



2022 SPONSORSHIP OPPORTUNITIES

OCTOBER 16, 2022 • FORT ADAMS STATE PARK • NEWPORT, RI
HEARTANDSOLEWALK.ORG



Potter League
Enriching Lives

www.potterleague.org

YOUR SPONSORSHIP SAVES LIVES!

EVENT OVERVIEW

The Potter League for Animals is honored to present you with the opportunity to sponsor one of our most popular events of the year, **Heart & Sole Walk for Animals, October 16, 2022**.

We're excited to announce that the 33rd annual walk will be held at **Fort Adams State Park** in Newport, RI this year. This beloved, dog-friendly fundraising event attracts hundreds of people and pets to support animals in need. Participants enjoy a fun-filled dog walk, music, a sponsor and vendor marketplace, special activities for dogs and children, and a festive atmosphere celebrating the special bond between animals and humans.

The Heart & Sole Walk for Animals is a beloved tradition for our community. In addition to raising essential funds to support our lifesaving work, it's an opportunity for animal lovers to join together in creating a more humane Rhode Island for people and pets alike.

SPONSORSHIP BENEFITS

Becoming a sponsor for the Heart & Sole Walk for Animals will provide your company with exposure to passionate pet families in our region and establish your brand as a partner in our lifesaving work. Our event is at Fort Adams, which offers a highly visible opportunity to reach a large audience!

Partnering with Potter League's Heart & Sole Walk for Animals maximizes exposure to passionate pet families in our region and establishes your brand as a partner in our lifesaving work. Sponsoring the Heart & Sole Walk for Animals is also a great opportunity to build camaraderie by having your employees and/or clients participate as a Walk Team. With many opportunities to get involved in both our animal welfare and community programs, it's easy to give back, feel good, and spotlight your philanthropic contribution. Most importantly, every dollar raised will make a life-changing difference for thousands of animals in need in the coming year.

The following pages include our benefit packages for 2022 that will get your brand in front of every single Heart & Sole Walk for Animals registrant.

WHO YOU'LL REACH

WEBSITE: www.potterleague.org averages over 30,000 hits a month

SOCIAL MEDIA: Over 60,000 loyal social media followers

EMAIL: E-blasts is sent to 16,000 recipients monthly

AWARDS: The Potter League has won numerous Best Of Newport & Best of Rhode Island Awards

COMMUNITY: The Potter League has more than 1,000 active volunteers

MEDIA: The Potter League has receives extensive media exposure from local and state-wide outlets

For more information about sponsorship opportunities, please contact Susan Ryan at susanr@potterleague.org or 401-846-0592.



SPONSORSHIP OPPORTUNITIES & BENEFITS

TOP-DOG SPONSOR – \$10,000

- › Your logo/name on the Heart & Sole Walk for Animals stage banner and opportunity to address the audience*
- › Special recognition from the stage during our event program
- › Your logo/name on series of e-blasts to Potter League constituents (13,000+) and the landing page of the Heart & Sole Walk for Animals website
- › Your logo/name on the Potter League for Animals website event listing with a clickable link to your website
- › Your logo/name in the informational welcome package that is sent to registered walkers prior to the event*
- › Mention in Heart & Sole Walk for Animals social media outreach (over 60,000 followers)
- › Logo/name and link on the heartandsolewalk.org sponsor page
- › Complimentary premier 9x10 tented exhibit space in a preferred location and you may distribute a promotional item at the event
- › Four (4) VIP parking spaces
- › Prominent logo/name placement on event T-shirts*
- › Course route signage at water stations
- › You may distribute an item for the Fundraiser Swag Bag
- › Prominent logo placement on walk brochures & posters that are distributed throughout Rhode Island and mailed to our supporters*
- › Prominent logo featured in event program
- › Ten (10) 2022 Walk t-shirts

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* Date sensitive fulfillment applies.

SPONSORSHIP OPPORTUNITIES & BENEFITS

BEST IN SHOW SPONSOR – \$5,000

- › Special recognition from the stage during our event program
- › Your logo/name on series of e-blasts to Potter League constituents (13,000+) and the landing page of the Heart & Sole Walk for Animals website
- › Your logo/name Potter League for Animals online event listing with a clickable link to your website
- › Your logo/name in the informational welcome package that is sent to registered walkers prior to the event*
- › Mention in Heart & Sole Walk for Animals social media outreach (over 60,000 followers)
- › Logo/name and link on the heartandsolewalk.org sponsor page
- › Complimentary premier 9x10 tented exhibit space and may distribute a promotional item at the event
- › Two (2) VIP parking spaces
- › Logo/name placement on event T-shirts*
- › Course route signage
- › You may distribute an item for the Fundraiser Swag Bag
- › Logo placement in event program
- › Logo placement on walk brochures & posters that are distributed throughout Rhode Island and mailed to our supporters*
- › Eight (8) 2022 Walk t-shirts

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SPONSORSHIP OPPORTUNITIES & BENEFITS

BEST FRIEND SPONSOR – \$2,500

- › Your logo/name on series of e-blasts to Potter League constituents (13,000+) and the landing page of the Heart & Sole Walk for Animals website
- › Mention in Heart & Sole Walk for Animals social media outreach (over 60,000 followers)
- › Logo/name and link on the heartandsolewalk.org sponsor page
- › Complimentary premier 9x10 tented exhibit space and may distribute a promotional item at the event
- › Logo/name placement on event T-shirts*
- › Course route signage
- › You may distribute an item for the Fundraiser Swag Bag
- › Logo placement in event program
- › Logo placement on walk brochures, posters, & programs that are distributed throughout Rhode Island and mailed to our supporters*
- › Six (6) 2022 Walk t-shirts



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* Date sensitive fulfillment applies.

SPONSORSHIP OPPORTUNITIES & BENEFITS

GOLD COLLAR SPONSOR – \$1,000

- › Your logo/name on series of e-blasts to Potter League (13,000+) and the landing page of the Heart & Sole Walk for Animals website
- › Logo/name and link on the heartandsolewalk.org sponsor page
- › Complimentary premier 9x10 tented exhibit space and you may distribute a promotional item at the event
- › You may distribute an item for the Fundraiser Swag Bag
- › Logo placement in event program
- › Logo placement on walk brochures & posters that are distributed throughout Rhode Island and mailed to our supporters*
- › Four (4) 2022 Walk t-shirts

SILVER COLLAR SPONSOR – \$500

- › Your logo on series of e-blasts to Potter League constituents (13,000+) and the landing page of the Heart & Sole Walk for Animals website
- › Logo/name and link on the heartandsolewalk.org sponsor page
- › Complimentary exhibit space (tent available for additional cost) and you may distribute a promotional item at the event
- › Distribute an item for the Fundraiser Swag Bag
- › Logo placement in event program
- › Logo placement on walk posters that are distributed throughout Rhode Island*
- › Two (2) 2022 Walk t-shirts

MILE BARKER SPONSOR – \$250

- › Showcase your business or pay tribute to a person or pet with an eye-catching 18"x24" custom yard sign to be displayed along the Walk course. *Submission by 9/30/2022

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* Date sensitive fulfillment applies.



SPONSORSHIP FORM

☐ **YES!** I/We will sponsor the 2022 Heart & Sole Walk for the Animals at the following level:

☐ **TOP DOG SPONSOR - \$10,000**

☐ **GOLD COLLAR SPONSOR - \$1,000**

☐ **BEST IN SHOW SPONSOR - \$5,000**

☐ **SILVER COLLAR SPONSOR - \$500**

☐ **BEST FRIEND SPONSOR - \$2,500**

☐ **MILE BARKER SPONSOR - \$250**

SPONSOR NAME (AS YOU WISH TO BE RECOGNIZED)

CONTACT NAME

PHONE NUMBER

ADDRESS

CITY/TOWN

STATE

ZIP

EMAIL

WEBSITE

☐ I have attached our high-resolution (vector version preferred) logo for the marketing materials

☐ I would like a booth in the Flea-less Marketplace

☐ I would like to donate items for Swag Bags: _____

☐ I would like to form a team

☐ I would like to donate a raffle prize: _____

PAYMENT INFORMATION

☐ Check Enclosed (Made payable to the Potter League, 87 Oliphant Lane Middletown, RI 02842)

☐ Please invoice me

☐ Credit Card: ☐ Mastercard ☐ Visa ☐ Discover ☐ Amex

CARD NUMBER

EXP DATE

CVV

SIGNATURE

CARDHOLDER NAME

ZIP CODE

Please return completed registration form and logo no later than **September 16, 2022** to Development Manager, **Susan Ryan** at **SusanR@potterleague.org** or mail to: Potter League Heart & Sole Walk for Animals – 87 Oliphant Lane Middletown, RI 02842 or Fax to 401- 367-0122. If you mail in the packet, please email your logo to Susan Ryan.

Rules and Regulations:

Sponsors and vendors may only use the Potter League logo with the express written permission of the Potter League. Potter League reserves the right to remove, decline, or prohibit any vendor or sponsor which, in its opinion, is not suitable to or in keeping with the character of the Heart & Sole Walk for Animals.