



Calgary
Humane
Society

COCKTAILS — FOR — CRITTERS

2026

SPONSORSHIP OPPORTUNITIES



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COCKTAILS
— FOR —
CRITTERS

The 2026 Cocktails for Critters Gala will focus on supporting 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 3,427 animals with 1,500 surrendered to the shelter by their owner. Over 66% 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 Critters, 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 1,644 families in 2025 and supported loving animal owners to overcome barriers and keep their pets in 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 resonating deeply with our community. As a sponsor, you are recognized as a champion for animal welfare helping Calgary Humane Society create a more humane world.

By sponsoring Cocktails for Critters and joining us for this impactful evening, you will save lives and keep families together.

You will have a significant impact empowering families to make the best decision for their much-loved pets, ultimately strengthening the human-animal bond.



PRESENTING SPONSOR
\$25,000



STAGE SPONSOR
\$15,000



CRITTER LOUNGE
SOLD



HOSPITALITY SPONSOR
\$10,000



SIGNATURE MOMENTS SPONSOR
\$10,000



WINE SPONSOR
\$7,500



AUCTION SPONSOR
\$7,500



CONTINUED COMPANIONSHIP
CHAMPIONS
\$5,000



EARS AND TAILS SPONSOR

SOLD



TABLE SPONSORS
Contact Us!



MENU SPONSORS
\$2,500



RAFFLE SPONSORS
\$2,500

PRESENTING SPONSOR

\$25,000

Be the name everyone remembers – as the official presenting sponsor of Cocktails for Critters. As a leading champion for animal welfare, you will receive category exclusivity, unrivaled visibility, name integration and prime positioning in all event materials. Most importantly, you will have an influential role in the evening's program and amplify your impact with animals in our community.

Key Benefits:

- **Exclusive Naming Recognition:** Prime logo placement across all marketing channels (print, digital, social).
- **On-Site Presence:** Premium activation in high-traffic areas such as the premier branded photo wall as well as on the donation screens during the event program.
- **Media Exposure:** Inclusion in all press releases, interviews, live and social media coverage.
- **Speaking Opportunity:** Welcome remarks or keynote slot during the event.
- **Hospitality:** VIP table for 8-10 guests, backstage access, and client hosting opportunities.



STAGE SPONSOR

\$15,000

Place your brand at the **Centre of the Action!** Own the spotlight and show your commitment to animal welfare from the heart of the event – the Main Stage.

With prestigious visibility, your brand is the front and centre where all eyes are focused during the program while you demonstrate your dedication to animal welfare in a way that is heartfelt and memorable. Your logo becomes an immersive presence as part of the stage experience, even worn by our amazing animal guests (with their comfort as priority).

Key Benefits:

- **Prime Stage Branding:** Logo placement on stage signage, worn by animals participating in the stage presentation (comfort permitting).
- **Multi-Channel Exposure:** Logo featured on event website, donation screens and all “Cocktails for Critters” communications mentioning the Main Stage.
- **VIP Hospitality:** Reserved VIP table for 8-10 guests to enjoy the event in style, backstage access, and client hosting opportunities.
- **Live Recognition:** Verbal acknowledgement during stage presentations.
- **Event Entrance Visibility:** Logo on the sponsor sign at the entrance.

As the Stage Sponsor, your brand becomes part of the moments that inspire, delight, and connect — all while championing the animals we love.



CRITTER LOUNGE

\$15,000

SOLD

Where connections happen! Be the name behind one of the most beloved experiences of the evening – where guests meet, mingle, and fall in love with our furry and exotic friends. The Critter Lounge is a prestigious and unique opportunity to share your dedication to animal welfare by aligning your brand with one of the most visited and talked-about attractions of the event. Guests will associate your name with the joy of meeting animals up close and feeling the impact of their generosity in a warm, interactive setting.

Key Benefits:

- **Prime On-Site Branding:** Logo placement at the entrance and inside the Critter Lounge.
- **Live Recognition:** Verbal acknowledgment during stage presentations.
- **Event Entrance Visibility:** Logo on the sponsor sign at the entrance.
- **Branded Guest Experience:** Opportunity to provide branded materials to visitors in the Critter Meet & Greet Room.
- **Multi-Channel Exposure:** Logo featured on event website, donation screens, and all “Cocktails for Critters” communications mentioning the Critter Lounge.
- **VIP Hospitality:** Reserved VIP table for 8-10 guests to enjoy the event in style, backstage access, and client hosting opportunities.

As the Critter Lounge Sponsor, your brand becomes part of the smiles, laughter, and heartwarming moments that guests will remember long after the night ends.



HOSPITALITY SPONSOR

\$10,000

A warm welcome and a sweet send-off! Be the brand that greets every guest with a warm welcome and delights guests and their furry companions with a thoughtful take-home treat - and let your brand be the first hello and the last warm memory they carry from the evening. Emphasize the unique start-to-finish exposure and reinforce your dedication to animal welfare at every stage of the guest experience.

Key Benefits:

- **Prime Event Placement:**
 - **Welcome Table** – Logo and signage at the front of the event, next to registration, ensuring every guest sees your brand upon arrival.
 - **Treat Table** – Logo prominently displayed at the take-home treat station, where guests collect gifts for their pets.
- **Multi-Channel Exposure:** Logo featured on event website, donation screens, and all “Cocktails for Critters” communications mentioning the Hospitality Tables.
- **VIP Hospitality:** Reserved VIP table for 8 guests close to the stage where you can have the best view of the program and impact.
- **Event Entrance Visibility:** Logo on the sponsor sign at the entrance.

As Hospitality Table Sponsor, your brand bookends the evening with warmth, generosity, and joy — welcoming guests in, thanking them on their way out, and leaving a lasting impression on both hearts and paws.



SIGNATURE MOMENTS SPONSOR

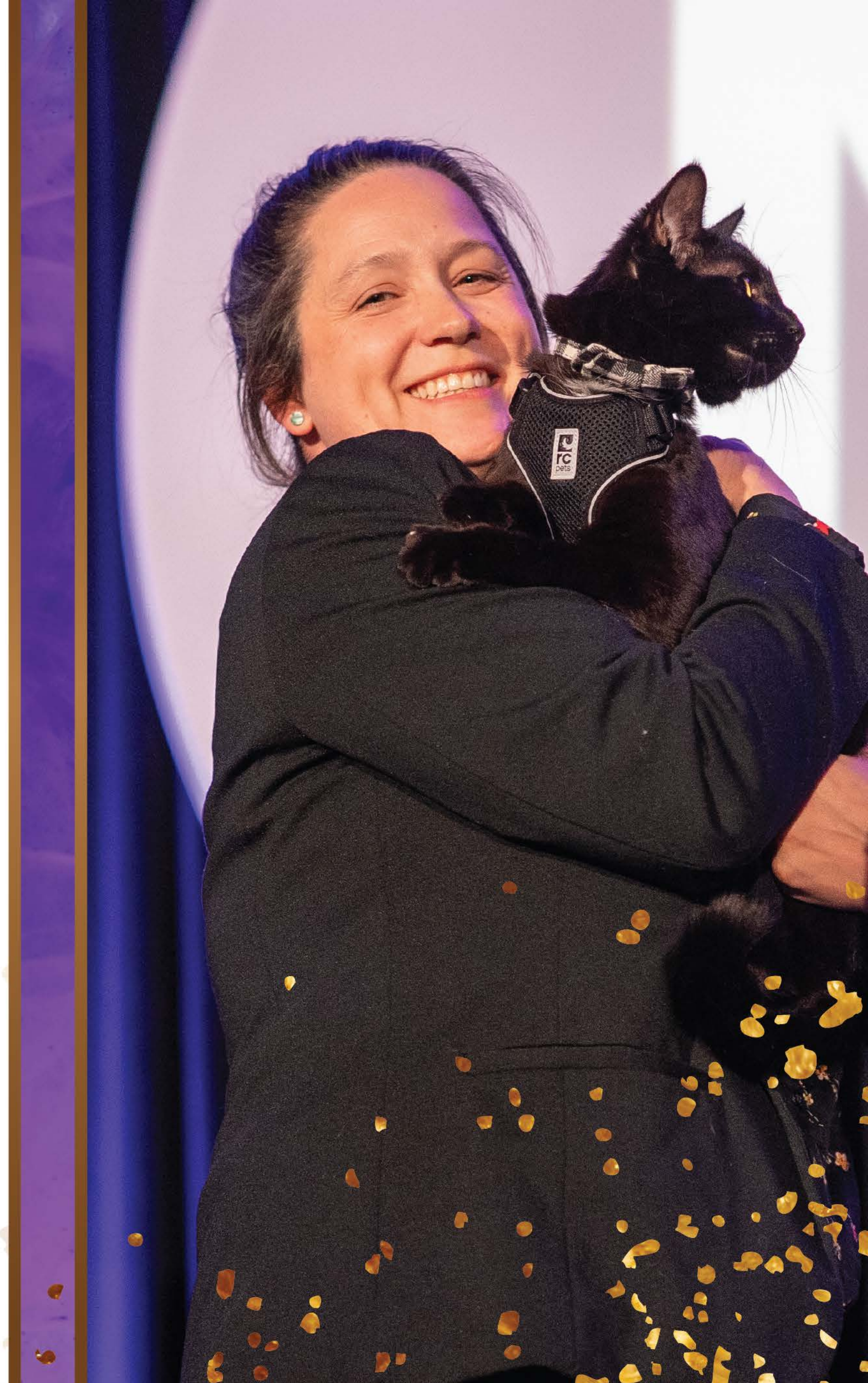
\$10,000

Capture the fun, own the memory. This sponsorship offers a unique opportunity to be the brand behind the laughter, the snapshots, and the keepsakes guests will share, cherish, and revisit long after the night ends. Receive social media amplification when your logo appears on every photo booth photo, ensuring organic brand exposure as guests post and tag their memories. In addition, you will enjoy post-event longevity when your branding is integrated into the digital album shared with attendees, sponsors, and stakeholders, remaining in circulation well beyond event night. This interactive brand experience engages guests directly with your brand in a fun, lighthearted setting that sparks conversation and sharing.

Key Benefits (with Added Activations):

- **Prime Event Placement:** Logo placement on photo booth signage, printed photos (excluding the Presenting Sponsor photo wall), and digital photo frames.
- **Post-Event Digital Album:** Logo featured on the cover and throughout the shared album sent to all participants, sponsors, and VIPs.
- **Stage Recognition:** Verbal acknowledgment during the program when highlighting the photo booth experience.
- **Multi-Channel Exposure:** Logo on event website, donation screens, and all "Cocktails for Critters" communications mentioning the photo booth.
- **Event Entry Visibility:** Logo on the sponsor sign at the entrance.
- **VIP Hospitality:** Reserved VIP table for 8 guests close to the stage where you can have the best view of the program and impact.

Your brand becomes the smile in every snapshot, the laughter in every share, and a visual memory guests will treasure long after the night fades.



WINE SPONSOR

\$7,500

Pour joy, toast to change. As the exclusive Wine Sponsor of Cocktails for Critters, your brand will be at the heart of every celebration, every toast, and every shared moment of the evening. Guests will savor a curated selection of wines, each glass served as a reminder of your generosity and commitment to animal welfare. From the first pour to the final sip, your sponsorship will be woven into the night's most joyful and memorable experiences.

Key Benefits:

- **Prime Event Placement:** Logo placement at all wine stations and wine bottles at each table.
- **Multi-Channel Exposure:** Logo on event website, donation screens, and all "Cocktails for Critters" communications mentioning the wine selection.
- **Event Entry Visibility:** Logo on the sponsor sign at the entrance.
- **Hospitality:** One reserved table for 8 guests to enjoy the evening.

Showcase your commitment to animal welfare while enhancing the overall experience of the gala for guests.



AUCTION SPONSOR

\$7,500

Where generosity meets excitement. As the exclusive Auction Sponsor of Cocktails for Critters, your brand will take center stage during two of the evening's most anticipated moments — the thrilling live auction and the competitive silent auction. From the first bid to the final paddle raise, your sponsorship will be front and center, aligning your name with the energy, generosity, and community spirit that make these auctions unforgettable.

Key Benefits:

- **Main Stage Recognition:** Verbal acknowledgment from the stage during the introduction of both auctions.
- **Prime Event Placement:** Prominent logo placement within the exclusive auction room.
- **Event Entry Recognition:** Logo placement on the sponsor sign at the event entrance.
- **Premium Visibility:** Logo displayed prominently on the Main Stage during the live auction, during silent auction mentions and on participant bidding cards.
- **Multi-Channel Exposure:** Logo featured on the event website, donation screens, and all Cocktails for Critters communications mentioning the auctions.
- **Hospitality:** One reserved table for 8 guests to enjoy the evening.

Your brand will be part of every winning bid, every raised bidding card, and every moment of generosity that impacts lives.



CONTINUED COMPANIONSHIP CHAMPION

\$5,000

SIX OPPORTUNITIES

Keeping families and hearts together. As a Continued Companionship Champion, your sponsorship directly supports Calgary Humane Society programs that help animals remain happy, healthy, and at home with the people who love them. From providing food and veterinary care to offering safe shelter during emergencies, your partnership preserves the irreplaceable human-animal bond and builds a more compassionate community.

Sponsor your choice of program: Seniors Program (Sold), Pet Safekeeping, Emergency Boarding, Spay/Neuter & Wellness Clinics, Rosco's Keep Them Home, Community Food Bank, Pets & Renters

Key Benefits:

- **Program Spotlight:** Logo or name featured in Impact Program, event décor posters, and animal handlers highlighting your selected Continued Companionship program.
- **Multi-Channel Exposure:** Logo featured on the event website, donation screens, and in all Cocktails for Critters communications mentioning your selected program.
- **Event Entry Recognition:** Logo placement on the sponsor sign at the event entrance.
- **Pre-Event Promotion:** Logo featured on Calgary Humane Society facility digital screens when your selected program is featured.
- **Hospitality:** One reserved table for 8 guests to enjoy the evening.

Your support keeps tails wagging, families whole, and love exactly where it belongs — at home.



EARS AND TAILS SPONSOR

\$5,000

SOLD

Where fun meets fundraising. As the exclusive Ears and Tails Raffle Sponsor, your brand will be front and center for one of the evening's most exciting and interactive moments — the Ears and Tails 50/50 Raffle! This high-energy highlight brings guests together in friendly competition, all while raising vital funds to help animals in need. Your sponsorship ensures your name is associated with the laughter, anticipation, and generosity that make this game unforgettable.

Key Benefits:

- **Main Stage Recognition:** Verbal acknowledgment during the introduction of the Ears and Tails raffle.
- **Premium Visibility:** Logo displayed on the Main Stage during the raffle.
- **Prime Event Placement:** Prominent logo placement at the raffle purchase table and on roaming volunteers.
- **Multi-Channel Exposure:** Logo featured on the event website, donation screens, and all Cocktails for Critters communications mentioning Ears and Tails.
- **Event Entry Recognition:** Logo placement on the sponsor sign at the event entrance.
- **Hospitality:** One reserved table for 8 guests to enjoy the evening.

Your brand will be part of many laughs, every coin toss, and every moment of excitement that changes lives for animals in need.



TABLE SPONSOR

\$4,000

A seat at the table for change. As a Table Sponsor, you'll combine your passion for animal welfare with an unforgettable evening of connection, celebration, and impact. Host clients, colleagues, or friends at your reserved table for 8, enjoying a three-course seated dinner, Animals on the Runway, the lively Ears and Tails raffle, the rush of the live auction, and the thrill of bidding on exclusive silent auction items.

Key Benefits:

- **On-Site Recognition:** Logo placement on your sponsored table.
- **Multi-Channel Exposure:** Logo featured on the event website and donation screens.
- **Hospitality:** Reserved seating for 8 guests to enjoy the full gala experience.
- **Company recognition and logo in our newsletter:** Connecting your brand with a compassionate community through powerful stories that inspire generosity and showcase the impact of donor support.

Your table becomes more than a place to dine — it's a place where compassion gathers, and change begins.



MENU SPONSOR

\$2,500 FOUR OPPORTUNITIES

Your brand on every table, in every hand. As a Menu Sponsor, your support helps create a memorable evening for guests while giving hope to animals in need. Your logo will be featured on the beautifully designed event menus — a keepsake each guest takes home, serving as a lasting reminder of both the evening's impact and your generosity.

Key Benefits:

- **Tangible Presence:** Shared logo placement on event menus for every guest.
- **Digital Exposure:** Logo featured on the event website and pre-event email highlighting the menu.
- **Event Entry Recognition:** Logo placement on the sponsor sign at the event entrance.
- **Hospitality:** Seating for 2 guests to enjoy the gala experience.

Your table becomes more than a place to dine — it's a place where compassion gathers, and change begins.



RAFFLE SPONSOR

\$2,500

THREE UNIQUE OPPORTUNITIES

Skip 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 three thrilling raffles: the Wine and Spirits Raffle, the Diamond Raffle, and the 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.

- Sponsor your choice of Raffle: Wine & Spirits Raffle, Diamond Raffle, or Trip Raffle

Key Benefits:

- **Tangible Presence:** Logo placement at raffle station table and on our roaming volunteer, specific to the Diamond Raffle
- **Multi-Channel Exposure:** Logo inclusion on website and pre-event emails highlighting the raffles.
- **Hospitality:** Seating for 2 guests to enjoy the gala experience.
- **Event-Wide Recognition:** Acknowledgment from main stage when raffle winner is announced.
- **Event Entry Recognition:** Logo placement on the sponsor sign at the entrance to the event.

Your brand will be part of every hopeful ticket, every gasp of excitement, and every winning moment that helps change an animal's life.





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**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. 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.

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