



2025 SPONSORSHIP OPPORTUNITIES

OCTOBER 18 • 10:30–2:00PM • FORT ADAMS • NEWPORT, RI
WALK. RAISE FUNDS. SAVE LIVES.



Potter League
Enriching Lives

www.potterleague.org

YOUR SPONSORSHIP SAVES LIVES!

Event Overview

The Potter League for Animals invites you to be a part of one of our most anticipated annual events—the 36th **Heart & Sole Walk for Animals**—taking place on **Saturday, October 18, 2025**, at **Fort Adams State Park** in Newport, RI.

This cherished dog-friendly fundraiser brings together hundreds of animal lovers and their four-legged companions for a meaningful day of walking, celebrating, and supporting pets in need. Guests enjoy a scenic group walk, live music, a lively sponsor and vendor marketplace, family-friendly activities, and plenty of tail wags along the way.

More than just a walk, the Heart & Sole Walk for Animals is a powerful demonstration of our community's compassion and commitment to creating a more humane Rhode Island. Proceeds from the event directly support the Potter League's programs and services, helping pets and the people who love them thrive.

Sponsorship Benefits

Becoming a sponsor of the Heart & Sole Walk for Animals connects your brand with one of the region's most beloved pet-friendly events—and with the passionate community that makes our lifesaving work possible.

Your partnership will be featured through robust marketing and promotions before and during the event, reaching thousands of engaged animal lovers across Rhode Island and beyond.

Sponsorship also offers a unique team-building opportunity: employees and clients can form a Walk Team, celebrating your shared commitment to animals and the people who love them.

Sponsoring the Heart & Sole Walk isn't just great visibility—it's a powerful way to give back, build goodwill, and support a more humane community. Every dollar raised directly benefits the Potter League's programs and services, transforming the lives of thousands of animals each year.

The following pages outline our 2025 sponsorship packages, designed to spotlight your brand while making a lasting impact.

Who You'll Reach

Website:	www.potterleague.org averages 37,000 hits a month and 21,000 users monthly
Social Media:	Currently over 65,000 loyal social media followers and 6.6 million impressions across Facebook, Instagram & TikTok
Email:	E-blasts is sent to 38,000 recipients monthly
Print:	10,000+ printed brochures, hundreds of event posters and flyers, 400+ event programs, and prominent on-site signage
Community:	The Potter League has more than 350 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 Connie Kile at ckile@potterleague.org or 401-846-0592 x125.



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 (25,000+) 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*
- › Mentioned & Tagged in Heart & Sole Walk for Animals social media outreach (over 62,000 followers)
- › Logo/name and link on the heartandsolewalk.org sponsor page
- › Complimentary premier tented exhibit space in a preferred location
- › Prominent logo/name placement on event T-shirts*
- › Two (2) Mile Barker signs along walk route
- › Water Station Sponsor signage
- › You may distribute an item for the Fundraiser Swag Bag
- › Prominent logo placement on 10,000+ walk brochures mailed to our supporters* & posters* that are distributed throughout Rhode Island
- › Prominent logo featured in event program
- › Eight (8) 2025 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 (25,000+) 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 61,000 followers)
- › Logo/name and link on the heartandsolewalk.org sponsor page
- › Complimentary premier tented exhibit space
- › Logo/name placement on event T-shirts*
- › Mile Barker signage along walk route
- › You may distribute an item for the Fundraiser Swag Bag
- › Logo placement in event program
- › Logo placement on 10,000+ walk brochures mailed to our supporters* & posters* that are distributed throughout Rhode Island
- › Six (6) 2025 Walk t-shirts

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* Date sensitive fulfillment applies.



SPONSORSHIP OPPORTUNITIES & BENEFITS



Best Friend Sponsor – \$2,500

- › Your logo/name on series of e-blasts to Potter League constituents (25,000+) and the landing page of the Heart & Sole Walk for Animals website
- › Mention in Heart & Sole Walk for Animals social media outreach (over 62,000 followers)
- › Logo/name and link on the heartandsolewalk.org sponsor page
- › Complimentary premier tented exhibit space and may distribute a promotional item at the event
- › Logo/name placement on event T-shirts*
- › Mile Barker signage along walk route
- › You may distribute an item for the Fundraiser Swag Bag
- › Logo placement in event program
- › Logo placement on 10,000+ walk brochures mailed to our supporters* & posters* that are distributed throughout Rhode Island
- › Four (4) 2025 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 (25,000+) and the landing page of the Heart & Sole Walk for Animals website
- › Logo/name and link on the heartandsolewalk.org sponsor page
- › Complimentary premier 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 10,000+ walk brochures mailed to our supporters* & posters* that are distributed throughout Rhode Island
- › Two (2) 2025 Walk t-shirts

Silver Collar Sponsor – \$500

- › Your logo on select e-blasts to Potter League constituents (24,000+) 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)
- › Distribute an item for the Fundraiser Swag Bag
- › Logo placement in event program
- › Logo placement on walk posters that are distributed throughout Rhode Island*
- › One (1) 2025 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 9/30/2025

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* Date sensitive fulfillment applies.





SPONSORSHIP FORM

☐ **YES!** I/We will sponsor the 2025 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 5, 2025** to our Team, at **ckile@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 our Development Team.

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.

Potter League for Animals is a 501(c)(3) tax exempt organization. Tax ID#: 05-0301553