



PARTNER EVENT GUIDE

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

Thank you for being part of the **2026 Heart & Sole Walk for Animals**! Your participation helps make this special day possible while supporting the Potter League's work for animals and the people who love them.

We're looking forward to welcoming hundreds of animal lovers—and plenty of four-legged guests—to Fort Adams for a day of community, compassion, and fun.

This guide includes important information to help you prepare for the event, from arrival and setup to booth guidelines and breakdown. Please share it with anyone from your organization who will be joining us on Walk day.

SPONSOR/VENDOR QUICK DETAILS

Date: Sunday, October 11, 2026

Location: Fort Adams State Park, 80 Fort Adams Drive, Newport, RI

Sponsor & Vendor Setup Begins: 8:30 AM

Vehicles Out of Staging Area: 10:00 AM

Booths Ready: 10:30 AM

Event Hours: 11:00 AM–2:00 PM

Walk Begins: 12:30 PM

Breakdown: 2:15 PM or once the event has officially concluded, whichever is later

Weather: Rain or Shine

ARRIVAL & SETUP

When can I begin setting up?

Sponsor and vendor setup begins at 8:30 AM. Please allow enough time to unload, move your vehicle to the designated parking area, and have your booth completely set up and ready by 10:30 AM.

Where should I go when I arrive?

Enter Fort Adams through the east gate and wait for a Potter League representative to greet you. You will be directed or escorted to your assigned booth space.

Can I drive onto the grass to unload?

Please do not drive onto the park grass without direction from Potter League staff. A member of our team will guide you to your booth space and help coordinate vehicle movement through the event area.

When does my vehicle need to be moved?

All vehicles must be unloaded and out of the staging area by 10:00 AM. Once you have finished unloading, please move your vehicle to the designated sponsor and vendor parking area before completing your booth setup.



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VENDOR REQUIREMENTS

Do I need a license or permit to sell at the event?

Yes. Vendors selling goods are responsible for obtaining and maintaining any required retail license and permits necessary to sell in Newport, Rhode Island. Please make sure all required licenses and permits are current and in place before the event.

Do I need to provide proof of insurance?

Yes. All vendors are required to submit a Certificate of Insurance (COI) by October 1, 2026. If you have not already submitted your certificate, please email it to walkforanimals@potterleague.org before the deadline.

Can I use the Potter League or Heart & Sole logo in my promotions?

Please contact us before using Potter League logos or event branding. Sponsors and vendors may only use the Potter League logo with express written permission from the Potter League.

Do I need to stay for the entire event?

Yes. All vendors are required to remain set up and staffed for the entire event, from 11:00 AM–2:00 PM. Booth breakdown may begin at 2:15 PM or once the event has officially concluded, whichever is later. Please wait for the all-clear from Potter League staff before beginning breakdown.

YOUR BOOTH

Who sets up my tent or canopy?

If you are renting or using a complimentary canopy provided through the Potter League, it will be set up before your arrival.

If you are bringing your own canopy, you are responsible for bringing, setting up, and securing it. Fort Adams can be windy, so we strongly recommend bringing weights and stakes to help keep your canopy safely secured throughout the event.

Will electricity or water be available?

No. Electrical and water hookups are not available at the event. Please plan your booth setup accordingly and bring everything you will need for the day.

Can I share my booth with another organization?

Booth spaces may not be shared with another business or organization unless you have received prior approval from the Potter League.

Can I choose my booth location?

Booth locations are assigned by the Potter League based on the overall event layout. While we're happy to consider special requests when possible, the Potter League reserves the right to determine all tent and booth placement. Larger spaces may be available upon request.





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GIVEAWAYS & ACTIVITIES

Can I offer giveaways at my booth?

Absolutely! Giveaways and interactive booth activities are a great way to engage Walk participants. All items should be safe and appropriate for the event and its guests.

If you plan to distribute treats for dogs, please always ask the dog's handler before offering anything to their pet. Dogs may have allergies, dietary restrictions, medical needs, or other reasons they cannot accept treats.

Can I donate an item for the raffle?

We encourage sponsors and vendors to consider donating an item with a retail value of \$25 or more for the Heart & Sole raffle, although it is not required. A raffle donation is another opportunity to showcase your business while helping raise additional funds for the Potter League. Nonprofit organizations are exempt from this request.

BRINGING A DOG

Can sponsors and vendors bring their dogs?

Yes! Friendly dogs who are comfortable in a busy environment with people and other dogs are welcome.

Dogs must be up-to-date on vaccinations, remain under their handler's control at all times, and be kept on a leash no longer than six feet. Retractable leashes are not permitted. Female dogs in heat should remain at home, and dogs younger than six months are not recommended to attend.

With lots of dogs, people, sounds, and activity throughout the day, we encourage comfortable, secure walking equipment that allows dogs to safely enjoy the event. We also ask that aversive training tools, including electronic, prong, choke, and chain collars, be left at home.

Please remember that you are responsible for your dog throughout the event, including cleaning up after them.

BREAKDOWN & DEPARTURE

When can I begin breaking down my booth?

Booth breakdown may begin at 2:15 PM or once the event has officially concluded, whichever is later. For the safety and enjoyment of all participants, please wait for the all-clear from Potter League staff before beginning breakdown.

Please do not bring vehicles into the event area until directed to do so by Potter League staff.





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A FEW FINAL REMINDERS

Heart & Sole is a rain-or-shine event, so please keep an eye on the forecast and plan your booth setup accordingly.

Please make sure everyone staffing your booth has access to this guide and knows your organization's setup and event-day plans.

Most importantly, have fun! Take time to meet our walkers, visit your fellow sponsors and vendors, enjoy the festivities, and experience the incredible community that comes together each year for animals.

Questions?

We're happy to help! If you have questions before the event or need to update any details regarding your participation, please contact the Heart & Sole team: walkforanimals@potterleague.org | 401-846-0592

Thank you for partnering with the Potter League and helping make Heart & Sole a walk worth barking about!



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