

A BENEFIT FOR THE POTTER LEAGUE

LOVE BASH

FOR ANIMALS

—
2023

SPONSORSHIP
OPPORTUNITIES



Potter League
Enriching Lives



We invite you to sponsor Rhode Island'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 base of animal lovers, all while demonstrating your commitment to animals in need. With the LoveBash for Animals being a very important part of our annual budget, raising critical funds for our animals and programs, our goal is to raise \$150,000. With your support, the Potter League will change the lives of thousands of animals this year by providing shelter, lifesaving veterinary care, rehabilitation, training, and resources to keep pets with their families and so much more.

OUR REACH

- Web:** www.potterleague.org averages 37,000 hits and 21,000 users monthly
- Social Media:** Currently over 59,000 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
- 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

EVENT PROFILE

The LoveBash for Animals kicks off with an online auction that will run from April 14 and close on May 6. The event will culminate with an in person event that will begin with a cocktail reception. The evening continues with a touching program celebrating the animals and programs of the Potter League, a delightful dinner, engaging live auction, video presentations, awards and Paws's Up auction.

- Demographic:** 300 prominent business, social and philanthropic leaders
- Date and Time:** Saturday, May 6, 2023 from 6:30 – 10:00pm
- Location:** Wyndham Newport Hotel – 245 Aquidneck Ave Middletown, RI 02842



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

All inquires to **Cynthia Andreola**, Development Manager at CAndreola@PotterLeague.org or 401.846.0592 ext.125



TOP DOG SPONSOR

Presenting Sponsor

\$10,000

- Table for Eight (8) in premier seating (FMV: \$640)
- Premier wine with dinner
- Special recognition from the podium during the event program
- Logo or name 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
- VIP Parking

GUARDIAN ANGEL SPONSOR

\$5,000

- Table for Six (6) in premier seating (FMV: \$480)
- 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 event

BEST FRIEND SPONSOR

\$2,500

- Four reservations with premier seating (FMV: \$320)
- Logo or name recognition in printed program as a Best Friend Sponsor
- Recognition on visual screens at the event

ANIMAL LOVER SPONSOR

\$1,000

- Two reservations with premier seating (FMV: \$160)
- Logo or name recognition in printed program as an Animal Lover Sponsor

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PAWS UP AUCTION DONOR

\$2,500 - \$5,000

“Give a Gift” of your choice to sponsor the care of thousands of animals in need this year by providing unrestricted support for the life-changing programs and services of the Potter League.

- Recognition in the printed program and on scrolling visual screens at the event.

ANNUAL P.S. I LOVE YOU PET 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 1 - March 6
- Logo with link in multiple e-blast promoting the contest sent to over 20k subscribers
- Recognition in LoveLoop slide show at LoveBash for Animals event
- Two Tickets to the LoveBash for Animals

PAWS UP IMPACT VIDEO SPONSOR

\$2,500 - \$5,000

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 May 6, 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 Cynthia or Liz at 401-846-0592, fax 401-367-0122 or email CAndreola@PotterLeague.org or Lisdale@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**
\$10,000 (FMV: \$640)
- Guardian Angel Sponsor**
\$5,000 (FMV: \$480)
- Best Friend Sponsor**
\$2,500 (FMV: \$320)
- Animal Lover Sponsor**
\$1,000 (FMV: \$160)
- Photo Contest Sponsor**
\$1,000
- Video Sponsor**
\$2,000
- Paws Up Auction Donor** \$ _____
- I’m sorry, I/We cannot attend but wish to support the Potter League & contribute \$ _____

PAYMENT INFORMATION

Commitment must be received by February 24, 2023, to be recognized in event invitation and by April 1, 2023 for all other marketing materials. Please fax this form to 401-367-0122 or email CAndreola@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:**
- Potter League for Animals
87 Oliphant Lane Middletown, RI 02842
- Visa** **MasterCard** **Discover** **Amex**

Acct # _____ Exp. _____ / _____ CVV _____

Name on Credit Card _____

Signature _____ Date _____