



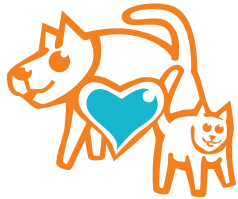

Potter League's  
**HEART  
& SOLE**  
VIRTUAL 2020 WALK/RUN  
To Benefit Homeless Animals



Potter League  
*Enriching Lives*

**SPONSORSHIP  
OPPORTUNITIES**  
Sunday, October 18, 2020





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## EVENT OVERVIEW

The Potter League for Animals 31<sup>st</sup> annual Heart & Sole Walk for Animals is going virtual!

We invite you to become a sponsor for our first **virtual Heart & Sole Walk/5K Run on Sunday, October 18, 2020**, in your neighborhood! As a sponsor, you'll reach thousands of animal lovers and their canine companions who will come together to raise funds for the Potter League and enjoy a fun-filled virtual community dog walk from the safe location of their choice. Festivities kick off in early September with a **virtual vendor village**, weekly activities and contests and culminate with a celebratory live Walk broadcast from the shelter on Sunday, October 18.

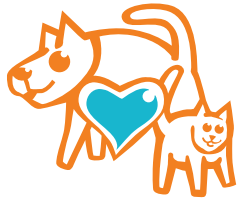
The Heart & Sole Walk is our largest fall fundraiser and our goal is to raise \$90,000 through peer-to-peer donations and sponsorships. Becoming a sponsor is a great way to demonstrate your corporate compassion to employees, clients and the community. With many opportunities to get involved in both our animal welfare and community programs, it's easy to give back, feel good, and spotlight your philanthropic contribution.

## OUR IMPACT

The Potter League for Animals is Newport County's go-to animal care and resource center. We provide shelter, medical care, behavior training, and the opportunity for a new home for more than 2,000 animals each year. In addition, we provide support to communities and families through our broad range of outreach programs. Every dollar raised through our sponsorship program will enable the Potter League to continue its life-saving work.

## WHAT IS A VIRTUAL VENDOR VILLAGE?

Our Virtual Vendor Village is an interactive map of all the participating vendors and sponsors laid out just as it would have been on event day. Attendees will be able to click on each virtual booth for a description of your business and direct link to your website. As a sponsor/vendor you are able to provide the description of your choice to be included on the map.



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# SPONSORSHIP OPPORTUNITIES



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## Best in Show Sponsor – \$5,000

- Logo/name and website link included in interactive map of the Virtual Vendor Village. Content of your choice to be included.
- Logo/name on all digital promotional materials
- Logo placement on 5,000 event postcards and 75 posters\*
- Prominent logo/name placement on Walk T-shirts\*
- Dedicated social media posts leading up to event
- Opportunity for a :30 spot during the Live event October 18
- Distribute an item for the Fundraiser Swag Bag
- 10 free Walk registrations with t-shirts & 10 Yard Signs

## Top Dog Sponsor – \$2,500

- Logo/name and website link included in interactive map of the Virtual Vendor Village. Content of your choice to be included.
- Logo/name on all digital promotional materials
- Logo placement on 5,000 event postcards and 75 posters\*
- Logo/name placement on Walk T-shirts\*
- Opportunity for a .30 spot during Live event October 18
- Distribute an item for the Fundraiser Swag Bag
- 8 free Walk registrations with t-shirts & 8 Yard Signs

## Heart of Gold Sponsor – \$1,000

- Logo/name and website link included in interactive map of the Virtual Vendor Village. Content of your choice to be included.
- Logo/name on all digital promotional materials
- Logo/name placement on Walk T-shirts\*
- Logo placement on 5,000 Walk postcards and 75 posters\*
- Distribute an item for the Fundraiser Swag Bag
- 6 free Walk registrations with t-shirts & 6 Yard Signs

## Adoption Advocate – \$500

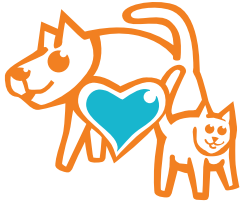
- Logo/name and website link included in interactive map of the Virtual Vendor Village. Content of your choice to be included.
- Logo/name on all digital promotional materials
- Distribute an item for the Fundraiser Swag Bag
- 4 free Walk registrations with t-shirts & 4 Yard Signs

## Animals' Best Friend - \$250

- Branded promotional opportunity to sponsor a virtual pet contest
- Logo/name and website link included in interactive map of the Virtual Vendor Village. Content of your choice to be included.
- 2 free Walk registrations with t-shirts and 2 yard signs

## Mile Barker Sponsor - \$250

Back by popular demand but with a twist! Show your support with this unique and wonderful way to showcase your business or pay tribute to a person or pet with an eye-catching 18"x24" custom yard sign to be displayed in your yard or business.



# 2020 SPONSORSHIP FORM

As a sponsor, your participation is needed now more than ever! We want to ensure that you and/or your company will receive exposure and be recognized before, during, and after the event as a valued community partner.

**YES!** We will sponsor the 2020 Heart & Sole Walk for the Animals at the following level:

**Best in Show Sponsor - \$5,000**

**Adoption Advocate - \$500**

**Top Dog Sponsor - \$2,500**

**Animals' Best Friend - \$250**

**Heart of Gold - \$1,000**

**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 logo for the website

I would like a virtual booth in the Virtual Vendor Village

I would like to donate items for Swag Bags: \_\_\_\_\_

I would like to form a team

I would like to donate a 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 11, 2020** to Development Manager, **Susan Ryan** at [SusanR@potterleague.org](mailto:SusanR@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 Susan Ryan.

### Rules and Regulations:

Sponsors and vendors may only use the Potter League logo with the express written permission of 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.