

TORONTO  
**HUMANE**  
SOCIETY

like no  
other.

# PAWS 🐾 in the 🐾 PARK

2026 PARTNERSHIP  
OPPORTUNITIES

Saturday, August 15

11:00am - 3:00pm

11 River Street, Toronto Humane Society



# About the Event

Paws in the Park is Toronto Humane Society's largest and **most anticipated community event of the year**—bringing together animal lovers, families, and pet-friendly brands for a high-impact day with purpose.

This signature event does more than celebrate pets. It directly **supports lifesaving work by helping animals find loving homes and keeping pets and families together through vital community programs**. Every partnership fuels accessible veterinary care, training, and support services for people and pets who need it most.

Designed as an immersive, feel-good festival and adoption event, Paws in the Park offers **meaningful brand integration across a vibrant experience**—including a 6-week pre-event digital campaign, lively beer garden, interactive games, curated shopping, food vendors, dog training demonstrations, and more. With **hundreds of engaged attendees, strong media and social reach of 185,000 followers, and deep community goodwill**, the event delivers real value for partners looking to align with compassion, connection, and measurable social impact.

By partnering with Paws in the Park, you don't just gain visibility—you become part of a trusted, mission-driven experience that creates lasting impact for animals, people, and the community we share.



# Partnership Opportunity: Pledge for Paws

Pledge for Paws is a high-impact pre-event digital fundraising campaign leading into Paws in the Park—designed to build momentum, inspire giving, and drive attendance for our largest event of the year.

As a Pledge for Paws partner, **your brand helps create new beginnings for dozens of pets this summer** while gaining meaningful, sustained visibility with a highly engaged, animal-loving audience.

## Partnership Benefits

- **6 weeks of digital exposure** as a featured campaign partner
- Prominent logo placement on **10,000 direct mail invitations** promoting Paws in the Park
- **On-site presence** opportunity at Paws in the Park to connect directly with attendees
- Alignment with a trusted mission that supports adoptions and community programs keeping pets and families together

This partnership offers early, consistent brand exposure ahead of the event—maximizing awareness while demonstrating clear, measurable community impact.

**Investment: \$10,000 Matching Gift**



# Vendor Opportunities

Join the vibrant vendor marketplace at Paws in the Park and connect face-to-face with hundreds of passionate, pet-loving attendees. This is your opportunity to showcase and sell your products or services directly to an engaged audience that cares deeply about animals and community impact.

---

## Premium Vendor Opportunity – \$2,500 (3 Available)

Take your presence to the next level by partnering with us as a Premium Vendor. Premium vendors receive placement at one of our most highly visible and interactive event spaces, such as:

- Puppy Splash Pads
- Food Patio
- Vendor Village

### Premium Vendor Benefits

- Exclusive naming rights for your chosen activation
- High-traffic booth placement and enhanced brand visibility
- Meaningful, in-person engagement with hundreds of attendees
- Strong alignment with an event that supports adoptions and community programs keeping pets and families together

## Standard Vendor Space – \$250 (25 Available)

Secure a spot in our curated marketplace and be part of one of the most anticipated pet-friendly events of the year.

### Optional Upgrades

- Onsite Underground parking: \$50
- 10x10' Tent rental: \$250
- Table with 2 chairs rental: \$75



# Your Impact: Keeping Pets and Families Together

When Ranita was told that her beloved dog Chula, a 9-year-old Presa Canario, was suffering from pyometra, a life-threatening condition, her world stopped. Without the financial means to cover the urgent surgery, Ranita made the heartbreaking decision to book an at-home euthanasia appointment.

But when the veterinarian arrived, Ranita couldn't say goodbye.

Desperate to save her dog, she reached out to Toronto Humane Society. **Thanks to the support of compassionate partners and donors, our veterinary team was able to step in immediately and schedule a lifesaving spay surgery for Chula.**

The surgery was a success.

Today, Chula is back home — safe, healthy, and deeply loved — right where she belongs.

## WHY YOUR SUPPORT MATTERS

This is the impact of partnership. Your support makes it possible to provide urgent veterinary care when families have nowhere else to turn. It prevents impossible choices, saves lives, and keeps pets with the people who love them most.

Together, we ensure that financial barriers never have to mean losing a family member.





# READY TO MAKE AN IMPACT?

Greg Ratelle  
Senior Officer, Strategic Partnerships  
gratelle@torontohumanesociety.com  
647-930-7995