

LOVE  BASH
FOR ANIMALS
A BENEFIT FOR THE POTTER LEAGUE

2020
**SPONSORSHIP
OPPORTUNITIES**



Potter League
Enriching Lives



We invite you to sponsor Newport County's most memorable and beloved spring event, the Potter League's Love Bash for Animals. This must-attend event will celebrate our shared compassion for animals in need while enjoying fine food, a fabulous auction and inspiring stories of second chances.

Why Sponsor the LoveBash For Animals?

The Love Bash is an engaging way to reach a dedicated audience of animal lovers, all while demonstrating your commitment to animals in need. With your support, the Potter League will change the lives of thousands of animals this year by providing shelter and lifesaving veterinary care, rehabilitation, training, the offer of supplies and resources to keep pets with their families and so much more.

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
- 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

Event Profile

The LoveBash for Animals kicks off with a cocktail reception and enticing silent auction. The evening continues with a touching program celebrating the animals and programs of the Potter League, a delightful dinner, engaging live auction, impact video and Paws's Up auction.

- Demographic:** Over 350 prominent business, social and philanthropic leaders
- Date and Time:** Friday, March 20, 2020 from 6:30 – 10:00pm
- Location:** Wyndham Newport Hotel at the Atlantic Resort, 245 Aquidneck Avenue Middletown, RI 02842



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



Top Dog – Presenting Sponsor **\$5,000**

- Table for Twelve (12) in premier seating
- Premier wine with dinner
- Special recognition from the podium during the event program
- Logo recognition on Step & Repeat
- Logo or name recognition in printed program as a Top Dog – Presenting Sponsor
- Full-page ad in our printed program
- Recognition on Potter League’s website event page, event e-blasts and visual screens at event

Guardian Angel Sponsor **\$2,500**

- Table for Ten (10) in premier seating
- Special recognition from the podium during the event program
- Logo or name recognition in printed program as a Guardian Angel Sponsor
- Half-page ad in our printed program
- Recognition on Potter League’s website event page, event e-blasts and visual screens at the event

Best Friend Sponsor **\$1,000**

- Four reservations with premier seating
- Logo or name recognition in printed program as a Best Friend Sponsor
- Recognition on visual screens at the event

Animal Lover Sponsor **\$500**

- Two reservations with premier seating
- Logo or name recognition in printed program as an Animal Lover Sponsor



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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 5 - March 6
- Logo with link in multiple e-blast promoting the contest sent to over 16k 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 20, posted on social media, our YouTube channel and our website following the event and available throughout the year.

- Recognition in the printed program.
- 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!
- Top Dog – Presenting Sponsor** **Guardian Angel Sponsor** **Best Friend Sponsor**
- \$5,000** **\$2,500** **\$1,000**
- Animal Lover Sponsor** **Photo Contest Sponsor** **Video Sponsor**
- \$500** **\$1,000** **\$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 17, 2020, to be recognized in event invitation and by February 21, 2020 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:** **Invoice me** **Charge my credit card:**
- The Potter League for Animals **Visa** **MasterCard** **Discover** **Amex**
- 87 Oliphant Lane Middletown, RI 02842

Acct # _____ Exp. ____ / ____ CVV _____

Name on Credit Card _____

Signature _____ Date _____