



POUR your HEART out

Tasting Pawtender Guide

We invite you to join us as a **TASTING PAWTENDER** at **Pour Your Heart Out!**



THE EVENT

Pour Your Heart Out is our signature wine, beer, and cocktail tasting fundraiser to be held on September 22 at 6:00 p.m. at Joe's on Weed Street in Chicago. In its 9th year, this spirited event will attract 600 guests from across the metropolitan area. Pour Your Heart Out includes spirit, beer, wine, and mocktail tastings from wineries, breweries, and distilleries, as well as hors d'oeuvres, a wine pull, entertainment, and silent auction.

THE IMPACT – 20,000 ANIMALS

Your participation at Pour Your Heart Out helps raise funds and awareness to support the mission of The Anti-Cruelty Society (ACS), the oldest and most comprehensive animal welfare organization in Chicago. As an open door to compassion, the Society welcomes and provides care for any animal in need. In addition to adoption services, the Society provides community support to keep people and their pets together through safety net services such as pop-up pet food pantries, emergency pet boarding, senior citizen pet owner support, and community education programs. ACS conducts neglect and animal cruelty investigations in the Chicago area, and offers a free behavior helpline, low cost spay/neuter clinic, and charity veterinary clinic.

For more information about our mission, visit anticruelty.org.



POUR YOUR HEART OUT September 22, 2022
JOE'S ON WEED STREET in Chicago

BECOME A TASTING PAWTENDER

- Share your beer, wine, or spirited beverage creations (approx. 600 samples)
- Compete for top honors against some of Chicago's finest mixologists
- Display your company's commitment to The Anti-Cruelty Society'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
- Required availability for Pour Your Heart Out on Thursday, September 22
- **Must have current BASSET certification if serving alcoholic beverages.**
- Display set-up begins at 4:30pm. Guests arrive at 6:00pm, event ends at 9:00pm.
- Each year, the event raises approximately \$40,000 for ACS's animal care, programs, and services
- **To secure your spot and for maximum marketing exposure please respond by August 22, 2022**

While the Pawtenders compete for top honors, partygoers will enjoy multiple food stations, live entertainment, an incredible silent auction and more!

BENEFITS TO PAWTENDERS

Pre-Event

- Logo/Name inclusion in promotional campaign (email promotions, marketing collateral)
- 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
- Additional promotions as capacity allows

Event Exposure

- On-site exposure to 600+ guests – a diverse and engaged audience
- Customized signage at your Sample Station
- 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
- Two (2) tickets to event for guests
- Verbal acknowledgement during program at the event.

- Opportunity to include donations in our raffle and silent auction raffle

Other Benefits

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

2022 Battle of the Beverages

Tasting Pawtenders will be judged in categories at Pour Your Heart Out 2022 such as...

- Best Spirited Cocktail
- Best Wine
- Best Beer
- Best Sweet Drink
- Best Flavors
- People's Choice Award/Best Beverage Overall

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

Please contact Erin Daly at edaly@anticruelty.org or 312-645-8060 for more information!