



Program Partnership Opportunities



Potter League
Enriching Lives

Our Impact

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 partnership program will continue our life-saving work. Sponsoring a Potter League program 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 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 250 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.





At the Potter League for Animals, partnerships are vital to success in our life-saving mission. We rely on funding from our local community partners and friends to make it all possible. You play a transformational role in bringing new and current programs to life, for homeless pets and our community. Here you will find our 2022 Program Partnership Opportunities. Please contact our Development Office at 401.846.0592 for more details. If you don't find a partnership package to fit your needs, we are happy to discuss a customized partnership with you.

HEALING HEARTS PROGRAM SPONSOR

KENNEL & CONDO SPONSORSHIP PROGRAM

ADOPTION FOLDER SPONSORSHIP

PET FOOD PANTRY PARTNER

PET SAFE PROGRAM PARTNER

HEALTHY PETS MOBILE CLINIC SPONSOR

VET CARE HERO

SPAY/NEUTER AMBASSADOR

BEHAVIOR HELPLINE SPONSOR

P.S. I LOVE YOU PHOTO CONTEST SPONSOR

LOVE BASH FOR ANIMALS CAMPAIGN SPONSOR

VOLUNTEER APPRECIATION PARTY SPONSOR

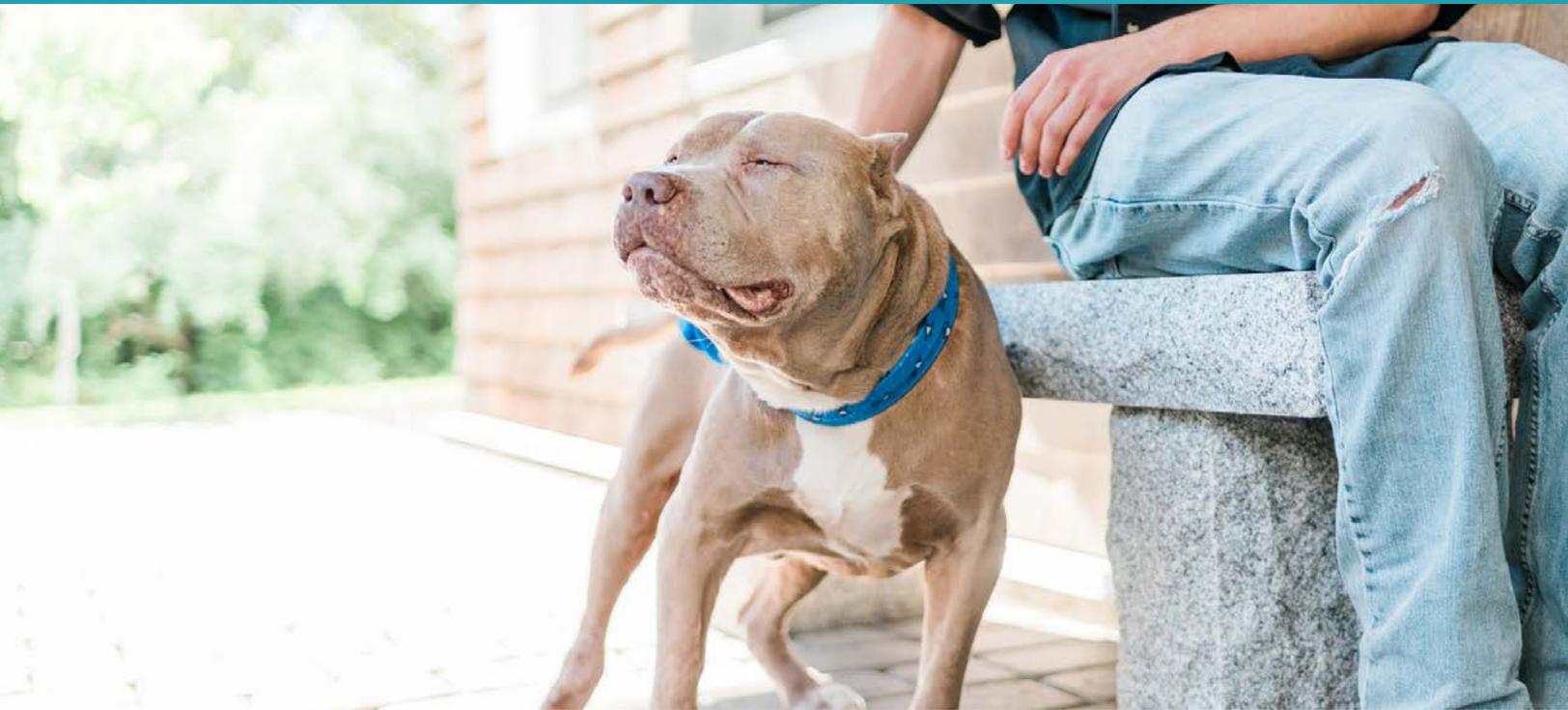
YAPPY HOUR SPONSOR

FOREVER FRIENDS SOCIETY RECOGNITION EVENING SPONSOR

HEART & SOLE WALK FOR ANIMALS SPONSOR



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Animal Care Programs

Community support plays a vital role in the many programs and services we provide to pets coming to the Potter League. By partnering you can provide animals with the medical care, food, and shelter they need while they wait for their loving home. Along with assisting in creating a strong humane community, your involvement allows The Potter League to continue to support animals and their families across Rhode Island and beyond.

Healing Hearts Program Sponsor

You can provide care for highly vulnerable animals. These are dogs and cats that are most at-risk and in need of life-saving treatments. Your gift to the Nuala Pell Animal Care Fund can give them a second chance by providing them with treatment.

By supporting this program, you will receive the reward of knowing you were personally responsible for helping save an animal's life, as well as your name listed on our website as the pet's sponsor and you will receive an update as soon as the pet is adopted so you know they found a loving home!

Sponsor Investment Options: \$1,000 sponsors treatment for our most at-risk animals

Let's talk about creating a meaningful corporate partnership with the Potter League to meet your business and philanthropic goals. Join us as a sponsor by contacting our Development Team at development@potterleague.org or at 401-846-0592.



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Kennel & Condo Sponsorship Program

Looking for a meaningful way to make a difference for our community and for animals in need?

Become a Kennel Sponsor at the Potter League for Animals! When you or your organization become the sponsor of a kennel at the Potter League, you are playing a vital role in the day-to-day care of animals in need, providing essential care – food, housing, medical care – to all the animals who will stay in your sponsored kennel over the course of your selected time period.

As a kennel sponsor you will receive a 5"x7" sign that will be affixed to your sponsored kennel for 12 months, recognizing the way you're making a difference for homeless and at-risk cats and dogs. Signs may be personalized with your name, organizational logo, and/or a logo; or may be personalized in honor or in memory of a friend, loved one or pet.

Sponsorship Investment Options: \$1,000

Adoption Folder Sponsorship*

Reach a targeted audience of animal lovers with more than 1,500 adoptions taking place each year, having your company's promotional materials in or on our adoption packets is a valuable opportunity to reach a targeted audience!

Sponsorship Investment Options:

Annual 1/6 page Folder Ad (4.2125"w X 3.5"h) – \$1,000.00

Annual 1/3 page Folder Ad (8.625"w X 3.5"h) – \$1,900.00

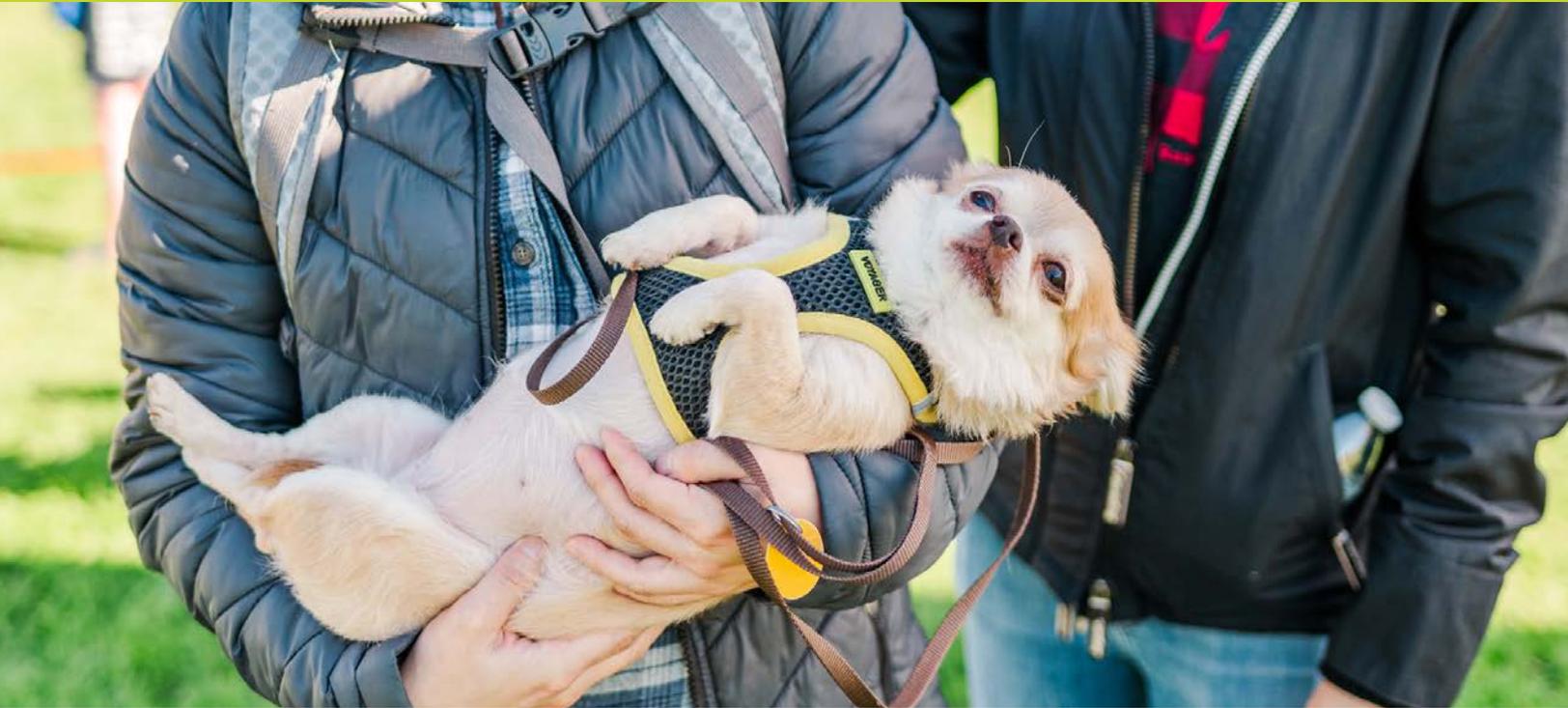
Annual Full Page Insert (8.5"w x 11"h) – \$3,000

Annual Half Page Insert (8.5"w x 5.5"h) – \$1,500

Monthly Full Page Insert (8.5"w x 11"h) – \$250 per month

Monthly Half Page Insert (8.5"w x 5.5"h) – \$125 per month

*Print dates may vary



Keeping Families Together Programs

The Potter League for Animals believes that pets and people belong together; that financial circumstances alone are not reliable indicators of the capacity to love and care for a companion animal, and that strong bonds between people and pets make for stronger communities. Each of our programs aims to provide the help owners need to keep their pets when it is best for the animal and their families. Consider sponsoring a program that keeps families together.

Pet Food Pantry Partner

The Potter Pet Food Pantry relies solely on the generosity of others to provide nutritious food to pets in need. The Potter League's Pet Food Pantry is available at our Animal Care & Adoption Center and also collaborates with the Dr. Martin Luther King Jr. Center at both their public food pantry and in conjunction with their Mobile Food Pantry delivering more than 40,000 pounds of pet food to those most in need. The demand for this program continues to grow and we've expanded delivery to local homes on a weekly basis.

Sponsorship Investment Options: \$500 to \$10,000

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Pet Safe Program Partner

Our doors are always open, even when others close. Our Pet Safe Program provides a safety net for people in crisis. We work with social workers, local domestic violence agencies to provide foster care and temporary housing for the pets of victims of domestic violence, pets of the elderly and those being hospitalized, and animals displaced due to fire and other disasters. On average we help 70 people annually with their pets for an average of 22 days. There is no cost to the pet guardian for the housing and care of their pet while they are in crisis.

Sponsorship Investment Options: \$1,000 to \$20,000

Healthy Pets Mobile Clinic Sponsor

The Potter League for Animals mobile vaccine clinics are offered to pet owners who do not otherwise have access to care. Clinic services include a physical exam, distemper and rabies vaccines, and a microchip. Clinics take place at the Potter League Animal Care & Adoption Center or at public housing, retirement facilities, and community centers. We help an average of more than 25 people per clinic.

Sponsorship Investment Options: \$500 to \$5,000

Vet Care Hero

It is our hope that all pets can live as ours do; in a loving, forever home with uncompromised care. Your sponsorship of our Vet Care Heroes program can help keep people and pets together by providing care for the pets of people in Rhode Island who receive public assistance. The Vet Care Heroes program is dedicated to our Potter League Pet's In Need Veterinary Clinic, the state's only nonprofit full-service vet clinic offering low-cost medical and surgical services for pets of eligible low-income owners, to fund veterinary care for those who cannot afford it. Your ongoing commitment will make a positive and tremendous impact by helping to fund needed medical care for companion animals.

Sponsorship Investment Options: \$500+

Spay/Neuter Ambassador

Both the Potter League Animal Care and Adoption Center and Spay and Neuter Clinic conducts thousands of sterilization surgeries annually. These surgeries are critical in both the shelter environment and at the clinic to prevent pet overpopulation. Consider becoming a Spay/Neuter Ambassador by sponsoring cat and dog sterilization surgeries. By becoming a Spay/Neuter Ambassador you will keep spay and neuter surgeries within reach to all Rhode Islanders.

Sponsorship Investment Options: \$500+

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Behavior Helpline Sponsor

Dogs will be dogs and cats will be cats, but sometimes a pet's behavior issues can be an all too common reason for a family deciding they can't keep a pet. The Potter League's Behavior Helpline is a free animal behavior service available to all pet guardians experiencing behavior problems with cats and dogs. Behavior specialists are available to answer questions and provide solutions on everything from separation distress to house training. The Potter League is committed to building a community of caring by helping pets, educating people and providing pets and families with the tools they need to develop lifelong relationships. By becoming a Behavior Helpline Sponsor, you will help us keep pets in their homes and families together through free compassionate counseling and behavioral recommendations.

Sponsorship Investment Options: \$250/month or - \$3,000/annually



Event Sponsorships

The Potter League hosts a number of annual events, as well as unique special events. We welcome invitations from businesses to participate in their events as well.

Love Bash for Animals Campaign Sponsor

The annual LoveBash for Animals celebrates our shared compassion for animals in need. But the true magic isn't the auction or the event itself. It's your generosity, which saves animal lives. While we can't join together in person this year, we invite you to celebrate the spirit of LoveBash for Animals by making a gift that will help provide thousands of animals with hope, healing and magic of second chances. We are seeking donations (including a match) in support of this event which will run March 25 through April 14.

Sponsorship Investment Options: \$500 - \$25,000

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P.S. I Love You Photo Contest Sponsor

This popular online photo contest has become a Valentine's favorite all while helping animals at the Potter League. The contest runs for the month of February and pet lovers near and far upload photos of their beloved pets (many who are adopted from the Potter League) and share their stories of what they love most about them. The top 12 winners who obtain the most votes earn placement in the 2022 Potter League calendar. There is a \$10 submission fee and people can vote for their favorites for \$1 a vote. Your sponsorship includes sponsor recognition on the contest website as well as in the 2022 Potter League calendar. The photo contest runs from February 1 through March 4, 2022.

Sponsorship Investment Options: \$500 - \$2,500

Volunteer Appreciation Party Sponsor

An annual tradition, the Potter League's volunteers are honored each year for their unwavering commitment to make the Potter League a place where animals and people "feel the love." In addition to service awards, the Volunteer of the Year and recipient of the coveted Lore Owens Award are presented. More than 100 volunteers attend this event. Date to be determined. Sponsorship includes recognition at the event.

Sponsorship Investment Options: \$500 - \$3,500

Yappy Hour Sponsor

Each July the Potter League hosts an exclusive event in support of the Nuala Pell Animal Care Fund. This outdoor cocktail reception takes place at a private estate and attracts our summer residents and their guests with attendance of approximately 250. Individual tickets and tables are typically sold for this event. Join us this year on July 17, 2022 at a private estate in Newport.

Sponsorship Investment Options: \$500 - \$25,000



Forever Friends Society Recognition Evening Sponsor

The Potter League hosts an annual event each year to honor thoughtful donors who have chosen to include the Potter League in their estate planning and become a member of the Forever Friends Society. The event is held in August and is a 2-hour informal cocktail reception where members can mingle and share stories of their love for animals. There are typically 60 people in attendance.

Sponsorship Investment Options: \$1,000 - \$3,500

Heart & Sole Walk for Animals Sponsor

Walk, run, be a Hero for the animals. Rhode Island's largest pet walk and biggest party for pets and people aims to raise \$100,000 for pets in need. Join hundreds of animal lovers to celebrate the 33rd annual Heart & Sole Walk for Animals. We'll walk/run with our dogs, enjoy music, food, contests and more. Everyone is welcome, with or without a furry friend. Walk. Run. Save Lives. Also, corporate teams are a great way to support the Potter League. Join us this year on October 16, 2022 at Fort Adams State Park.

Sponsorship Investment Options: \$250 - \$20,000



2022 POTTER LEAGUE FOR ANIMALS PROGRAM PARTNERSHIP OPPORTUNITIES

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

Company Name _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone (_____) _____ E-mail _____

UNDERWRITING SELECTION

Please indicate your program and level of commitment below.

Partnership Program:

Level of Commitment:

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.





Every program has a number of available investment options. Let's talk about creating a meaningful corporate partnership with the Potter League to meet your business and philanthropic goals. Join us as a partner by contacting our **Development Team** at development@potterleague.org or at **401-846-0592**.

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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