



Community Humane Heroes

2020 UNDERWRITING OPPORTUNITIES & BENEFITS



Potter League
Enriching Lives

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 at our Animal Care & Adoption Center located in Middletown, RI. We provide support to communities and families through our broad range of programs and services, including the Potter League Spay Neuter Clinic, located in Warwick RI, which performs over 7,500 subsidized surgeries on dogs and cats in RI and neighboring communities in CT & MA.

Every dollar raised through our corporate 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 30,000 hits and 17,000 users monthly.

SOCIAL MEDIA: Currently over 47,000 loyal social media followers and 6.6 million impressions across Facebook, Instagram & Twitter annually.

EMAIL: Potter Monthly E-newsletter is sent to over 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 1,200 attendees.

ADOPTIONS: Over 1,400 pets were adopted in 2019.

COMMUNITY: The Potter League has more than 850 volunteers donating over 35,000 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.

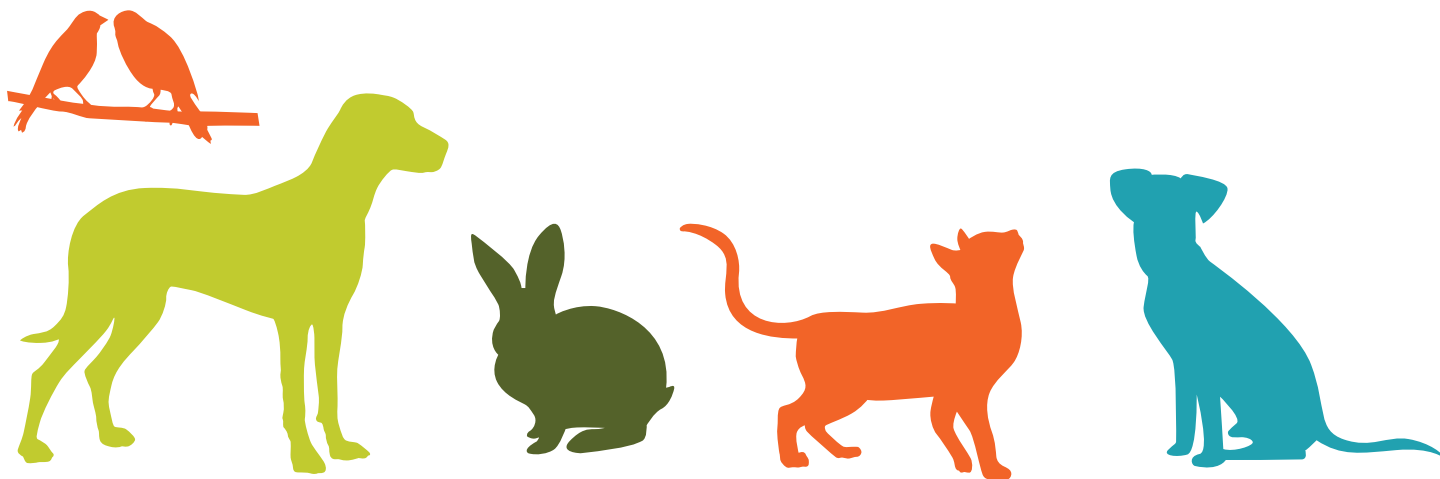
Corporations, business and individuals that wish to support the activities of the Potter League will be acknowledged for their philanthropic contribution at their level of choice as follows:

1. ANIMAL'S BEST FRIEND

2. HUMANE LEADER

3. LOYAL COMPANION

4. FAITHFUL FRIEND





ANIMAL'S BEST FRIEND

\$20,000

- ◆ Recognition at the Potter League on a personally engraved marble 8.5 x 11 wall tile
- ◆ Annual logo placement on the Potter League's homepage as a Community Humane Hero
- ◆ Digital signage in the lobby at the shelter
- ◆ Logo inclusion in marketing materials for three Potter League signature events to include invitations, program materials, event signage, & slide show
- ◆ Premier full-page advertisement in program booklets for two signature events
- ◆ Complimentary tented exhibit space at the Heart & Sole Walk for Animals, VIP parking and Mile Barker course signage on walk route
- ◆ Logo inclusion on the Heart & Sole Walk for Animals commemorative t-shirts and ten (10) complimentary shirts
- ◆ Logo inclusion in the monthly e-blast and three (3) signature event e-blasts
- ◆ Industry Exclusive at this sponsorship level
- ◆ One (1) Year of Logo Placement on Potter League transport van
- ◆ Co-branded Step & Repeat Banner logo placement

THE POTTER LEAGUE WILL ALSO PROVIDE THE FOLLOWING COMPLIMENTARY EVENT TICKETS:

- ◆ Twelve (12) tickets or one table to LoveBash for Animals, Friday, March 20th
- ◆ Admission for twelve (12) to the 31st Annual Heart & Sole Walk for Animals, Sunday, October 18th
- ◆ Your organization will also "lead" the Walk with your friends and family and dogs
- ◆ Ten (10) tickets or one table at the exclusive, Yappy Hour, Sunday, July 12th

TO PROVIDE YOU WITH A DEEPER UNDERSTANDING OF OUR PROGRAMS, WE ALSO OFFER YOU THE FOLLOWING:

- ◆ Complimentary space for a four-hour private gathering or event in our Training Center or Education Center with guests of your choice, animal guests and shelter staff.
- ◆ Photo opportunity with staff and animals that have arrived at the Potter League through our Fetching Friends Transport program & name the animals.
- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center and reception for six (6) with our staff Veterinarian and Executive Director Brad Shear, CAWA.



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HUMANE LEADER

\$10,000

- ◆ Annual logo placement on the Potter League's homepage as a Community Humane Hero
- ◆ Digital signage in the lobby at the shelter
- ◆ Logo inclusion in marketing materials for three (3) Potter League signature events to include invitations, program materials, event signage, & slide shows
- ◆ Premier full-page advertisement program booklets for two signature events
- ◆ Complimentary tented exhibit space at the Heart & Sole Walk for Animals and Mile Barker course signage at the Heart & Sole Walk for Animals
- ◆ Logo inclusion on the Heart & Sole Walk for Animals commemorative t-shirts and eight (8) complimentary shirts
- ◆ Logo inclusion in our monthly e-blast and three (3) signature event e-blasts

THE POTTER LEAGUE WILL ALSO PROVIDE THE FOLLOWING COMPLIMENTARY EVENT TICKETS:

- ◆ Ten (10) tickets or one table to LoveBash for Animals, Friday, March 20th
- ◆ Admission for ten (10) to the 31st Annual Heart & Sole Walk for Animals, Sunday, October 18th
- ◆ Eight (8) tickets or one table at the exclusive, Yappy Hour, Sunday, July 12th

TO PROVIDE YOU WITH A DEEPER UNDERSTANDING OF OUR PROGRAMS, WE ALSO OFFER YOU THE FOLLOWING:

- ◆ Complimentary space for a four-hour private gathering or event in our Training Center or Education Center with guests of your choice, animal guests and shelter staff
- ◆ Photo opportunity with staff and animals that have arrived at the Potter League through our Fetching Friends Transport program
- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center and reception for six (6) with our staff Veterinarian and Executive Director Brad Shear, CAWA.





LOYAL COMPANION

\$5,000

- ◆ Annual logo placement on the Potter League's website as a Community Humane Hero
- ◆ Logo inclusion in marketing materials for two (2) signature events including invitations, program materials, event signage, & slide shows
- ◆ Full-page advertisement in LoveBash for Animals program booklet
- ◆ Complimentary tented exhibit space at the Heart & Sole Walk for Animals
- ◆ Logo inclusion on the Heart & Sole Walk for Animals commemorative t-shirts and six (6) complimentary shirts
- ◆ Logo inclusion in our monthly e-blast and two (2) signature event e-blasts

THE POTTER LEAGUE WILL ALSO PROVIDE THE FOLLOWING COMPLIMENTARY EVENT TICKETS:

- ◆ Eight (8) tickets or a table of eight (8) to LoveBash for Animals, Friday, March 20th
- ◆ Admission for eight (8) at the 31st Annual Heart & Sole Walk for Animals, Sunday, October 18th
- ◆ Four (4) tickets to the exclusive, Yappy Hour, Sunday, July 12th

TO PROVIDE YOU WITH A DEEPER UNDERSTANDING OF OUR PROGRAMS, WE ALSO OFFER YOU THE FOLLOWING:

- ◆ Complimentary space for a three-hour private gathering or event in our Training Center or Education Center with guests of your choice, animal guests and shelter staff
- ◆ Photo opportunity with staff and animals that have arrived at the Potter League through our Fetching Friends Transport program
- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center and coffee with Executive Director Brad Shear, CAWA.





FAITHFUL FRIEND

\$3,000

- ◆ Annual logo placement on Potter League's website as a Community Humane Hero
- ◆ Logo inclusion in marketing materials for two (2) signature events including program booklet, event signage, & slide shows
- ◆ Half-page advertisement in LoveBash for Animals event program
- ◆ Complimentary tented exhibit space at the Heart & Sole Walk for Animals
- ◆ Logo inclusion on the Heart & Sole Walk for Animals commemorative t-shirts and four (4) complimentary shirts
- ◆ Logo inclusion in our monthly e-blast

THE POTTER LEAGUE WILL ALSO PROVIDE THE FOLLOWING COMPLIMENTARY EVENT TICKETS:

- ◆ Six (6) tickets to LoveBash for Animals, Friday, March 20th
- ◆ Admission for six (6) to the 31st Annual Heart & Sole Walk for Animals, Sunday, October 18th
- ◆ Two (2) tickets to the exclusive, Yappy Hour, Sunday, July 12th

TO PROVIDE YOU WITH A DEEPER UNDERSTANDING OF OUR PROGRAMS, WE ALSO OFFER YOU THE FOLLOWING:

- ◆ Complimentary space for a two-hour private gathering or event in our Training Center or Education Center with guests of your choice, animal guests and shelter staff
- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center and coffee with Executive Director Brad Shear, CAWA.



Potter League Corporate Sponsorship Opportunities

Level	Animal's Best Friend \$20,000	Humane Leader \$10,000	Loyal Companion \$5,000	Faithful Friend \$3,000
Personalized Potter League Engraved Marble 8.5 x 11 Wall Tile	✓	•	•	•
Digital Signage in Lobby	✓	•	•	•
Logo Inclusion on PL Homepage & Support Page	✓	✓	✓	✓
Logo Inclusion in Marketing materials for Signature Events. Includes: Invitations, Program Booklets, Event Signage, & Slide Show <i>(if applicable)</i>	✓ 3 Events	✓ 3 events	✓ 2 events	✓ 2 events
Advertisement in Event Booklets for Signature events	✓ Full Page	✓ Full Page	✓ Full Page	✓ Half Page
Complimentary Tented Space at Heart & Sole Walk	✓	✓	✓	✓
Logo Inclusion Heart & Sole walk Commemorative T-shirts	✓ + 10 Shirts	✓ + 8 Shirts	✓ + 6 Shirts	✓ + 4 Shirts
Logo inclusion Potter E-newsletter	✓ + 3 Events	✓ + 3 Events	✓ + 2 Events	✓ + 2 Events
Logo inclusion Signature Event E-blasts	✓ 3 Events	✓ 3 Events	✓ 2 Events	✓ 2 Events
Mile Barker Course Signage at Heart & Sole Walk for Animals	✓	✓	•	•
Co-Branded Step & Repeat Banner Logo Placement	✓	•	•	•
One Year of Logo Placement on Potter League Transport Van	✓	•	•	•
Industry Exclusive at this Sponsorship Level	✓	•	•	•
Event Tickets				
LoveBash for Animals 3/20/20 – 6:30 - 10:00pm	12 or One Table	10 or One Table	8	6
Heart & Sole Walk 10/18/20 – 10:00am - 1:30pm	12 <i>Company will Lead the Walk</i>	10	8	4
Yappy Hour (Exclusive) 7/12/19 – 5:00 - 7:00pm	10 or One Table	8 or One Table	4	2
Additional Offerings				
Complimentary Space for Private Gathering or Event	4 Hour	4 hr	3hr	2hr
Photo opportunity with Staff/Animals	✓	✓	✓	•
Behind Scenes Tour	✓ + Reception for six (6) with Executive Director	✓ + Reception for six (6) with Executive Director	✓ + Coffee with Executive Director	✓ + Coffee with Executive Director

2020 COMMUNITY HUMANE HEROES UNDERWRITING PROGRAM

Please complete all sections. Your name will be recognized as noted.

Company Name _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone (_____) _____ E-mail _____

UNDERWRITING LEVELS

Please select your level of commitment below.

ANIMAL'S BEST FRIEND
\$20,000

LOYAL COMPANION
\$5,000

HUMANE LEADER
\$10,000

FAITHFUL FRIEND
\$3,000

PAYMENT INFORMATION

Check enclosed made payable to:

The Potter League for Animals
87 Oliphant Lane Middletown, RI 02842

Please Invoice me/my Company – On Date: _____

Charge my credit card:

Visa MasterCard Discover Amex

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

Name on Credit Card _____

Signature _____ Date _____

Thank you for supporting the Potter League for Animals. Your underwriting support and partnership will enrich animals lives and strengthen our programs and services. Please complete this form and send to Susan Ryan at SusanR@potterleague.org or return with payment as noted.



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

Community Humane Heroes

2020 Event Schedule

LoveBash for Animals, Friday, March 20th, at The Atlantic Resort at Wyndham Newport

A festive and popular spring fundraiser, the LoveBash for Animals attracts animal lovers from around the state with an evening filled with glamour and glee. Attendees can revel in the silent and live auctions featuring unique experiences, fabulous goods, and exclusive services; delicious cuisine; an engaging program and Paws Up auction, music, as well as many new features to support the Potter League's mission.



Heart & Sole Walk for Animals, Sunday, October 18th, at Glen Park in Portsmouth, RI

Our annual community fundraiser with hundreds of dogs and their humans is a premier shelter event. Media and press coverage begins mid-August and gains momentum as hundreds of walkers – teams and individuals – raise money for the animals, our programs and services. Event day is a celebration of the special bond we share with our pets and includes games, contests, children's activities, a sponsor and vendor Marketplace and a one mile walk. Walkers of all ages from across the state take part in Rhode Island's largest pet walk. This year's Walk raised \$85,000!



Yappy Hour, Sunday, July 12th – Location to be Determined

Our July fundraising event has grown to be a must-attend event for many of Newport's summer and year round residents. This exclusive, invitation only, private event is typically held at an estate of intrigue on Aquidneck Island. Our guests mingle at a private estate, sip cocktails, and dine on delectable hors d'oeuvres while enjoying an engaging program with special guests and reverse auction to raise money for the Nuala Pell Animal Care Fund.



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Contact

Animal Care & Adoption Center

87 Oliphant Lane
Middletown, RI 02842

Spay & Neuter Clinic

235 Elm Street
Warwick, RI 02888

www.**PotterLeague.org**



For more information please contact:

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ErinD@PotterLeague.org

401.846.0592 ext.116

Susan Ryan, Development Manager

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