



# Sponsorship Opportunities

## EVENT OVERVIEW

Yappy Hour is the Potter League for Animals summer fundraiser. It has grown to be a must-attend event for many of Newport's summer and year round residents. This event is typically held at an estate of intrigue on Aquidneck Island. Guests mingle, sip cocktails and dine on delectable hors d'oeuvres and sweets in a spectacular setting. Guest speakers and surprise four-legged guests engage the crowd in a spirited Fund-A-Need auction in support of the Potter League's Nuala Pell Animal Care Fund. Yappy Hour 2024 will be held **Sunday, July 21<sup>st</sup>, at Eisenhower House in Newport, RI.**

## OUR IMPACT

The Potter League for Animals, Rhode Island's go-to animal care and resource center, provides shelter, medical care, behavior training, and adoption services to over 15,000 animals yearly, alongside community outreach. Becoming a Yappy Hour sponsor is a great way to demonstrate your corporate compassion to employees, clients and the community. 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.

## REACH

**WEB:** www.potterleague.org averages 37,000 hits a month and 21,000 users monthly.

**SOCIAL MEDIA:** Currently over 62,000 loyal social media followers and 6.6 million impressions across Facebook, Instagram, Twitter & TikTok.

**EMAIL:** Potter E-newsletter is sent to 24,000 recipients monthly.

**EVENTS:** The Potter League has won numerous Best Of Newport & Best of Rhode Island Awards.

**COMMUNITY:** The Potter League has more than 500 active volunteers.

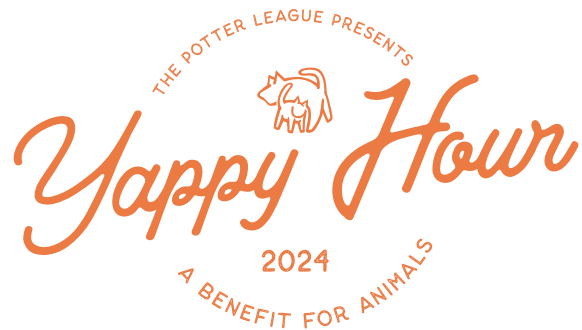
**MEDIA:** The Potter League has received extensive media exposure from local and state-wide outlets.



**Potter League**  
Enriching Lives

87 Oliphant Lane, Middletown, RI 02842 | [www.PotterLeague.org](http://www.PotterLeague.org)

All inquires to **Connie Kile**, *Director of Events & Corporate Relations* at [ckile@PotterLeague.org](mailto:ckile@PotterLeague.org) or 401.846.0592 ext.125



# Sponsorship Opportunities

## Impact Leader

\$20,000

(Fair Market Value is \$2,500)

- Speaking opportunity at the event:  
Short story as to why you chose to be an “Impact Leader” choice of spoken at event or printed in program booklet
- Name Recognition as a Leader of the Pack (Honorary Event Committee – due 5/22)
- Logo or Name Recognition on Invitation (due 5/22)
- Logo or Name Recognition in Event booklet
- Signage Recognition at Event
- Recognition Display at the Event
- Two (2) Premiere Reserved Table with seating for 10 (20 tickets)

## Community Guardian

\$10,000

(Fair Market Value is \$1,250)

- Special Recognition from Podium at Event
- Name Recognition as a Leader of the Pack (Honorary Event Committee) (due 5/22)
- Logo or Name Recognition on Invitation (due 5/22)
- Logo or Name Recognition in Event booklet
- Signage Recognition at Event
- Premiere Reserved Table with seating for Ten (10 tickets)



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# Sponsorship Opportunities

## Compassionate Companion

\$5,000

(Fair Market Value is \$1,000)

- Verbal Recognition during remarks at Event
- Logo or Name Recognition on Invitation (due 5/22)
- Logo or Name Recognition in Event booklet
- Signage Recognition at the Event
- Reserved Table with seating for Eight (8 tickets)

## Animal Advocate

\$3,000

(Fair Market Value is \$750)

- Verbal Recognition during remarks at Event
- Logo or Name Recognition on Invitation (due 5/22)
- Logo or Name Recognition in Event booklet
- Reserved Table with seating for Six (6 tickets)

## Purr-Fect Pal

\$2,000

(Fair Market Value is \$500)

- Logo or Name Recognition on Invitation (due 5/22)
- Logo or Name Recognition in Event booklet
- Reserved High-top Cocktail Table with seating for Four (4 tickets)



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Thank you for supporting the Potter League's Yappy Hour. 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 no later than **July 1**. If you have questions, please contact us at 401-846-0592, or email [ckile@Potterleague.org](mailto:ckile@Potterleague.org).

## Sponsor Contact Information

*Please indicate how you or your company would like to be listed in all materials:*

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

☐ **Yes! I/We will Sponsor the 2024 Yappy Hour.**

☐ **Impact Leader**  
\$20,000

☐ **Compassionate Companion**  
\$5,000

☐ **Purr-Fect Pal**  
\$2,000

☐ **Community Guardian**  
\$10,000

☐ **Animal Advocate**  
\$3,000

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

## Payment Information

Commitment must be received by **July 1**, to be recognized in marketing materials.  
Please email your logo (vector format preferred) to [ckile@potterleague.org](mailto:ckile@potterleague.org).

☐ **Check enclosed made payable to:**

Potter League for Animals  
87 Oliphant Lane Middletown, RI 02842

☐ **Charge my credit card:**

☐ Visa ☐ MasterCard ☐ Discover ☐ Amex

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ / \_\_\_\_\_ CVV \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_



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