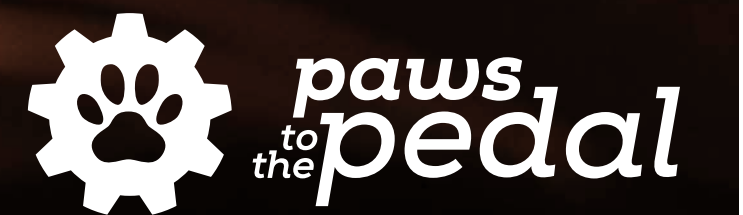




2025 sponsorship opportunities





chance
every animal
deserves a chance.
chance

© uhhmoons



© karistakesphotos

Paws To The Pedal is a volunteer-run fundraising body that was created in 2014 driven by a clear vision:

fortify the automotive community with a sense of **purpose** and **philanthropy**.

driving change for winnipeg's animal rescues

Our annual charity car show isn't just about incredible cars — it's about making a real difference for animals in need. This event brings together car enthusiasts and the local community to raise vital funds for animal rescue organizations in our city, helping provide food, medical care, and shelter for animals in need. Over the years, we have raised over **\$24 thousand dollars**, as well as hundreds of pounds of food and pet supplies, directly supporting many animal rescues that work tirelessly to give these animals a chance.

By sponsoring this event, your brand becomes a key player in a cause that resonates deeply with our attendees. Your sponsorship not only helps create a successful event but also leaves a lasting impact on the lives of countless animals.

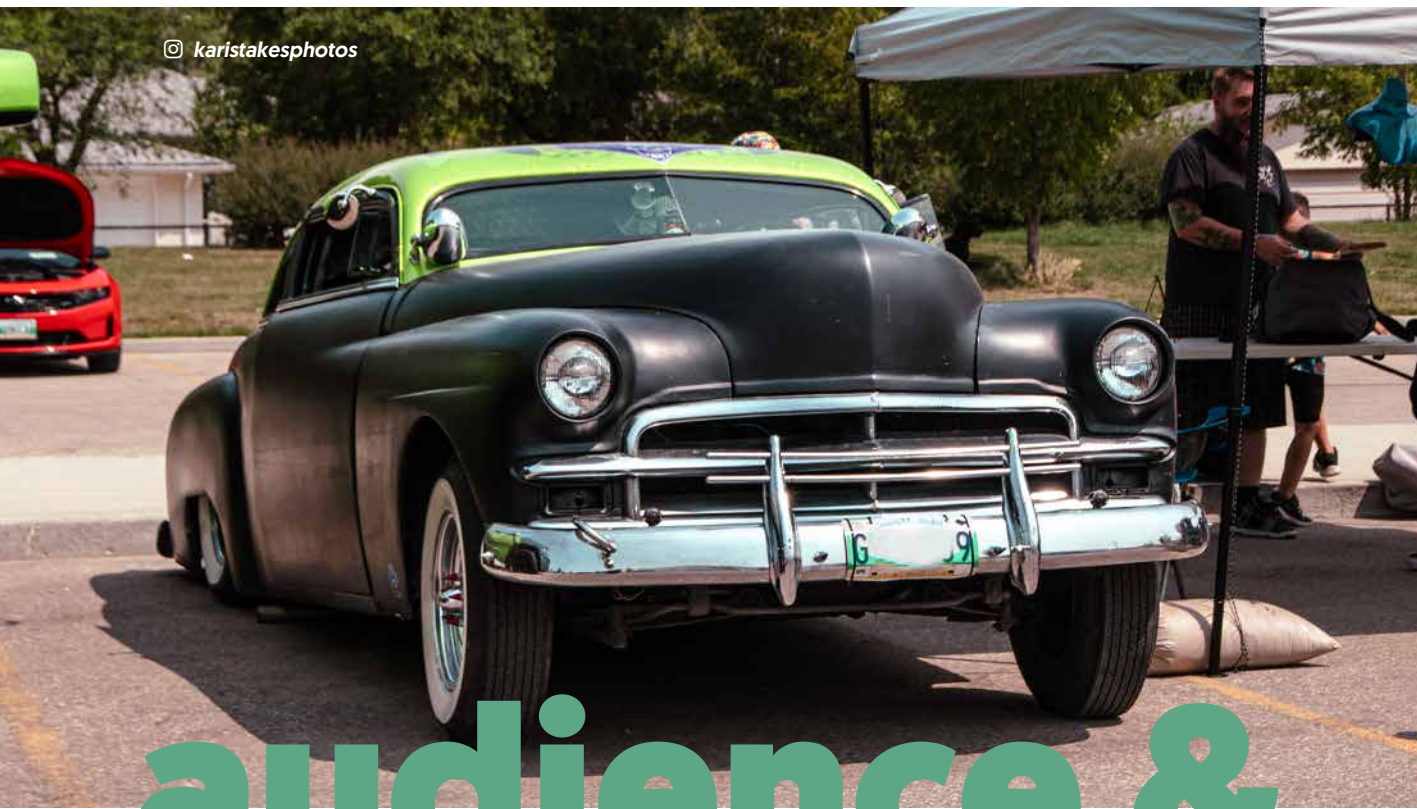
Together, we can drive change—one car and one rescue at a time.



© uhhmoons

Animal rescue is a mission fueled by passion, and our audience actively supports businesses that share their values.

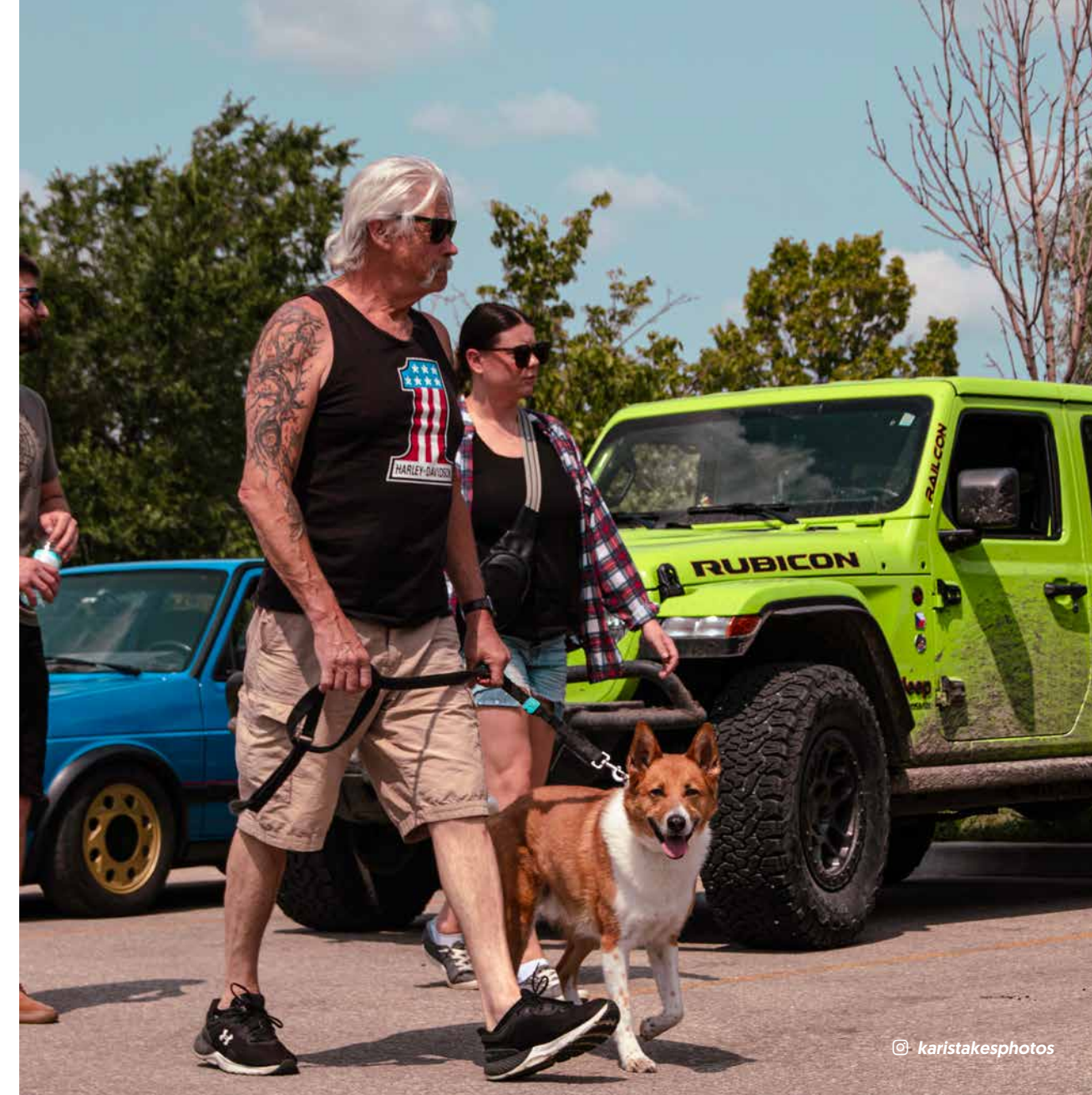
© karistakesphotos



audience & attendance

Our annual charity car show draws a diverse and passionate crowd, including car enthusiasts, families, local business owners, and animal lovers who all share a commitment to supporting rescue organizations.

Last year, we welcomed over **six hundred** attendees and showcased over **three hundred** classic, exotic, imports and custom cars. With a strong community presence and a growing fan base, this event offers sponsors a unique opportunity to engage with an enthusiastic audience that values businesses that give back.



In addition to in-person exposure, the event reaches thousands more through social media, the local car scene, and digital channels. Our online presence includes an Instagram account with over 6000 followers, and a website that receives over 200 user sessions/day during peak season ensuring that your brand gains visibility before, during, and after the event. Whether you're looking to promote a product, connect with potential customers, or strengthen your community involvement, sponsoring our car show puts your brand in front of an engaged and receptive audience.

2024 EVENT AT A GLANCE

600+
ATTENDEES*

300+
VEHICLES
REGISTERED

18-35
LARGEST
DEMOGRAPHIC

6400+
INSTAGRAM
FOLLOWERS

*ESTIMATED





© karistakesphotos



sponsorship tiers & benefits

BUSINESS SPONSORSHIPS

SPONSORSHIP LEVEL	INVESTMENT	BENEFITS
Platinum Paw	\$1000	<ul style="list-style-type: none"> • Premier logo placement on all marketing material • 20' x 20' booth spot and/or canopy tent space • Ten (10) included vehicle registrations
Gold Paw	\$650	<ul style="list-style-type: none"> • Large logo placement on all marketing material • 20' x 20' booth spot and/or canopy tent space • Five (5) included vehicle registrations
Silver Paw	\$400	<ul style="list-style-type: none"> • Small logo placement on all marketing material • 10' x 10' booth spot and/or canopy tent space • Three (3) included vehicle registrations
Bronze Paw	\$150	<ul style="list-style-type: none"> • Listed sponsor recognition • 10' x 10' booth spot and/or canopy tent space • One (1) included vehicle registration

CAR CLUB PACKAGES

Are you in a crew? These Car Club Packages offer a great way to flex your car clubs status and get marketing recognition on top of included passes.

Plus, this is the only way to get preferred placement so that you and you club can park together.

SPONSORSHIP LEVEL	INVESTMENT	BENEFITS
Gold Paw	\$650	<ul style="list-style-type: none"> • Large logo placement on all marketing material • Fifteen (15) included vehicle registrations • Preferred parking placement
Silver Paw	\$400	<ul style="list-style-type: none"> • Small logo placement on all marketing material • Ten (10) included vehicle registrations • Preferred parking placement
Bronze Paw	\$150	<ul style="list-style-type: none"> • Listed sponsor recognition • Five (5) included vehicle registrations

vendor & volunteer opportunities



VENDOR & FOOD TRUCK INFORMATION

We're excited to welcome artisans, local makers, food and drink trucks to join us at this year's charity car show! This event draws a diverse crowd of car enthusiasts, families, and animal lovers, providing a fantastic opportunity to showcase your products and connect with the community. Whether you sell handcrafted goods, specialty car accessories, pet products, or tantalizing food, this is the perfect place to reach new customers and make sales in a high-energy, feel-good environment.

For a limited time, instead of a fixed vendor fee, we're allowing vendors to **choose their own contribution**, with 100% of proceeds going directly to our partnered animal rescues. This flexible approach lets you support the cause at a level that feels right for you, while still enjoying all the benefits of being part of the event. Space is limited, so don't miss out—secure your spot today and help make a difference for animals in need!

VOLUNTEER INFORMATION

Want in on the action behind the scenes? We're always looking for passionate (and compassionate!) volunteers.

We have a commitment to volunteers to make sure that we provide a safe, inclusive and educational environment.

We are looking for:

- Photographers
- Artists
- Event volunteers
- Registration ushers
- Marketers

important dates & contact information



IMPORTANT DATES

DATE	WHAT'S IMPORTANT
April 1	<ul style="list-style-type: none"> • Official event launch • Digital launch material kick-off
May 1	<ul style="list-style-type: none"> • Flyers & Poster Printed *
July 20	<ul style="list-style-type: none"> • Sponsor & Vendor cut-off *
July 27	<ul style="list-style-type: none"> • Date of the car show
August 24	<ul style="list-style-type: none"> • Rain Date - In the event that the show is rained out on July 27

* Note: Sponsors must provide payment and provide logo files in ahead of printed material cut-off dates in order to have their logo included in printed materials. Sponsors who invest after these deadlines will still receive the additional benefits of sponsorship, including digital mentions and vehicle registrations.

Contact us through the following methods:

- pawstothe pedal@gmail.com
- [@ pawstothe pedal](https://www.instagram.com/pawstothe pedal)
- [f pawstothe pedal](https://www.facebook.com/pawstothe pedal)

Special thanks to our photography partners:

karistakesphotos
[@ karistakesphotos](https://www.instagram.com/karistakesphotos)

[@ uhhmoonss](https://www.instagram.com/uhhmoonss)