



the Bark & Boogie 2026

**SPONSORSHIP
OPPORTUNITIES**



Potter League
Enriching Lives

This spring, the Potter League for Animals invites our community to come together for a re-imagined kind of celebration — **THE BARK & BOOGIE.**

Blending speakeasy allure with dance-floor energy, this newly re-imagined fundraiser builds on the heart of LoveBash for Animals while stepping boldly into a new era of celebration and impact. It shines a light on the joy animals bring to our lives and raises essential funds for shelter, veterinary care, behavior support, and community programs that keep pets and people together.

Guests will be treated to craft cocktails, chef-inspired small plates, live music, playful interactive elements, and mission moments that remind us why this work matters — all within an atmosphere designed for connection, movement, and pure fun.

Together, we'll create brighter futures for thousands of animals and the people who love them — one wag, one whisker, and one dance step at a time.

WHY SPONSOR THE BARK & BOOGIE?

The Bark & Boogie gives your brand a front-row seat to one of Rhode Island's most joyful, mission-driven celebrations. It's an opportunity to stand alongside a community of animal lovers while supporting programs that provide hope, healing, and second chances.

This event is vital to the Potter League's ability to care for more than 10,000 animals annually. When you sponsor, you're not just supporting a night of celebration — you're helping deliver safety, medical care, behavior support, and resources that keep pets with the families who cherish them.

BENEFITS FOR SPONSORS

Partnership has perks. As a sponsor, your brand shines throughout one of the region's most spirited fundraising events — gaining visibility, connection, and goodwill among guests who are passionate about animals and the community. And while you're elevating your brand, you're also helping provide the care and compassion thousands of animals rely on every year.



EVENT & OVERVIEW

The Bark & Boogie transforms our long-running gala into a vibrant evening where philanthropy meets fun, bringing new energy to a beloved tradition.

Hosted in the Grand Ballroom at the Newport Marriott Hotel & Spa, the event shifts from a formal dinner to a dynamic, social experience with curated food, handcrafted drinks, live entertainment, and engaging activations.

Mission-focused moments throughout the night highlight our work and the community that makes it possible.

AUDIENCE

350+ guests including prominent business owners, community volunteers, and philanthropic leaders.

DATE & TIME

Saturday, April 11, 2026 • 6:00 - 9:30pm

LOCATION

The Grand Ballroom, Newport Marriott Hotel & Spa
25 America's Cup Avenue • Newport, RI

FORMAT & ATTIRE

Cocktail-style reception with passed hors d'oeuvres, food stations, music, and mission moments. Cocktail attire encouraged, with a touch of vintage speakeasy flair.

CENTER STAGE

DIGITAL PRESENCE

37,000 monthly website hits, 24,000 users, and 25,000+ email subscribers.

SOCIAL MEDIA

63,000+ followers generating 6.6M impressions annually across Facebook, Instagram, Threads, and TikTok.

PRINT & DIRECT MAIL

4,000+ invitations mailed; 400+ event programs

COMMUNITY IMPACT

Thousands reached through programs and events; 350+ volunteers contributing 21,000+ hours annually.

MEDIA COVERAGE

Consistent local and statewide press elevating our mission and event visibility.



SPONSORSHIP OPPORTUNITIES

THE MARQUEE MUTT PRESENTING SPONSOR • \$15,000

EXCLUSIVE SPONSORSHIP *(Only one available)*

Your generosity takes center stage — making this lifesaving night possible from start to finish. As the premier event sponsor, you'll receive top recognition across all event materials and moments, plus the gratitude of thousands of pets and people whose lives you've helped transform.

BENEFITS INCLUDE:

- Exclusive Presenting Sponsor designation across all digital, print, and on-site materials
- Prominent Brand/Name on event signage, website, e-blasts, and press materials
- Prominent Brand/Name featured on Step & Repeat photo backdrop
- Prominent Brand/Name recognition during the event program as The Marquee Mutt Presenting Sponsor
- Prominent Brand/Name placement in printed materials as The Marquee Mutt Presenting Sponsor
- Full-page, full-color ad on the Inside Front Cover of the printed program
- Branded sponsor feature on Potter League social channels
- Custom Cocktail Naming Rights — one of the signature drinks crafted and named in your honor
- Exclusive Sponsor Lounge Access — a reserved VIP space for you and your guests to relax, mingle, and enjoy the evening in style
- Sponsor a Song — dedicate a dance-floor favorite to honor your business, pet, or cause, selected from the band's pre-curated set list and introduced with a special shoutout on stage
- Ten (10) event tickets with branded VIP lounge table signage
- Your choice of one Recognition Opportunity *(First-Come, First-Served)*



THE SHAKE A TAIL FEATHER SPONSOR • \$10,000

You bring the rhythm, joy, and movement that make the night unforgettable. Your sponsorship powers vital shelter, veterinary, and community programs that keep pets healthy and home.

BENEFITS INCLUDE:

- Brand/Name recognition on event signage, website, e-blasts, and visual screens
- Brand/Name on Step & Repeat photo backdrop
- Prominent Brand/Name recognition during the event program as a Shake a Tail Feather Sponsor
- Prominent Brand/Name placement in printed materials as a Shake a Tail Feather Sponsor
- Full-page ad within the printed program
- Sponsor a Song — dedicate a dance-floor favorite to honor your business, pet, or cause, selected from the band's pre-curated set list and introduced with a special shoutout on stage
- Eight (8) event tickets
- Your choice of one Recognition Opportunity (*First-Come, First-Served*)

THE CAT'S PAJAMAS SPONSOR • \$7,500

Stylish, confident, and totally cool — your support helps keep our mission in motion for pets and their people.

BENEFITS INCLUDE:

- Brand/Name recognition on event signage, website, e-blasts, and visual screens
- Recognition in event remarks as a Cat's Pajamas Sponsor
- Brand/Name placement in printed materials as a Cat's Pajamas Sponsor
- Full-page ad within the printed program
- Six (6) event tickets
- Your choice of one underwriting opportunity (*First-Come, First-Served*)



THE SWINGIN' TAIL SPONSOR • \$5,000

You keep the good vibes going and tails wagging — fueling every moment of joy and generosity.

BENEFITS INCLUDE:

- Brand/Name recognition on event signage, website, e-blasts, and visual screens
- Recognition in event remarks as a Swingin' Tail Sponsor
- Brand/Name placement in printed materials as a Swingin' Tail Sponsor
- Full-page ad within the printed program
- Four (4) event tickets
- Your choice of one Recognition Opportunity (*First-Come, First-Served*)

THE BOOGIE WOOFIE SPONSOR • \$2,500

Playful, loyal, and full of heart — you help make the night shine for animals and guests alike.

BENEFITS INCLUDE:

- Brand/Name recognition on event signage, website, e-blasts, and visual screens
- Brand/Name placement in printed materials as a Boogie Woofie Sponsor
- Half-page ad within the printed program
- Two (2) event tickets
- Your choice of one Recognition Opportunity (*First-Come, First-Served*)

THE JITTERPAW SPONSOR • \$1,000

A joyful little spark with a big impact — your gift helps set the dance floor (and tails) in motion.

BENEFITS INCLUDE:

- Brand/Name recognition on event signage, website, e-blasts, and visual screens
- Brand/Name placement in printed materials as a Jitterpaw Sponsor
- Two (2) event tickets

All inquiries should be sent to our Development Team.
email • development@potterleague.org | phone • 401-846-0592



THE COMPANION DANCE CARD

SELECT YOUR RECOGNITION OPPORTUNITY

Choose one recognition opportunity to pair with your sponsorship. These features offer fun, mission-forward visibility and are available on a first-come, first-served basis.

PURR-SONALITY STIR STICK SPONSOR: **Stir Stick Station**

A playful cocktail moment with pet-inspired flair. Your brand/name appears directly on the custom stir sticks — shaped like paws, whiskers, bones, or tiny disco balls — each printed with cheeky sayings that add wag-worthy fun to every drink.

WELCOME WAG SPONSOR: **Welcome Drink**

The night's first toast begins with you. Your brand/name appears on welcome drink signage and bar displays for the official Welcome Wag beverage, giving guests their first celebratory sip "on you" as they arrive.

PURR DECISIONS BAR SPONSOR: **Cocktail Bars**

Every pour has purpose — raising spirits for guests and hope for animals in need. Your underwriting supports the night's craft cocktails and premium beverages, and your brand/name is featured prominently on bar signage, giving your business elevated visibility throughout the evening.

SIPS & SNOOTS NAPKIN SPONSOR: **Bar Napkins**

Every toast tells a story. Your underwriting covers custom-printed bar napkins featuring your brand/name alongside playful designs — a small but high-visibility detail that reminds guests of your support with every sip.



TASTY TAILS TABLE SPONSOR: Food Stations

Where every bite helps save lives and every toast celebrates community. Your underwriting supports chef-curated food stations that keep the evening lively and flavorful, with your brand/name displayed on each sponsored station's signage.

SWEET SNOOTS SPREAD SPONSOR: Desserts

Adds the perfect finishing touch — a sweet ending that helps create new beginnings. Your underwriting provides an indulgent dessert display that delights guests, with your brand/name featured on dessert station signage for high visibility during peak traffic moments.

SPARKLE & SNOOT: Glitter Bar Decoration Station

A sparkling hands-on activation guests adore. Your brand/name is featured on Glitter Bar signage as guests customize sunglasses and dance-floor accessories with rhinestones, sequins, metallic stickers, and charms — a dazzling, memorable experience that keeps your name in the spotlight.

MOVE YOUR MUTT SPONSOR: Dance Prompt Cards

A fun, interactive activation that gets paws moving. Your brand/name is printed on the Move Your Mutt Cards placed throughout the ballroom, encouraging guests to show off playful pet-inspired moves like the "Tail Wagger," "Paws Up Shuffle," and "Whisker Wiggle."

STRIKE A PAWS PHOTOBOOTH SPONSOR: Photobooth

Captures joy, laughter, and love — helping guests make memories that matter. Your underwriting provides the themed photo experience, with your brand/name displayed on photobooth signage for strong visibility in one of the evening's most popular destinations.



RAISE THE PAW SPONSOR: Bid Paddles

Every paddle up changes a life. Your underwriting provides all bidding materials, with your brand/name printed directly on the bid paddles — empowering guests to raise support for animals in need while putting your name in their hands.

MISSION IN MOTION SPONSOR: Mission Tables & Experience Zones

Brings guests closer to our mission — connecting compassion with action through hands-on, interactive stations. Your underwriting supports these immersive experiences, with your brand/name featured on the signage of one mission table or zone (multiple opportunities available).

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email • development@potterleague.org | phone • 401-846-0592



MAIN STAGE MUTTS UNDERWRITING OPPORTUNITIES

These premium, limited-availability opportunities offer standout visibility and exceptional brand alignment. Each Main Stage Mutts Underwriting Opportunity is exclusive and reserved on a first-come, first-served basis.

CURTAIN CAT CALL SPONSOR: *Mission Videos* • \$3,000

A standing ovation for stories that move hearts and wag tails. Your underwriting brings our mission moments to life on screen, with your brand/name featured in the closing title frame of the mission videos — spotlighting the animals, people, and compassion that make the Potter League's lifesaving work possible.

Limited Availability: Only TWO opportunities offered.

RHYTHM & CHEWS SPONSOR: *Live Entertainment* • \$5,000

Keeps tails wagging and guests grooving — your support powers the night's heartbeat and our lifesaving work. This underwriting ensures top-tier live entertainment that fills the evening with energy and joy, with your brand/name highlighted on stage signage acknowledging your sponsorship of the entertainment throughout the band's performance.

Limited Availability: Only ONE opportunity offered.

BELLY RUB BAR SPONSOR: *Puppy Lounge* • \$5,000

Because no party is complete without paws and puppy kisses. Your underwriting creates the adored Puppy Lounge, where guests meet our four-legged ambassadors and experience firsthand the joy and comfort their support makes possible. Your brand/name is featured on signage on the puppy pens, acknowledging your role in bringing the Belly Rub Bar experience to life.

Limited Availability: Only TWO opportunities offered.



BOOGIE FOR GOOD



Thank you for considering sponsorship for The Bark & Boogie and for supporting the animals at the Potter League. Your generosity helps enrich the lives of animals in our care and strengthens our services. To submit your sponsorship, simply scan the QR code to the left to complete the process online, or use the form below. For questions, please contact our Development Department at development@potterleague.org, or call **401-846-0592**.



SPONSOR CONTACT INFORMATION

Company Name _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ E-mail _____

SPONSORSHIP LEVELS

☐ YES! Count me in — I'm ready to Bark & Boogie for the animals.

- | | | |
|--|---|---|
| <input type="checkbox"/> The Marquee Mutt Presenting Sponsor
\$15,000 | <input type="checkbox"/> The Shake a Tail Feather Sponsor
\$10,000 | <input type="checkbox"/> The Cat's Pajamas Sponsor
\$7,500 |
| <input type="checkbox"/> The Swingin' Tail Sponsor
\$5,000 | <input type="checkbox"/> The Boogie Woofie Sponsor
\$2,500 | <input type="checkbox"/> The Jitterpaw Sponsor
\$1,000 |
| <input type="checkbox"/> Curtain Cat Call Sponsor
\$3,000 | <input type="checkbox"/> Rhythm & Chews Sponsor
\$5,000 | <input type="checkbox"/> Belly Rub Bar Sponsor
\$5,000 |

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

PAYMENT INFORMATION

Commitment must be received by February 1, 2026, to be recognized in event invitation and by March 1, 2026 for all other marketing materials. Please email development@PotterLeague.org or mail to the Potter League. We will contact you regarding your advertisement if applicable.

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|---|-------------------------------------|---|
| <input type="checkbox"/> Check enclosed made payable to:
Potter League for Animals
87 Oliphant Lane
Middletown, RI 02842 | <input type="checkbox"/> Invoice me | <input type="checkbox"/> Send me a personalized link
to pay by credit card |
|---|-------------------------------------|---|



Animal Care & Adoption Center
87 Oliphant Lane Middletown, RI 02842

Spay & Neuter Clinic
235 Elm St Warwick, RI 02888

www.POTTERLEAGUE.org

