



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

Please lend your support by becoming a sponsor for Pour Your Heart Out! For maximum promotional exposure, please confirm your sponsorship level by completing the Commitment Form by July 18, 2025.

Contact Katie McCroskey at kmccroskey@anticruelty.org or 312-645-8084 with any questions.



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



Sponsorship Opportunities

Presenting Sponsor – \$15,000 Investment

- Logo inclusion on signage, website, press release, and eblasts
- Inclusion in social media posts
- Ten (10) VIP tickets
- Opportunity to distribute products or promotional materials at the event along with being a Pawtender
- Option to sponsor an activation at the event
- Opportunity to deliver brief remarks at the event
- Verbal acknowledgement during speaking program
- Listing in Anti-Cruelty's annual report

Gold Sponsor – \$10,000

- Logo inclusion on signage, website, press release, and eblasts
- Inclusion in social media posts
- Six (6) VIP tickets
- Opportunity to distribute products or promotional materials at the event along with being a Pawtender
- Opportunity to donate items or experiences to our silent auction, raffle, or other fundraising activation
- Verbal acknowledgement during speaking program
- Listing in Anti-Cruelty's annual report

Silver Sponsor – \$5,000

- Logo inclusion on signage, website, press release, and eblasts
- Four (4) VIP tickets
- Opportunity to distribute products or promotional materials at the event along with being a Pawtender
- Verbal acknowledgement during speaking program
- Listing in Anti-Cruelty's annual report

Bronze Sponsor – \$2,500

- Name inclusion on signage, website, press release, and eblasts
- Two (2) VIP tickets
- Pawtender only- distribute products
- Verbal acknowledgement during program event
- Listing in Anti-Cruelty's annual report

In addition to the levels above, we greatly appreciate product donations, Pawtender participation, and other customizable sponsorship opportunity ideas to make an impact for the animals at Anti-Cruelty.

Ready to support Pour Your Heart Out?

If you'd like to support Pour Your Heart Out with a sponsorship, please **complete the Sponsor Commitment Form by August 22, 2025.**

