



Potter League
Enriching Lives



WALK. RAISE FUNDS. SAVE LIVES.

2026 SPONSORSHIP OPPORTUNITIES

* **OCTOBER 11 • 11:00-2:00PM • FORT ADAMS • NEWPORT, RI**

HEARTANDSOLEWALK.ORG • 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 **Sunday, October 11, 2026**, 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 2026 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 walkforanimals@potterleague.org or 401-846-0592 x125.

* Date sensitive fulfillment applies.





SPONSORSHIP: OPPORTUNITIES & BENEFITS

Top-Dog Presenting Sponsor - \$20,000

EXCLUSIVE – ONLY ONE AVAILABLE

- Naming rights: Event promoted as Heart & Sole Walk for Animals presented by [Sponsor] across all marketing, signage, and digital platforms
- Exclusive category rights as the sole presenting sponsor
- Premier logo/name placement on the Heart & Sole Walk for Animals stage banner with largest logo size
- Opportunity to address the audience during the event program
- Top placement of logo/name on all e-blasts to Potter League constituents (40,000+) and on the landing page of the Heart & Sole Walk for Animals website
- Featured logo/name on the Potter League for Animals website event listing with clickable link
- Dedicated social media spotlight post + mentions/tags in Heart & Sole Walk for Animals outreach (62,000+ followers)
- Logo/name and link on the heartandsolewalk.org sponsor page in first position
- Oversized premier tented exhibit space in the most visible location
- Opportunity to host a branded on-site activation (photo booth, hydration station, treat station, etc.)
- Most prominent logo placement on event T-shirts
- Four (4) Mile Barker signs along the walk route
- Ability to distribute an item for the Tail Wag Swag Bag
- Top logo placement on 10,000+ walk brochures mailed to supporters & posters distributed throughout Rhode Island
- Featured logo in the event program
- Reserved parking for sponsor representatives
- Ten (10) 2026 Walk T-shirts



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SPONSORSHIP: OPPORTUNITIES & BENEFITS

Platinum Collar Sponsor - \$10,000

- Premier logo/name placement on the Heart & Sole Walk for Animals stage banner
- Opportunity to address the audience during the event program
- Special recognition from the stage throughout the event
- Logo/name featured on e-blasts to Potter League constituents (40,000+) and on the landing page of the Heart & Sole Walk for Animals website
- Logo/name included on the Potter League for Animals website event listing with clickable link
- Logo/name included in the informational welcome package sent to registered walkers
- Mentions/tags in Heart & Sole Walk for Animals social media outreach (62,000+ followers)
- Prominent 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 the walk route
- Water Station Sponsor signage
- Ability to distribute an item for the Tail Wag Swag Bag
- Prominent logo placement on brochures & posters distributed throughout Rhode Island
- Prominent logo featured in the event program
- Eight (8) 2026 Walk T-shirts

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SPONSORSHIP: OPPORTUNITIES & BENEFITS

Gold Collar Sponsor - \$5,000

- Special recognition from the stage during the event program
- Logo/name featured on e-blasts to Potter League constituents (40,000+) and on the landing page of the Heart & Sole Walk for Animals website
- Logo/name included on the Potter League for Animals website event listing with clickable link
- Logo/name included in the informational welcome package sent to registered walkers
- Mentions in Heart & Sole Walk for Animals social media outreach (62,000+ followers)
- Logo/name and link on the heartandsolewalk.org sponsor page
- Complimentary premier tented exhibit space
- Logo/name placement on event T-shirts
- One (1) Mile Barker sign along the walk route
- Ability to distribute an item for the Tail Wag Swag Bag
- Logo placement in the event program
- Logo placement on brochures & posters distributed throughout Rhode Island
- Six (6) 2026 Walk T-shirts



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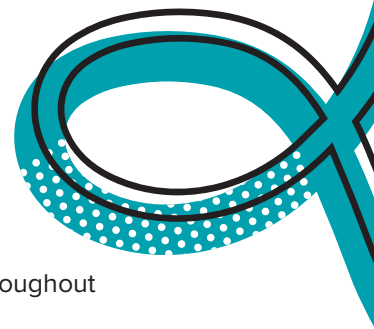
* Date sensitive fulfillment applies.



SPONSORSHIP: OPPORTUNITIES & BENEFITS

Silver Collar Sponsor - \$2,500

- Logo/name featured on e-blasts to Potter League constituents (40,000+) and on the landing page of the Heart & Sole Walk for Animals website
- Mention in Heart & Sole Walk for Animals social media outreach (62,000+ followers)
- Logo/name and link on the heartandsolewalk.org sponsor page
- Complimentary premier tented exhibit space and ability to distribute a promotional item at the event
- Logo/name placement on event T-shirts
- Mile Barker signage along the walk route
- Ability to distribute an item for the Tail Wag Swag Bag
- Logo placement in the event program
- Logo placement on brochures & posters distributed throughout Rhode Island
- Four (4) 2026 Walk T-shirts



Bronze Collar Sponsor - \$1,000

- Logo/name featured on e-blasts to Potter League constituents (40,000+) and on the landing page of the Heart & Sole Walk for Animals website
- Logo/name and link on the heartandsolewalk.org sponsor page
- Complimentary premier exhibit space and ability to distribute a promotional item at the event
- Ability to distribute an item for the Tail Wag Swag Bag
- Logo placement in the event program
- Logo placement on brochures & posters distributed throughout Rhode Island
- Two (2) 2026 Walk T-shirts



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SPONSORSHIP: OPPORTUNITIES & BENEFITS

Copper Collar Sponsor - \$500

- Logo featured on select e-blasts to Potter League constituents (40,000+) and on 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 at additional cost)
- Ability to distribute an item for the Tail Wag Swag Bag
- Logo placement in the event program
- Logo placement on walk posters distributed throughout Rhode Island
- One (1) 2026 Walk T-shirt

Mile Barker Sponsor - \$250

- Custom 18"x24" yard sign displayed along the Walk course
- Ideal for showcasing a business or honoring a person or pet
- Submission deadline: 9/6/2026

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SPONSORSHIP: FORM

☐ **YES!** I/We will sponsor the 2026 Heart & Sole Walk for the Animals at the following level:

☐ **Top Dog Presenting Sponsor - \$20,000**

☐ **Bronze Collar Sponsor - \$1,000**

☐ **Platinum Collar Sponsor - \$10,000**

☐ **Copper Collar Sponsor - \$500**

☐ **Gold Collar Sponsor - \$5,000**

☐ **Mile Barker Sponsor - \$250**

☐ **Silver Collar Sponsor - \$2,500**

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 Tailwag 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 6, 2026** to our Team, at walkforanimals@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