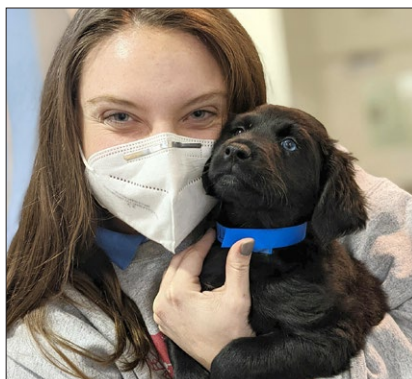




V I R T U A L
POUR your
HEART out
F E B R U A R Y 2 2 - 2 6



THE EVENT

The Anti-Cruelty Society is shifting its Pour Your Heart Out event from a one-night event to a week-long virtual extravaganza in 2021!

This annual event helps raise critical funds to help care for and protect animals in need and this year, instead of congregating together in a ballroom, the event will be virtual but still offer guests the opportunity to learn more about The Anti-Cruelty Society's mission and impact while participating in an exciting online event.

Emceed by Paul Lisnek, WGN-TV political analyst and dear friend to The Anti-Cruelty Society, the event will feature segments including stories about animals in our care, a Pour Your Heart Out signature drink mixology class, a special community awards presentation, a silent auction, and more.

The event will premiere Monday, February 22, 2021 through Friday, February 26 and will showcase a different video segment each day.

The silent auction will be online from Monday, February 15 through Friday, February 26. To learn more about the event, visit anticruelty.org/pour.



EVENT ACCESS

Since the event is virtual, it is accessible for anyone who wants to participate in the festivities! Access to the event is free to the public through the Society's social networks although there are also several registrations options available:

SUPPORTER: \$65:

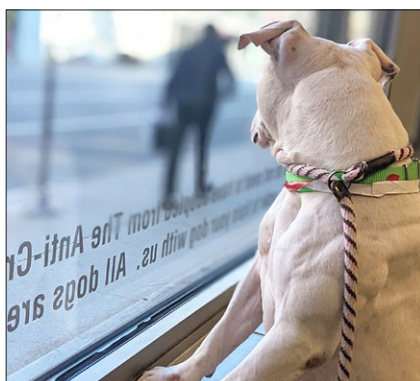
A pair of branded drink glasses

ADVOCATE: \$150:

A pair of branded drink glasses and a bottle of spirits from our premier liquor sponsor

CHAMPION: \$250:

A pair of branded drink glasses, a bottle of spirits from our premier liquor sponsor, and a snack basket



POUR YOUR HEART OUT GOES VIRTUAL
for an entire week: **FEBRUARY 22-26, 2021**



An **OPEN DOOR** to **COMPASSION**

V I R T U A L
POUR your
HEART out

F E B R U A R Y 2 2 - 2 6

THE IMPACT

Support from our sponsors and donors are critical to help the Society provide needed services and care for animals, especially this year.

Your sponsorship of Pour Your Heart Out will help The Anti-Cruelty Society raise funds and awareness to support the work caring for animals in need. As Chicago's oldest, and most comprehensive open admission animal welfare organization, the Society has focused on building a community of caring by helping pets and educating people. Our programs and services help more animals and humans every year through abuse and cruelty investigators, adoptions, spay/neuter surgeries, as well as animal care and rehabilitation. The now virtual outreach and education programs provide opportunities via Zoom for youth, families, adults and corporations in Chicago and across the country.

With a focus on community care initiatives that keep pets with their family, the Society provides safety net programs such as the Pop-up Pet Food Pantry, Friends Who Care, emergency short term pet care, and a Pet Deposit Subsidy program.

SUPPORT US

Please lend your support by becoming a sponsor for Pour Your Heart Out. The following opportunities have something for everyone. To secure your sponsorship, please fill out the attached form, or contact Sharla Nolte at snolte@anticruelty.org or 312-544-9819. Thank you for your consideration.



POUR YOUR HEART OUT GOES VIRTUAL
for an entire week: **FEBRUARY 22-26, 2021**



SPONSORSHIP OPPORTUNITIES

FACEBOOK:
80,000 followers

INSTAGRAM:
28,500 followers

TWITTER:
11,800 followers

EMAIL:
32,000

PRESENTING SPONSOR \$7,500

- Sponsor name incorporated in event name. "Virtual Pour Your Heart Out presented by Sponsor"
- Opportunity to provide up to 60 second prerecorded video to be used during the program.
- Logo placement on all on all Pour Your Heart Out marketing materials including invitation and event eblasts.
- Acknowledgement during remarks at the event.
- Sponsor logo linked to sponsor webpage
- Acknowledgement in event press releases.
- Acknowledgement as a sponsor in The Anti-Cruelty Society Annual Report.
- Acknowledgement on two event-related social media posts.
- Two "Champion" Pour Your Heart Out guest packages.

GOLD SPONSOR \$5,000

- Logo placement on all Pour Your Heart Out marketing materials including invitation and event e-blasts.
- Acknowledgement during remarks at the event.
- Sponsor logo linked on event web page and mobile bidding platform.
- Acknowledgement in event press releases.
- Acknowledgement as a sponsor in The Anti-Cruelty Society Annual Report.
- Acknowledgement on one event-related social media post.
- Two complimentary "Champion" guest packages.

SILVER SPONSOR \$3,000

- Sponsor name listed on all event marketing materials including invitation and event eblasts.
- Acknowledgement during remarks at the event.
- Sponsor logo linked on event web page and mobile bidding platform.
- Acknowledgement in event press releases.
- Acknowledgement as a sponsor in The Anti-Cruelty Society Annual Report.
- Acknowledgement on one event-related social media post.
- One complimentary "Champion" guest package.

AWARD SPONSOR \$2,500

New for 2021; this sponsorship honors an exemplary group or individual who has gone above and beyond to serve the mission of The Anti-Cruelty Society.

- Opportunity to provide up to 60 second pre-recorded video announcing the award recipient.
- Acknowledgement during remarks at the event.
- Sponsor logo linked on event web page.
- Acknowledgement as a sponsor in The Anti-Cruelty Society Annual Report.
- Acknowledgement on one event-related social media post.
- One complimentary "Advocate" guest package.

BRONZE SPONSOR \$1,500

- Sponsor name listed on event marketing materials including event eblasts.
- Acknowledgement during remarks at the event.
- Sponsor logo linked on event web page.
- Acknowledgement in event press releases.
- Acknowledgement on one event-related social media post.
- One complimentary "Advocate" guest package.

QUESTIONS?

Contact Sharla Nolte at snolte@anticruelty.org or 312-544-9819.



COMMITMENT FORM

- \$7,500 PRESENTING SPONSOR \$5,000 GOLD SPONSOR
 \$3,000 SILVER SPONSOR \$2,500 AWARD SPONSOR
 \$1,500 BRONZE SPONSOR

Contributor's/Business name _____
(As you wish to be listed on all materials)

Contact person _____

Address _____

City, state, zip _____

Daytime phone _____ Email _____

Sponsorship amount \$ _____

PAYMENT INFORMATION

Payment:

- VISA MasterCard American Express Discover Check (payable to The Anti-Cruelty Society)

Name on card _____

Credit card _____

Expiration date MM/YYYY _____ CVV _____

Authorized signature _____

**PLEASE RETURN THIS COMPLETED FORM TO SHARLA NOLTE BY FRIDAY, JANUARY 29, 2021
TO SECURE YOUR SPONSORSHIP AND TO BE INCLUDED ON MARKETING MATERIALS.**

Sharla Nolte, The Anti-Cruelty Society, 157 West Grand Avenue, Chicago, IL 60654
Email: snolte@anticruelty.org, Phone: 312-544-9819, Fax: 312-644-3878

**THE ANTI-CRUELTY IS A 501(C)(3) PRIVATE NON-PROFIT ORGANIZATION AND IS NOT FUNDED
OR OPERATED BY ANY PARENT ORGANIZATION OR GOVERNMENT AGENCY.**