



2022 PARTNERSHIP OPPORTUNITIES & BENEFITS

Community Humane Heroes



Potter League
Enriching Lives

The Potter League for Animals is Rhode Island's go-to animal care and resource center. We provide shelter, medical care, behavior training, spay & neuter, owner assistance programs, humane education and the opportunity for more than 1,500 animals to find loving homes each year at our Animal Care & Adoption Center located in Middletown, RI. We provide support to communities and families through our broad range of programs and services, including the Potter League Spay Neuter Clinic, located in Warwick RI, which performs over 7,500 subsidized surgeries on dogs and cats in RI and neighboring communities in CT & MA. We provide low-cost veterinary care to over 3,500 income-qualifying Rhode Islanders at the Pets In Need Veterinary Clinic located in Riverside, RI.

Every dollar raised through our corporate underwriting and partnership program will enable the Potter League to continue its life-saving work. Becoming a Community Humane Hero is a great way to demonstrate your compassion to employees, clients and the community. With many opportunities to get involved in our animal welfare and community programs, it's easy to give back, feel good, and spotlight your philanthropic contribution.

Our Impact

Our Reach

WEB: www.potterleague.org averages over 33,000 hits and 17,000 users monthly.

SOCIAL MEDIA: Currently over 56,000 loyal social media followers and 6.6 million impressions across Facebook, Instagram & Twitter annually.

EMAIL: Potter Monthly E-newsletter is sent to over 16,000 recipients monthly.

PRINT: The Paw-Print Press printed newsletter is sent to approximately 20,000 supporters annually.

ANIMAL CARE: Over 1,185 pets were adopted in 2021 and over 9,000 animals received veterinary care.

COMMUNITY: The Potter League has more than 650 volunteers donating over 20,000 hours of service.

MEDIA: The Potter League receives extensive media exposure from local & state-wide outlets.

AWARDS: The Potter League has won numerous Best of Awards, The Excellence in Business Award, as well as "Favorite Non-profit" and many more awards and citations over the years.

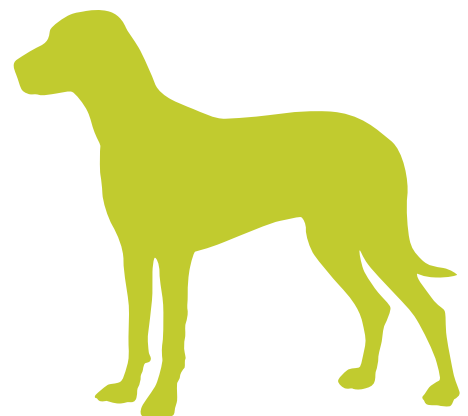
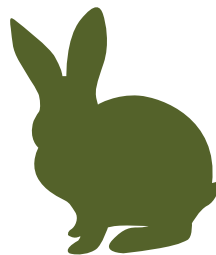
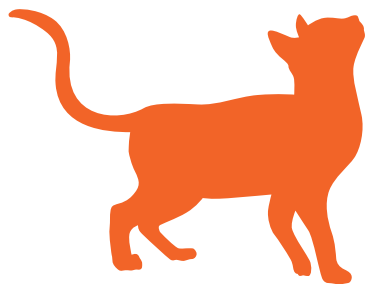
Corporations, business and individuals that wish to support the activities of the Potter League will be acknowledged for their philanthropic contribution at their level of choice as follows:

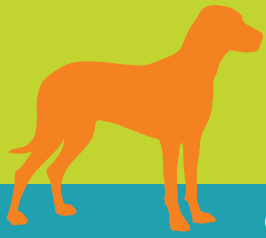
1. Humane Leader

2. Animal's Best Friend

3. Loyal Companion

4. Faithful Friend





Humane Leader

\$20,000

Partner Benefits

- ◆ Dogs and Donuts or Cats and Cupcakes employee wellness visit with two (2) one-hour visits with puppies or kittens at your business.
- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center, Pets In Need Veterinary Clinic, and Spay & Neuter Clinic
- ◆ Hosted animal welfare luncheon at your office or the Potter League for eight (8) guests with CEO Brad Shear, Shelter Veterinarian, and other leadership team members if requested. (If circumstances do not permit, this can be a virtual gathering)
- ◆ Corporate Volunteer Day at the Potter League for employees

Partner Recognition

- ◆ Personalized Potter League Engraved Marble 8.5 x 11 Wall Tile
- ◆ 1/3 Page Ad in our Adoption Folder
- ◆ Company profile in one quarterly print newsletter mailed to 5,000 supporters
- ◆ Social Media Promotion: Two featured social media posts annually
- ◆ Logo recognition on signage at the Potter League's three facilities: Animal Care & Adoption Center, Pets in Need Veterinary Clinic, and Spay & Neuter Clinic
- ◆ Digital Promotion: Logo and website link on our website and on our monthly E-News with a distribution of 15,000
- ◆ In-house promotion: Logo included on the lobby digital screen
- ◆ Photo opportunity with staff and animals that have arrived at the Potter League through our Fetching Friends Transport program & name the animals

Event Benefits

- ◆ Logo to be included in the LoveBash for Animals print and digital materials (if received by 2.1.22)
- ◆ Eight (8) tickets with table seating at our spring fundraiser, Love Bash for Animals. Event date March 25, 2022
- ◆ Eight (8) tickets with table seating at our summer fundraiser, Yappy Hour. Event date July 17, 2022
- ◆ Logo to be included in the Heart & Sole Walk for Animals materials and complimentary exhibit space at the 2022 Walk, Sunday, October 16th, in our vendor village
- ◆ Logo inclusion on the Heart & Sole Walk for Animals T-shirts & ten (10) Complimentary Walk T-shirts



Animal's Best Friend

\$10,000

Partner Benefits

- ◆ Dogs and Donuts or Cats and Cupcakes employee wellness visit with two (2) one-hour visits with puppies or kittens at your business annually
- ◆ Adoption sponsor for 4 of our most vulnerable animals annually
- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center
- ◆ Hosted animal welfare luncheon at your office or at the Potter League for eight (8) guests with Executive Director, Brad Shear, Shelter Veterinarian, Dr. Kendall Polansky, and Behavior Manager, Beth Nassef (If circumstances do not permit, this can be a virtual gathering)
- ◆ Corporate Volunteer Day at the Potter League for ten (10) employees

Partner Recognition

- ◆ Recognition as an adoption sponsor with custom social media posts featuring four (4) animals annually and on adoption profiles on PotterLeague.org, PetFinder & Adopt-a-pet.org
- ◆ 1/3 Page Ad in our Adoption Folder
- ◆ Company profile in one quarterly print newsletter mailed to 5,000 supporters
- ◆ Social Media Promotion: One featured social media post annually
- ◆ Logo recognition on signage at the Potter League's three facilities: Animal Care and Adoption Center at 87 Oliphant Lane in Middletown, Pets in Need Veterinary Clinic at 40 Amaral Street in Riverside and Spay & Neuter Clinic at 235 Elm Street in Warwick
- ◆ Digital Promotion: Logo and website link on our website and on our monthly E-News with a distribution of 15,000
- ◆ In-house promotion: Logo included on the lobby digital screen
- ◆ Photo opportunity with staff and animals that have arrived at the Potter League through our Fetching Friends Transport program

Event Benefits

- ◆ Logo to be included in the LoveBash for Animals Campaign print and digital materials (If received by 2.1.21)
- ◆ Logo to be included in the Heart & Sole Walk for Animals materials and complimentary exhibit space at the 2021 Walk (fall date TBD) and/or in our virtual vendor village
- ◆ Complimentary Walk registration for employees
- ◆ Logo Inclusion on Heart & Sole Walk Commemorative T-shirts & Twelve (12) Complimentary Walk T-Shirts



Loyal Companion

\$5,000

Partner Benefits

- ◆ Dogs and Donuts or Cats and Cupcakes employee wellness visit with one (1) one-hour visits with puppies or kittens at your business annually
- ◆ Adoption sponsor for two (2) of our most vulnerable animals annually
- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center
- ◆ Hosted animal welfare luncheon at your office or at the Potter League for six (6) guests with Executive Director, Brad Shear, and Shelter Veterinarian, Dr. Kendall Polansky. (If circumstances do not permit, this can be a virtual gathering)
- ◆ Corporate Volunteer Day at the Potter League for eight (8) employees

Partner Recognition

- ◆ Recognition as an adoption sponsor with custom social media posts featuring two (2) animals annually and on adoption profiles on Potterleague.org, [PetFinder](http://PetFinder.com) & Adopt-a-pet.org
- ◆ 1/6 Page Ad in our Adoption Folder
- ◆ Social Media Promotion: One featured social media post annually
- ◆ Logo recognition on signage at two (2) of the Potter League's three facilities: Animal Care and Adoption Center at 87 Oliphant Lane in Middletown, Pets in Need Veterinary Clinic at 40 Amaral Street in Riverside and Spay & Neuter Clinic at 235 Elm Street in Warwick
- ◆ Digital Promotion: Logo and website link on our website and on our monthly E-news with a distribution of 15,000
- ◆ In-house promotion: Logo included on the lobby digital screen
- ◆ Photo opportunity with staff and animals that have arrived at the Potter League through our Fetching Friends Transport program

Event Benefits

- ◆ Logo to be included in the LoveBash for Animals Campaign print and digital materials (If received by 2.1.21)
- ◆ Logo to be included in the Heart & Sole Walk for Animals materials and complimentary exhibit space at the 2021 Walk (fall date TBD) and/or in our virtual vendor village
- ◆ Complimentary Walk registration for employees
- ◆ Logo Inclusion on Heart & Sole Walk Commemorative T-shirts & Eight (8) Complimentary Walk T-Shirts



Faithful Friend

\$3,000

Benefits

- ◆ Behind-the-scenes tour of the Potter League Animal Care & Adoption Center
- ◆ Hosted animal welfare luncheon at the Potter League for four (4) guests with Executive Director, Brad Shear. (If circumstances do not permit, this can be a virtual gathering)
- ◆ Corporate Volunteer Day at the Potter League for up to six (6) employees

Partner Recognition

- ◆ Logo recognition on signage at one (1) of the Potter League's three facilities: Animal Care and Adoption Center at 87 Oliphant Lane in Middletown, RI, Pets in Need Veterinary Clinic at 40 Amaral Street in Riverside, RI and Spay & Neuter Clinic at 235 Elm Street in Warwick, RI
- ◆ Digital Promotion: Logo and website link on our website and on our monthly E-news with a distribution of 15,000
- ◆ In-house promotion: Logo included on the lobby digital screen
- ◆ Photo opportunity with staff and animals that have arrived at the Potter League through our Fetching Friends Transport program

Event Benefits

- ◆ Logo to be included in the LoveBash for Animals Campaign print and digital materials (If received by 2.1.21)
- ◆ Logo to be included in the Heart & Sole Walk for Animals materials and complimentary exhibit space at the 2021 Walk (fall date TBD) and/or in our virtual vendor village
- ◆ Complimentary Walk registration for all employees
- ◆ Logo Inclusion on Heart & Sole Walk Commemorative T-shirts & Six (6) Complimentary Walk T-shirts

Potter League Corporate Partnership Opportunities

Level	Humane Leader \$20,000	Animal's Best Friend \$10,000	Loyal Companion \$5,000	Faithful Friend \$3,000
Benefits				
Industry Exclusive at Sponsorship Level	✓	•	•	•
Puppy or Kitten Wellness Visits	✓ 4 Visits	✓ 2 Visits	✓ 1 Visit	•
Adoption Sponsorships	✓ 6 Adoptions	✓ 4 Adoptions	✓ 2 Adoptions	•
Behind Scenes Tour	✓	✓	✓	✓
Animal Welfare Luncheon	✓ 10 Guests	✓ 8 Guests	✓ 6 Guests	✓ 4 Guests
Corporate Volunteer Day	✓ 15 Employees	✓ 10 Employees	✓ 8 Employees	✓ 6 Employees
Partner Recognition				
One Year Logo Placement on PL Van	✓	•	•	•
Personalized Potter League Engraved Marble 8.5 x 11 Wall Tile	✓	•	•	•
Adoption Sponsor Promotions	✓	✓	✓	•
Adoption Folder Advertisement	✓ 1/3 Page Ad	✓ 1/3 Page Ad	✓ 1/6 Page Ad	•
Company Profile in One Print Newsletter	✓	✓	•	•
Social Media Featured Promotion	✓ 2 Posts	✓ 1 Post	✓ 1 Post	•
Logo on Signage at Potter League Locations Annually	✓ 3 Locations	✓ 3 Locations	✓ 2 Locations	✓ 2 Locations
Digital Promotion: Logo on PL Website & Monthly E-Newsletter	✓	✓	✓	✓
Digital Signage in Lobby	✓	✓	✓	✓
Photo opportunity with Animals/Staff	✓	✓	✓	✓
Event Benefits				
Logo Inclusion in LoveBash for Animals Campaign Marketing materials	✓	✓	✓	✓
Logo Inclusion in Heart & Sole Walk for Animals Marketing materials	✓	✓	✓	✓
Complimentary Exhibit Space at Walk	✓	✓	✓	✓
Complimentary Walk Registration	✓	✓	✓	✓
Logo Inclusion Heart & Sole Walk Commemorative T-shirts	✓ + 20 Shirts	✓ + 12 Shirts	✓ + 8 Shirts	✓ + 6 Shirts

2021 COMMUNITY HUMANE HEROES PARTNERSHIP PROGRAM

Please complete all sections. Your name will be recognized as noted.

Company Name _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone (_____) _____ E-mail _____

UNDERWRITING LEVELS

Please select your level of commitment below.

HUMANE LEADER
\$20,000

LOYAL COMPANION
\$5,000

ANIMAL'S BEST FRIEND
\$10,000

FAITHFUL FRIEND
\$3,000

PAYMENT INFORMATION

Check enclosed made payable to:

Potter League for Animals
87 Oliphant Lane Middletown, RI 02842

Please Invoice me/my Company – On Date: _____

Charge my credit card:

Visa MasterCard Discover Amex

Acct # _____ Exp. ____ / ____ / ____ CVV _____

Name on Credit Card _____

Signature _____ Date _____

Thank you for supporting the Potter League for Animals. Your underwriting support and partnership will enrich animals lives and strengthen our programs and services. Please complete this form and send to Susan Ryan at SusanR@potterleague.org or return with payment as noted.

Contact

Animal Care & Adoption Center

87 Oliphant Lane
Middletown, RI 02842

Spay & Neuter Clinic

235 Elm Street
Warwick, RI 02888

Pets In Need Veterinary Clinic

50 Amaral Street
Riverside, RI 02915

www.PotterLeague.org



For more information please contact:

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