



Continued Companionship Champion \$5,000

7 Opportunities

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, perserving the human-animal bond.

Seniors Program

Pet Safekeeping, Emergency Boarding

Spay/Neuter and Wellness Clinics

Rosco's Keep Them Home

Community Food Bank

Pets & Renters.

For more information about our Continued Companionship programs, please visit our Community Services page at CalgaryHumane.ca.

- Logo or name placement on coasters that highlight selected Continued Companionship program.
- Logo or name placement on event decor posters & animal handlers highlighting selected Continued Companionship program.
- Logo or name placement on pre-event emails when selected Continued Companionship program is featured.
- Logo on the sponsor sign at the entrance to the event.
- Logo inclusion on website, donation screens and on all Cocktails for Critters media mentioning your selected Continued Companionship program.
- Table for 8 guests.



Sillybooth Sponsor

\$5,000

1 Exclusive Opportunity

This sponsorship offers a unique opportunity to showcase your brand on every photo, providing extended visibility as guests share their memorable moments on social media, and take them home to remember the impactful night.

- Logo placement on signage at silly booth as well as on digital and printed Sillybooth photos.
- Logo Inclusion on website and donation screens.
- Logo on the sponsor sign at the entrance to the event.
- Seating for 8 guests.



Table Sponsor \$3,000

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.

- Logo placement on sponsored table.
- Acknowledgment on website and donation screens.
- Seating for 8 guests.



Menu Sponsor \$1,500

1 Opportunity Remaining

The Menu Sponsors have a special role in making Cocktails for Critters a success and giving hope to animals in need, by providing guests and supporters with a meaningful experience!

- Shared logo placement on event menus, for each guest to read and take home as a reminder of the impactful evening.
- Logo inclusion on website and donation screens.
- Logo on the sponsor sign at the entrance to the event.
- Seating for 2 guests.



Raffle Sponsor \$1,500

-Sold-

Step into the spotlight as our Raffle Sponsor at Cocktails for Critters! This exciting opportunity offers your brand prominent visibility at our raffle ticket table where guests will eagerly participate in two thrilling raffles: a beer and wine raffle, and a trip raffle. As the Raffle Sponsor, your support will be highlighted throughout the evening, associating your brand with the excitement and anticipation of our guests. Your sponsorship not only adds to the fun and engagement of the event but also plays a crucial role in raising funds to support the animals at the Calgary Humane Society.

- Logo placement at raffle station table.
- Logo on the sponsor sign at the entrance to the event.
- Acknowledgment from main stage when raffle winner is announced.
- Seating for 2 guests.
- Logo inclusion on website and donation screens.



Entertainment Sponsor

\$1,500

1 Exclusive Opportunity

Step into the spotlight as the Entertainment Sponsor at Cocktails for Critters! This vibrant event is all about celebrating the incredible impact our supporters have on animal welfare, and the band plays a key role in making the night unforgettable. Their lively performances infuse the evening with fun, energy and excitement, ensuring guests have a blast while supporting a great cause.

- Logo visibility when band is playing.
- Logo on Cocktails for Critters website.
- Logo on Sponsor Sign at the entrance to the event.
- Seating for 2 guests.





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

Your support is the heartbeat of Cocktails for Critters. By contributing to this event, you are making a profound difference in the lives of animals in our shelter and community. Your generosity provides essential care, love and hope to animals in need, giving them a second chance at a happy life. Thank you for your unwavering commitment to protecting animals, supporting people, and creating a more humane world.

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

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