

A BENEFIT FOR THE POTTER LEAGUE

LOVE BASH

FOR ANIMALS

—

2024
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 \$200,000. 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 24,000 users monthly
Social Media:	Currently over 63,000 loyal social media followers and 6.6 million impressions across Facebook, Instagram, X, Threads & Tik Tok annually
Email:	Potter Monthly E-newsletter is sent to over 25,000 recipients monthly
Print:	The Paw-Print Press printed newsletter is sent to approximately 20,000 supporters annually
Community:	We benefit from the dedicated efforts of over 350 volunteers who generously contribute more than 21,000 hours of service annually.
Media:	We receive extensive media exposure from local & state-wide outlets.
Awards:	The Potter League has achieved recognition through numerous Best of Awards, The Excellence in Business Award, as well as being honored as a "Favorite Non-profit," among many other awards and citations throughout the years.

EVENT PROFILE

The LoveBash for Animals kicks off with an online auction that will run from March 5 and close on April 5. 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:	Friday, April 5, 2024 from 6:30 – 10:30pm
Location:	Wyndham Newport Hotel – 245 Aquidneck Ave Middletown, RI 02842



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

All inquires to **Connie Kile**, Director of Events & Corporate Relations at CKile@PotterLeague.org or 401.846.0592 ext.125



TOP DOG PRESENTING SPONSOR

Exclusive Sponsorship (*Only one available*)

\$10,000

Your generous sponsorship plays a pivotal role in providing intensive medical and behavioral care to 10 animals facing the greatest challenges in our care this year. This crucial support ensures they receive the specialized attention and resources needed for their well-being.

LoveBash for Animals presented by 'Your Company Name' on all digital and print marketing, including but not limited to:

- Logo & link or name recognition as presenting sponsor on our event website, event e-blasts and logo recognition on visual screens
- One (1) company specific featured social media post to be shared across all of our platforms
- Special recognition from the podium during the event program
- Logo or name recognition on Step & Repeat photo banner
- Logo or name recognition as presenting sponsor on back cover of event program
- Full page ad in printed event program – Front Inside Cover (Color)
- Table for Ten (10) with premier table placement and company branded table signage
- Complimentary Premier wine with dinner

PARTY ANIMAL RECEPTION SPONSOR

Exclusive Sponsorship (*Only one available*)

\$7,500

Your sponsorship will impact 15 animals for an average of 35 days each and their families by supporting our Pet Safe Program, preserving connections in the face of domestic violence, homelessness, and other emergencies.

- Logo & link or name recognition on Potter League's event website, event e-blasts and logo recognition on visual screens at event
- Recognition as the Party Animal Reception Sponsor from the podium during the event program
- Logo or name recognition on Step & Repeat photo banner
- Logo or name recognition in printed program as "Party Animal Reception Sponsor"
- Full page ad in printed event program – Back Inside Cover (Color)
- Signage as "Party Animal Reception Sponsor" at all six "Potter League Mission Stations"
- Logo signage on cocktail tables in reception area
- Table for Eight (8) with premier table placement and company branded table signage



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GUARDIAN ANGEL SPONSOR

\$5,000

Your sponsorship will allow Potter League to provide care for a transport from another shelter of at-risk animals in need of a second chance.

- Logo & link or name recognition on Potter League's event website, event e-blasts and logo recognition on visual screens at event
- Recognition from the podium during the event program
- Logo or name recognition in printed program as a Guardian Angel Sponsor
- Half page ad in printed event program
- Table for Eight (8) with premier table placement and company branded table signage

BEST FRIEND SPONSOR

\$2,500

Your sponsorship enables the Potter League to provide spay and neuter for 10 animals waiting for adoption

- Logo & link or name recognition on Potter League's event website and logo recognition on visual screens at event
- Logo or name recognition in printed program as a Best Friend Sponsor
- Quarter page ad in printed event program
- Tickets for Four (4) and company branded table signage

ANIMAL LOVER SPONSOR

\$1,000

Your sponsorship will help to provide specialized rehabilitation support of a behaviorally challenged dog or cat

- Logo & link or name recognition on Potter League's event website
- Logo or name recognition in printed program as an Animal Lover Sponsor
- Two (2) reservations with prominent seating



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PAWS UP IMPACT VIDEO SPONSOR

(Only two available)

\$2,500

Your sponsorship will provide funding to create 2 separate videos which share the impact of Potter Leagues critical work in the community.

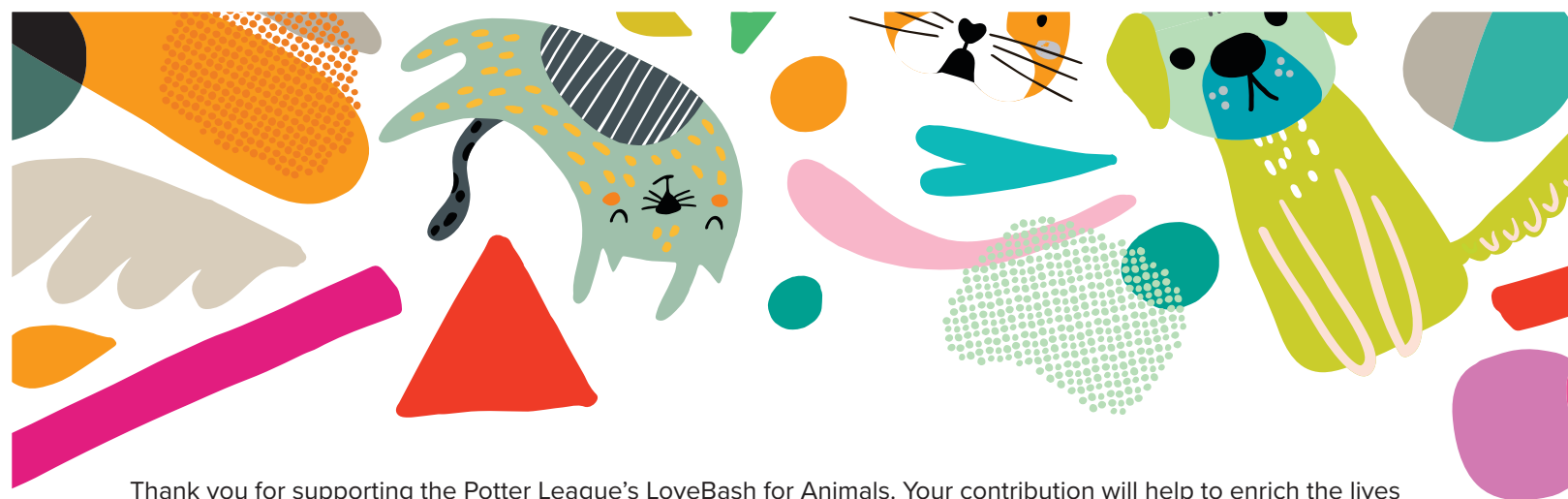
Expertly produced by Sky Sabin Productions, these engaging videos encompass personal interviews, cinematic cameras, professional editing and original music to speak to the Potter League Mission. The Impact Videos will be introduced at LoveBash for Animals on April 5th and will be posted on social media, the Potter League YouTube channel and the Potter League website following the event and will be available and shared throughout the year.

- Logo or Name recognition at the end of the video “Thanks to 'Your Company Name/ Logo' for making this video possible.”
- Logo & link or name recognition on Potter League's event website
- Logo or name recognition in printed program as a Paws Up Impact Video Sponsor
- Social media tags when sharing post event
- Name recognition on YouTube posting post event
- Two (2) reservations with prominent seating



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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 Connie as noted below. If you have questions, please contact **Connie Kile** at **401-846-0592 ext. 125** or email **ckile@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)

☐ **Party Animal Sponsor**
\$7,500 (FMV: \$480)

☐ **Guardian Angel Sponsor**
\$5,000 (FMV: \$480)

☐ **Best Friend Sponsor**
\$2,500 (FMV: \$320)

☐ **Animal Lover Sponsor**
\$1,000 (FMV: \$160)

☐ **Video Sponsor**
\$2,000

☐ I'm sorry, I/We cannot attend but wish to support the Potter League & contribute \$ _____

PAYMENT INFORMATION

Commitment must be received by January 31, 2024, to be recognized in event invitation and by March 1, 2024 for all other marketing materials. Please email ckile@PotterLeague.org or mail to the Potter League. We will contact you regarding your advertisement if applicable.

☐ **Check enclosed made payable to:** ☐ **Invoice me**
Potter League for Animals
87 Oliphant Lane Middletown, RI 02842

☐ **Charge my credit card:**
☐ **Visa** ☐ **MasterCard** ☐ **Discover** ☐ **Amex**

Acct # _____ Exp. _____ / _____ CVV _____

Name on Credit Card _____

Signature _____ Date _____

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