



SPONSORSHIP OPPORTUNITIES

EVENT OVERVIEW

LoveBash for Animals attracts hundreds of animal lovers from around the state with an evening filled with glamour and glee. Attendees can enjoy the festive cocktail reception and tantalizing silent auction showcasing unique experiences, fabulous goods, and exclusive services followed by a delicious dinner, engaging program, video, live and Paws Up Auction as well as many new features to support the Potter League's mission. There will be plenty of time for puppy love and face-to-face encounters with some special guests. The LoveBash for Animals will be held Friday, March 22nd, at the Atlantic Resort in Middletown.

OUR IMPACT

The Potter League for Animals is Rhode Island's go-to animal care and resource center. We provide shelter, medical care, behavior training, spay & neuter and the opportunity for a new home for more than 1,500 animals each year. In addition, we provide support to communities and families through our broad range of programs.

Every dollar raised through our underwriting program will enable the Potter League to continue its life-saving work. Becoming a Community Humane Hero is a great way to demonstrate your compassion to employees, clients and the community. With many opportunities to get involved in our animal welfare and community programs, it's easy to give back, feel good, and spotlight your philanthropic contribution.

OUR REACH

WEB: www.potterleague.org averages 24,710 hits and 12,800 users monthly.

SOCIAL MEDIA: Currently over 43,000 loyal followers and 8.5 million impressions across social media platforms.

EMAIL: Potter Repawter e-newsletter is sent to 16,000 recipients monthly.

PRINT: The Paw-Print Press printed newsletter is sent to approximately 20,000 supporters annually.

EVENTS: The Potter League hosts 3 benefits with over 1,150 attendees.

ADOPTIONS: Over 1,500 pets were adopted in 2018.

COMMUNITY: The Potter League has more than 950 volunteers donating over 33,000 hours of service.

MEDIA: The Potter League receives extensive media exposure from local & state-wide outlets.

AWARDS: The Potter League has won numerous Best of Awards, The Excellence in Business Award, as well as "Favorite Non-profit" and many more awards and citations over the years.



87 Oliphant Lane, Middletown, RI 02842 | www.PotterLeague.org

All inquiries to Susan Ryan, Development Manager at SusanR@PotterLeague.org or 401.846.0592 ext.125



PRESENTING SPONSOR **\$5,000**

- Twelve reservations with premier seating
- Complimentary wine with dinner
- Recognition on event invitation
- Verbal recognition during the speaking program
- Full-page advertisement or tribute in the event program booklet
- Logo or name recognition in event program booklet as event sponsor
- Recognition on event e-blast, website and LoveLoop Slide show at event

GUARDIAN ANGEL SPONSOR **\$2,500**

- Eight reservations with premier seating
- Verbal recognition during the speaking program
- Half-page advertisement or tribute in event program booklet
- Logo or name recognition in event program booklet as event sponsor
- Recognition in event e-blast, website and LoveLoop slide show at event

BEST FRIEND SPONSOR **\$1,000**

- Four reservations with premier seating
- Verbal recognition during the speaking program
- Logo or name recognition in event program booklet as event sponsor
- One-quarter page advertisement or tribute in event program booklet
- Recognition in LoveLoop slide show at event

ANIMAL LOVER SPONSOR **\$500**

- Two reservations with premier seating
- Name recognition in event program booklet



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P.S. I LOVE YOU PHOTO CONTEST SPONSOR **\$1,000**

Sponsor Rhode Island's favorite online pet photo contest. Animal lovers upload pictures of their favorite pet(s) with a brief story of the special bond they share. The public is asked to vote for their favorite photograph. Hundreds compete for the top three photos.

- Logo with link on Photo Contest homepage from February 6th - March 6th
- Logo with link in multiple e-blast promoting the contest sent to over 15k subscribers
- Recognition in LoveLoop slide show at LoveBash for Animals event
- Two Tickets to the LoveBash for Animals

PAWS UP IMPACT VIDEO SPONSOR **\$2,000**

The engaging video, produced by Sky Sabin Productions, encompasses personal interviews, cinematic cameras, professional editing and original music to speak to our mission. The Impact Video is introduced at LoveBash for Animals on March 22nd, posted on social media, our YouTube channel and our website following the event and available throughout the year.

- Logo or name recognition at the start of the Impact Video
- Recognition in the event program booklet
- Two Tickets to the LoveBash for Animals



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Thank you for supporting the Potter League's LoveBash for Animals. Your contribution will help to enrich the lives of the animals in our care and strengthen our services. Please complete this form as soon as possible and return to Susan as noted below. If you have questions, please contact Susan or Erin at 401-846-0592, fax 401-367-0122 or email SusanR@PotterLeague.org or ErinD@Potterleague.org.

SPONSOR CONTACT INFORMATION

Company Name _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone (_____) _____ E-mail _____

UNDERWRITING LEVELS

YES, I want to enrich lives. You can count ME in!

PRESENTING SPONSOR
\$5,000

GUARDIAN ANGEL SPONSOR
\$2,500

BEST FRIEND SPONSOR
\$1,000

ANIMAL LOVER SPONSOR
\$500

PHOTO CONTEST SPONSOR
\$1,000

VIDEO SPONSOR
\$2,000

I'm sorry, I/We cannot attend but wish to support the Potter League and contribute \$_____

PAYMENT INFORMATION

Commitment must be received by January 15, 2019, to be recognized in event invitation and by February 25th for all other marketing materials. Please fax this form to 401-367-0122 or email SusanR@PotterLeague.org or mail to the Potter League. We will contact you regarding your advertisement if applicable.

Check enclosed made payable to:
The Potter League for Animals
87 Oliphant Lane Middletown, RI 02842

Invoice me

Charge my credit card:

Visa MasterCard Discover

Acct # _____ Exp. _____ / _____ / _____ CVV _____

Name on Credit Card _____

Signature _____ Date _____

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