



2023 PARTNERSHIP OPPORTUNITIES & BENEFITS

# Community Humane Heroes

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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, owner assistance programs, humane education and the opportunity for more than 1,500 animals to find loving homes 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 5,500 subsidized surgeries on dogs and cats in RI and neighboring communities in CT & MA. We provide low-cost veterinary care to over 1,000 income-qualifying Rhode Islanders at the Pets In Need Veterinary Clinic located in Riverside, RI.

Every dollar raised through our corporate underwriting and partnership 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 over 37,000 hits and 21,000 users monthly.

**SOCIAL MEDIA:** Currently over 56,000 loyal social media followers and 6.6 million impressions across Facebook, Instagram & Twitter annually.

**EMAIL:** Potter Monthly E-newsletter is sent to over 20,000 recipients monthly.

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

**ANIMAL CARE:** Over 1,500 pets were adopted in 2022 and over 11,000 animals received veterinary care.

**COMMUNITY:** The Potter League has more than 250 volunteers donating over 13,000 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.

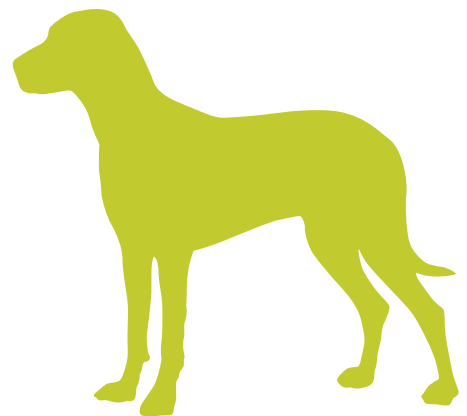
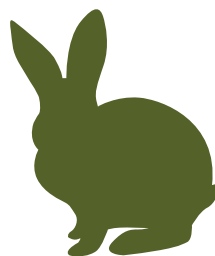
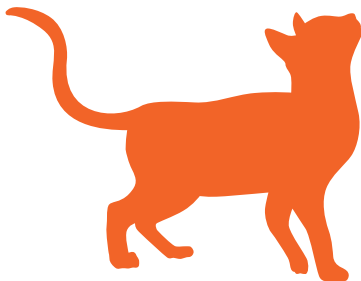
Corporations, business and individuals that wish to support the activities of the Potter League will be acknowledged for their philanthropic contribution at their level of choice as follows:

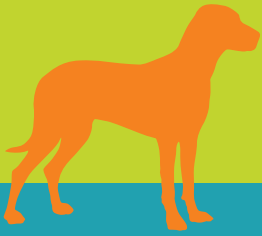
**1. Humane Leader**

**2. Animal's Best Friend**

**3. Loyal Companion**

**4. Faithful Friend**





# Humane Leader

**\$20,000**

## Partner Benefits

- ◆ Dogs and Donuts or Cats and Cupcakes employee wellness visit with two (2) one-hour visits with puppies or kittens at your business.
- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center, Pets In Need Veterinary Clinic, and Spay & Neuter Clinic
- ◆ Hosted animal welfare luncheon at the Potter League for eight (8) guests with our CEO, Shelter Veterinarian, and other leadership team members if requested.
- ◆ Corporate Volunteer Day at the Potter League for employees

## Partner Recognition

- ◆ Personalized Potter League Engraved Marble 8.5 x 11 Wall Tile
- ◆ 1/3 Page Ad in our Adoption Folder
- ◆ Company profile in one quarterly print newsletter mailed to 5,000 supporters
- ◆ Social Media Promotion: Two featured social media posts annually
- ◆ Logo recognition on signage at the Potter League's three facilities: Animal Care & Adoption Center, Pets in Need Veterinary Clinic, and Spay & Neuter Clinic
- ◆ Digital Promotion: Logo and website link on our website and on our monthly E-News with a distribution of 20,000
- ◆ In-house promotion: Logo included on the lobby digital screen
- ◆ Photo opportunity with staff and animals that have arrived at the Potter League through our Fetching Friends Transport program & name the animals

## Event Benefits

- ◆ Logo to be included in the LoveBash for Animals print and digital materials
- ◆ Eight (8) tickets with table seating at our spring fundraiser, Love Bash for Animals. Event date May 6, 2023
- ◆ Eight (8) tickets with table seating at our summer fundraiser, Yappy Hour. Event date July 16, 2023
- ◆ Logo to be included in the Heart & Sole Walk for Animals materials and complimentary exhibit space at the 2023 Walk, Sunday, October 22 in our vendor village
- ◆ Logo inclusion on the Heart & Sole Walk for Animals T-shirts & ten (10) Complimentary Walk T-shirts



# Animal's Best Friend

**\$10,000**

## Partner Benefits

- ◆ Dogs and Donuts or Cats and Cupcakes employee wellness visit with two (2) one-hour visits with puppies or kittens at your business annually
- ◆ Adoption sponsor for 4 of our most vulnerable animals annually
- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center
- ◆ Hosted animal welfare luncheon at the Potter League for eight (8) guests with our CEO, Shelter Veterinarian, and other leadership team members if requested
- ◆ Corporate Volunteer Day at the Potter League for ten (10) employees

## Partner Recognition

- ◆ Recognition as an adoption sponsor with custom social media posts featuring four (4) animals annually and on adoption profiles on PotterLeague.org, PetFinder & Adopt-a-pet.org
- ◆ 1/3 Page Ad in our Adoption Folder
- ◆ Company profile in one quarterly print newsletter mailed to 5,000 supporters
- ◆ Social Media Promotion: One featured social media post annually
- ◆ Logo recognition on signage at the Potter League's three facilities: Animal Care & Adoption Center, Pets in Need Veterinary Clinic, and Spay & Neuter Clinic
- ◆ Digital Promotion: Logo and website link on our website and on our monthly E-News with a distribution of 20,000
- ◆ In-house promotion: Logo included on the lobby digital screen
- ◆ Photo opportunity with staff and animals that have arrived at the Potter League through our Fetching Friends Transport program

## Event Benefits

- ◆ Logo to be included in the LoveBash for Animals print and digital materials
- ◆ Logo to be included in the Heart & Sole Walk for Animals materials and complimentary exhibit space at the 2023 Walk, Sunday, October 22 in our vendor village
- ◆ Logo Inclusion on Heart & Sole Walk Commemorative T-shirts & Twelve (8) Complimentary Walk T-Shirts



# Loyal Companion

**\$5,000**

## Partner Benefits

- ◆ Dogs and Donuts or Cats and Cupcakes employee wellness visit with one (1) one-hour visits with puppies or kittens at your business annually
- ◆ Adoption sponsor for two (2) of our most vulnerable animals annually
- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center
- ◆ Hosted animal welfare luncheon at your office or at the Potter League for six (6) guests with our CEO, Shelter Veterinarian, and other leadership team members if requested
- ◆ Corporate Volunteer Day at the Potter League for eight (8) employees

## Partner Recognition

- ◆ Recognition as an adoption sponsor with custom social media posts featuring two (2) animals annually and on adoption profiles on [Potterleague.org](http://Potterleague.org), [PetFinder](http://PetFinder.com) & [Adopt-a-pet.org](http://Adopt-a-pet.org)
- ◆ 1/6 Page Ad in our Adoption Folder
- ◆ Social Media Promotion: One featured social media post annually
- ◆ Logo recognition on signage at two (2) of the Potter League's three facilities: Animal Care & Adoption Center, Pets in Need Veterinary Clinic, and Spay & Neuter Clinic
- ◆ Digital Promotion: Logo and website link on our website and on our monthly E-news with a distribution of 20,000
- ◆ In-house promotion: Logo included on the lobby digital screen
- ◆ Photo opportunity with staff and animals that have arrived at the Potter League through our Fetching Friends Transport program

## Event Benefits

- ◆ Logo to be included in the LoveBash for Animals print and digital materials
- ◆ Logo to be included in the Heart & Sole Walk for Animals materials and complimentary exhibit space at the 2023 Walk, Sunday, October 22 in our vendor village
- ◆ Logo Inclusion on Heart & Sole Walk Commemorative T-shirts & Eight (6) Complimentary Walk T-Shirts



# Faithful Friend

**\$3,000**

## Benefits

- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center
- ◆ Hosted animal welfare luncheon at the Potter League for four (4) guests with our CEO
- ◆ Corporate Volunteer Day at the Potter League for up to six (6) employees

## Partner Recognition

- ◆ Logo recognition on signage at one (1) of the Potter League's three facilities: Animal Care & Adoption Center, Pets in Need Veterinary Clinic, and Spay & Neuter Clinic
- ◆ Digital Promotion: Logo and website link on our website and on our monthly E-news with a distribution of 20,000
- ◆ In-house promotion: Logo included on the lobby digital screen
- ◆ Photo opportunity with staff and animals that have arrived at the Potter League through our Fetching Friends Transport program

## Event Benefits

- ◆ Logo to be included in the LoveBash for Animals print and digital materials
- ◆ Logo to be included in the Heart & Sole Walk for Animals materials and complimentary exhibit space at the 2023 Walk, Sunday, October 22 in our vendor village
- ◆ Logo Inclusion on Heart & Sole Walk Commemorative T-shirts & Six (4) Complimentary Walk T-shirts

## Potter League Corporate Partnership Opportunities

Level	Humane Leader \$20,000	Animal's Best Friend \$10,000	Loyal Companion \$5,000	Faithful Friend \$3,000
<b>Benefits</b>				
Industry Exclusive at Sponsorship Level	✓	•	•	•
Puppy or Kitten Wellness Visits	✓ 4 Visits	✓ 2 Visits	✓ 1 Visit	•
Adoption Sponsorships	✓ 6 Adoptions	✓ 4 Adoptions	✓ 2 Adoptions	•
Behind Scenes Tour	✓	✓	✓	✓
Animal Welfare Luncheon	✓ 10 Guests	✓ 8 Guests	✓ 6 Guests	✓ 4 Guests
Corporate Volunteer Day	✓ 15 Employees	✓ 10 Employees	✓ 8 Employees	✓ 6 Employees
<b>Partner Recognition</b>				
One Year Logo Placement on PL Van	✓	•	•	•
Personalized Potter League Engraved Marble 8.5 x 11 Wall Tile	✓	•	•	•
Adoption Sponsor Promotions	✓	✓	✓	•
Adoption Folder Advertisement	✓ 1/3 Page Ad	✓ 1/3 Page Ad	✓ 1/6 Page Ad	•
Company Profile in One Print Newsletter	✓	✓	•	•
Social Media Featured Promotion	✓ 2 Posts	✓ 1 Post	✓ 1 Post	•
Logo on Signage at Potter League Locations Annually	✓ 3 Locations	✓ 3 Locations	✓ 2 Locations	✓ 2 Locations
Digital Promotion: Logo on PL Website & Monthly E-Newsletter	✓	✓	✓	✓
Digital Signage in Lobby	✓	✓	✓	✓
Photo opportunity with Animals/Staff	✓	✓	✓	✓
<b>Event Benefits</b>				
Logo Inclusion in LoveBash for Animals Marketing materials	✓	✓	✓	✓
Logo Inclusion in Heart & Sole Walk for Animals Marketing materials	✓	✓	✓	✓
Complimentary Exhibit Space at Walk	✓	✓	✓	✓
Complimentary Walk Registration	✓	✓	✓	✓
Logo Inclusion Heart & Sole Walk Commemorative T-shirts	✓ + 10 Shirts	✓ + 8 Shirts	✓ + 6 Shirts	✓ + 4 Shirts



# 2023 COMMUNITY HUMANE HEROES PARTNERSHIP 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.

**HUMANE LEADER**  
**\$20,000**

**LOYAL COMPANION**  
**\$5,000**

**ANIMAL'S BEST FRIEND**  
**\$10,000**

**FAITHFUL FRIEND**  
**\$3,000**

## PAYMENT INFORMATION

Check enclosed made payable to:

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 Cynthia Andreola at CAndreola@potterleague.org or return with payment as noted.

# Contact

## **Animal Care & Adoption Center**

87 Oliphant Lane  
Middletown, RI 02842

## **Spay & Neuter Clinic**

235 Elm Street  
Warwick, RI 02888

## **Pets In Need Veterinary Clinic**

50 Amaral Street  
Riverside, RI 02915

[www.PotterLeague.org](http://www.PotterLeague.org)



## **For more information please contact:**

### **Liz Isdale**

Chief Philanthropy Officer  
[LIsdale@PotterLeague.org](mailto:LIsdale@PotterLeague.org)  
401.846.0592 ext.116

### **Cynthia Andreola**

Development Manager  
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401.846.0592 ext.125



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