



Wine & Whiskers

Event Sponsorship Proposal



PEORIA
HUMANE
SOCIETY



Make a Difference...for animals and their people.

A sponsorship of Wine & Whiskers demonstrates to the community that your organization is also committed to animal welfare. Every cent we make at this event goes toward the PHS's programs to help animals in need in the Peoria area. PHS funds an emergency assistance program for veterinary care for animals of low income families, a low cost spay/neuter program, shelter volunteer program, rehabilitation of shelter animals, education program, and pet therapy.

Peoria Humane Society is dedicated to creating a humane environment for animals and humans. We are focused on ending pet overpopulation, cruelty and neglect to animals, and promoting respect and kindness to all through education and public awareness. The Peoria Humane Society incorporated more than 75 years ago to help the animals in Peoria. The PHS partners with Peoria County and the City of Peoria to offer comprehensive animal welfare and animal control services to all of Peoria county. Freed from the responsibility of funding a shelter, the PHS can devote its time, effort, and funds to increasing the adoption of shelter animals and creating a humane community.

About Wine & Whiskers

Our event will be held at the Trailside Event Center (4416 N Prospect Rd) in Peoria Heights on March 6, 2020 from 5-8pm. This is the 6th year for the Wine & Whiskers fundraiser. Attendance had grown to over 200 attendees. Your sponsorship of Wine & Whiskers can help us take this event to the next level. We need your support to make 2020 Wine & Whiskers our biggest and most successful event yet.

Wine & Whiskers is an ideal networking opportunity with a sophisticated audience who appreciate your commitment to animal welfare in our community. The event gives the Peoria Humane Society a chance to show donors and potential donors where donations are needed the most and allow them to give to the cause while having a great time doing it.

The event activities include wine tastings from local businesses, hors d'oeuvres, a silent auction, wine pull, wheel barrow of booze raffle, donation board, a visit from a furry friend, and more.



Fundraiser to benefit the Peoria Humane Society

Wine & Whiskers Media Reach

Emails– At least 3 emails to 1500 subscribers

Media– TV interviews on WMBD,
Radio spots on The Mix 106.9, 4
Billboards throughout Peoria

Print Advertising– Member newsletter
mailed to 1000 members



Online Advertising– social media, up to 10 posts, over 3000 followers, website www.peoriahs.org, homepage ad + event page. Listed on Peoria event calendars: Peoria Chamber of Commerce, explorepeoria.com, pjstar.com

Posters– 200 printed flyers distributed throughout community

Postcard– save the date, 600 pieces

Event Signage– Sponsor board visible to all attendees

Sponsorship Opportunities

Wine & Whiskers provides attendees with a night of indulgence and fundraising. They will be treated to samples of a variety of wines and spirits, delicious hors d'oeuvres by Angelfood, and an amazing silent auction. Show your support for the Peoria Humane Society and its mission to end animal abuse and neglect. We hope you will join our cause by sponsoring this special fundraising event. We offer several levels to accommodate a wide range of businesses. All sponsors must be confirmed by January 1, 2020 to reap all the benefits of their sponsorship level.

Tuxedo Cat Cabernet - \$5000+

- Listed as a top sponsor in all promotional materials and advertising (including facebook, television spots, radio interviews, and print material)
- Your logo and link to your website on Peoria Humane Society website
- Extensive event-day recognition
- Special recognition in PHS newsletter with logo
- Inclusion on a special "Top Sponsor" banner displayed at event (business name & Large Logo)
- Half page ad of your choice in event program distributed at event
- Index card size ad of your choice in PHS post-event newsletter
- Reserved table for 6 at event*

Catastic Chardonnay - \$2500

- Listed as a sponsor in all promotional materials and advertising (including facebook, television spots, radio interviews, and print material)
- Your logo and link to your website on Peoria Humane Society website
- Event-day recognition
- Special recognition in PHS newsletter with logo
- Inclusion on a special sponsor banner displayed at event (business name & large logo)
- Inclusion in event program distributed at event
- 4 Complimentary tickets to event*

Purrfect Pinot - \$1000

- Listed as a sponsor in promotional materials and advertising (including facebook, printed materials, and fliers).
- Your logo and link to your website on Peoria Humane Society website
- Event-day recognition
- Special recognition in PHS newsletter
- Inclusion in sponsor banner displayed at event (business name & Logo)
- Inclusion in event program distributed at event (business name & Logo)
- 2 complimentary tickets to event*

Meowvelous Merlot - \$500

- Listed as a sponsor in printed promotional materials and advertising
- Your business name on Peoria Humane Society website
- Inclusion in sponsor banner displayed at event (business name)
- Inclusion in event program distributed at event (business name)
- 2 complimentary tickets to event*

*tickets not included for inkind sponsorship

Bonus Sponsorship Opportunities

Tasting Glasses

Each year Wine & Whiskers provides each attendee with a signature tasting glass. It features the Wine & Whiskers event logo and the PHS logo. If you choose to sponsor the tasting glasses, your business logo will appear above the PHS logo on the glass. This sponsorship opportunity is worth \$1000. All benefits of the \$1000 sponsor level will also apply.

Wheel Barrow of Booze

The Wheel Barrow of Booze made its' debut at the 2018 Wine & Whiskers. It went over so well with participants that we decided to make it a permanent part of the event. Participants purchase raffle tickets at the event to enter to win a wheel barrow full of liquor, beer, wine, and mixers. Sponsoring the wheel barrow of booze can be done it two ways:

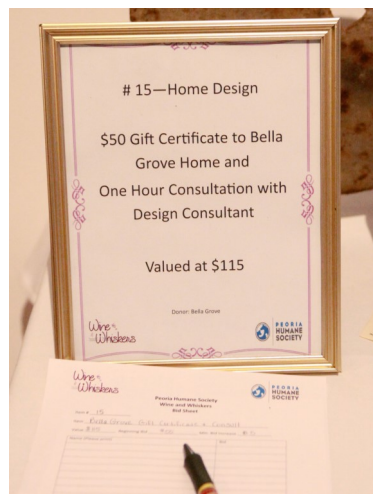
1. Put together the wheel barrow and all the booze
2. Provide the funds to cover the cost of the wheel barrow and accompanying booze

Wine Pull

The wine pull has been a staple at Wine & Whiskers since the first event in 2015. Participants pay to choose a mystery bottle of wine at random. The Wine Pull includes wines of all varieties and values. Wines are donated by companies and wine lovers alike. A donation to the Wine Pull is considered a sponsorship if the value of the wine donated is above \$100. Your company name will be written on the tag of the wine that is donated as well as on a sponsor sign located at the Wine Pull.

Silent Auction

Even if you choose not to sponsor the event, a donation to our silent auction is a great way to show your support and advertise your business. Auction baskets include signage showing the name of the donor.



Sponsor Agreement

Please return by January 1, 2020

Wine & Whiskers
March 6th, 2020
Trailside Event Center
5-8p

Business Name _____

Contact Name _____

Mailing Address _____

Phone _____

Email _____

Sponsor Level (please select one)

___ Tuxedo Cat Cabernet \$5000+

___ Catastic Chardonnay \$2500

___ Purrfect Pinot \$1000

___ Meowvelous Merlot \$500

Are you interested in one of the following Bonus Sponsorships? These sponsorships will be awarded on a first come, first serve basis.

___ Tasting Glass Sponsorship

___ Wheel Barrow of Booze Sponsorship

___ Wine Pull Sponsorship

My business would like to donate the following item(s) to the wine pull or silent auction:

Payment Information

___ Check Enclosed

Send Completed Form to:

___ Please Bill Me

Patti Schaffner
Peoria Humane Society
2600 NE Perry Ave.
Peoria, IL 61603

Email: pschaffner@peoriahs.org

Phone: 309-682-9015

Fax: 309-686-3705



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Mission: Peoria Humane Society is dedicated to creating a humane environment for animals and humans. We are focused on ending pet overpopulation, cruelty and neglect to animals, and promoting respect and kindness to all through education and public awareness.