



Pour Your Heart Out and support Anti-Cruelty's annual fundraising event to help shelter, feed, and care for **more than 20,000 animals** this year.



The Event

Pour Your Heart Out is our signature wine, beer, and cocktail tasting fundraiser held every autumn. On Thursday, September 25, 2025, this spirited event will attract hundreds of diverse guests from across the metropolitan area with one goal: to support Anti-Cruelty! Pour Your Heart Out includes alcoholic and mocktail tastings from local wineries, breweries, and distilleries as well as hors d'oeuvres, entertainment, silent auction, and puppy playtime!

Our Impact – 20,000 Animals

Your sponsorship of Pour Your Heart Out helps raise funds and awareness to support the work of Anti-Cruelty, the oldest and most comprehensive animal welfare organization in Chicago. As an open door to compassion, Anti-Cruelty welcomes and provides care for any animal in need and your partnership will become part of our commitment to creating a humane Chicago.

In addition to foster and adoption services, Anti-Cruelty provides:

- Community support and education programs to keep people and their pets together
- Pop-up pet food pantries
- Emergency pet boarding
- Senior citizen pet owner support
- Free behavior helpline
- Low cost spay/neuter clinic and other reduced fee veterinary services



Support Us

- Share your beer, wine, or spirited beverage creations (approx. 250 samples of each option)
- Compete for top honors against some of Chicago's finest mixologists
- Display your company's commitment to Anti-Cruelty's mission, building a healthy and happy community where pets and people thrive together
- No entry fee for Pawtenders – the only cost to you is the donation of your beverages
- Must have current BASSET certification if serving alcoholic beverages.
- Display set-up begins at 5 p.m. Guests arrive at 6 p.m., event ends at 10 p.m.



We are also accepting in-kind product donations for the main bar and larger sponsorships. If you would like to support this event further, please let us know!

Pour Your Heart Out Thursday, September 25
Sarabande - 2726 W. Roscoe St.



Benefits to Pawtenders



Pre-Event

- Logo/Name inclusion in promotional campaign (email & marketing collateral) - must commit by August 2 for maximum exposure
- Name, with link, on Pawtender page of Pour Your Heart Out website
- Inclusion in confirmation email sent to all ticket holders
- Mention in social media channels

Event Exposure

- On-site exposure to 300 guests – a diverse and engaged audience
- Opportunity to distribute products or promotional materials at the event
- Logo included in Sponsor Reel projected for the duration of event
- Logo/name on select welcome materials
- Verbal acknowledgement during program at the event.
- Opportunity to include donations in our raffle and silent auction

Other Benefits

- Visible commitment to helping homeless and neglected animals
- Permission to use logo and marks of the event
- Listing in the Anti-Cruelty's Annual Report (30,000)
- Social media exposure on Anti-Cruelty channels, reaching an audience of over 100,000 followers

2025 Gold Shaker Awards

Tasting Pawtenders' concoctions will be judged to win coveted Golden Shakers in categories such as:

- Best Beverage Overall
- Most Creative Cocktail
- People's Choice Award



To become a Tasting Pawtender at Pour Your Heart Out, please complete the Tasting Pawtender application by Friday, August 22.

Please contact events@anticruelty.org for more information!