

Pak Fest 2026

Winnipeg's Biggest Pakistani Cultural Festival



August 15, 2026 • Bridgewater Lakes Park, Winnipeg

Hosted by the Canada Pakistan Trade and Culture Association

SPONSORSHIP PROPOSAL

3,000–4,000 ATTENDEES

NOT FOR PROFIT ORGANIZATION

About Pak Fest

Pak Fest is Winnipeg's premier Pakistani cultural festival — a vibrant, family-friendly celebration that brings together thousands of community members, local businesses, and cultural performers under one open sky. Now in its growing years, Pak Fest has become a cornerstone event for the Pakistani-Canadian community in Winnipeg.

Every August, Bridgewater Lakes Park transforms into a living showcase of Pakistani heritage: sizzling street food, dazzling stage performances, traditional crafts, and a warm community spirit that's impossible to replicate. Pak Fest is more than an event — it's a homecoming.

 **Date**

August 15, 2026

 **Location**

Bridgewater Lakes Park

 **Audience**

3,000–4,000 attendees

Where Winnipeg meets Pakistan — one unforgettable day every August.

 Enjoy some moments from Pak Fest 2023 on your right → PakFest.ca

Be part of Winnipeg's biggest cultural celebration. Partner with Pak Fest to connect with families, community leaders, and thousands of attendees who value culture, connection, and local support.

What to Expect

- Live Stage Performances
- Authentic Pakistani Cuisine
- Cultural Crafts & Bazaar
- Kids Activities & Games



The Pak Fest Audience

Our attendees are engaged, community-minded, and ready to connect with brands that show up for them. Pak Fest draws a diverse cross-section of Winnipeg — families, young professionals, students, and community leaders — all united by a love of culture, food, and togetherness.

4K

Peak Attendance

Estimated attendees at peak hours

Hundreds of

Families

Family groups attending together

50+

Vendors

Local vendors serving throughout the event

1

Annual Event

Winnipeg's signature Pakistani cultural celebration



Why Sponsor Pak Fest?

Sponsoring Pak Fest is more than a marketing expense — it's an investment in community goodwill, brand visibility, and genuine connection with one of Winnipeg's most engaged audiences. Every sponsorship tier includes a physical booth or activation space, plus prominent logo placement on our big LED screen throughout the event for maximum exposure.



Massive Brand Exposure

Your logo displayed on signage, the LED screen, digital platforms, and event materials — seen by thousands throughout the day.



Booth & Activation Space

Every tier includes dedicated booth space to engage attendees directly — hand out samples, collect leads, or run an interactive activation.



Community Goodwill

Align your brand with a beloved cultural celebration. Sponsors are remembered as partners who invest in Winnipeg's diverse communities.



Digital Amplification

Social media spotlights, website features, and post-event recognition extend your brand's reach well beyond event day.

Sponsorship Tiers at a Glance

From community supporter to title partner, there's a tier designed for every level of investment. Every tier includes booth space and on-site recognition. Choose the level that fits your goals and budget — or let's build something custom together.

Benefit	Community — \$300	Champion — \$500	Hero — \$1,000	Title Sponsor — \$5,000+
Booth / Activation Space	Standard 10×10	Standard 10×10	Dedicated space 20×20	Premium space
LED Screen Display	Grouped rotation with other Community sponsors	Smaller group rotation	Featured rotation	Prominent/exclusive placement
PakFest.ca Listing	Name listed in grouped section	Logo listed, grouped section	Logo + link, featured section	Logo + link, top placement
Signage	Grouped/shared sponsor board	Own line on shared sponsor board	Individual logo placement	largest placement
Social Media Recognition	Group shoutout post	Small-group mention	Individual spotlight post	Dedicated announcement post
Stage / Verbal Recognition	—	—	✔ Verbal mention	✔ Multiple mentions + welcome speech
Exclusive Naming Rights	—	—	—	✔ [Business Name] Pak Fest 2026
Category Exclusivity	—	—	—	✔ Subject to agreement
Post-Event Recognition	✔	✔ Thank-You	✔ Graphics	✔ Feature

Community & Champion Tiers

Community Sponsor — \$300

Perfect for local businesses and community organizations looking to show support and gain visibility at a meaningful price point.

- Shared booth/activation table
- Grouped LED screen rotation with other Community sponsors
- Name listed in grouped section on PakFest.ca
- Grouped/shared sponsor board signage
- Group shoutout post on social media
- Post-event recognition

POPULAR CHOICE

Champion Sponsor — \$500

Ideal for growing businesses ready to make a stronger impression with enhanced digital presence and attendee engagement tools.

- Standard booth/activation space
- Smaller group LED screen rotation
- Logo listed in grouped section on PakFest.ca
- Own line on shared sponsor board signage
- Small-group mention on social media
- Post-event thank-you recognition

Hero & Title Sponsor Tiers

HIGH IMPACT

Hero Sponsor — \$1,000

Maximum visibility for brands ready to stand out. Hero sponsors receive prominent placement across all channels and on-stage recognition in front of thousands.

- Dedicated booth/activation space
- Featured LED screen rotation
- Logo + link in featured section on PakFest.ca
- Individual logo placement on signage
- Individual spotlight post on social media
- Verbal mention from stage
- Post-event graphics feature

Title Sponsor — \$5,000+

The ultimate partnership. Your brand becomes synonymous with Pak Fest 2026 — exclusive naming rights, premium placement everywhere, and a front-row seat to Winnipeg's biggest Pakistani cultural event.

- Premium booth/activation space
- Prominent/exclusive LED screen placement
- Logo + link with top placement on PakFest.ca
- Premium/largest placement on signage
- Dedicated announcement post on social media
- Multiple stage mentions throughout the day
- Welcome speech opportunity
- Exclusive naming rights: "[Your Brand] Pak Fest 2026"
- Category exclusivity (subject to agreement)
- Post-event feature story

Custom Sponsorship

Not sure which tier fits? We love working with partners who want to make a targeted impact. Custom sponsorships let you support the specific elements of Pak Fest that align with your brand — from performances and kids' activities to food areas and volunteer support.



Performance Sponsor

Underwrite a stage act, dance troupe, or musical performance. Your brand gets a dedicated introduction and recognition during the show.



Kids' Zone Sponsor

Support family-friendly activities and games. A beloved touchpoint for the hundreds of families attending with children.



Food & Vendor Area

Sponsor the food court or vendor marketplace — one of the highest-traffic zones at the festival all day long.



Volunteer & Operations

Support the backbone of the event — volunteer t-shirts, signage, media production, or giveaway items branded with your logo.



In-Kind Donations

Goods, services, or media buys are welcome and valued. We'll work with you to find the right recognition for your contribution.



Your Brand on the Big Screen

One of the most powerful features of Pak Fest sponsorship is live LED screen visibility. Throughout the event, sponsor logos rotate on our large-format LED display positioned at the main stage – visible to every attendee in the park. Whether it's a performance break, a stage announcement, or a community moment, your brand stays front and center.

LED Screen

Live logo rotation visible to all 3,000–4,000 attendees throughout event hours

Stage Mentions

Verbal recognition by MCs and performers – Hero tier and above

Social Media

Pre-event, live, and post-event digital amplification across all platforms

Website

Logo placement on the Pak Fest website to extend sponsor visibility before and after the event

← See some of our past sponsors on your left

"Your brand deserves to shine where culture comes alive."

Partner with Pak Fest to connect with thousands of engaged community members and keep your brand visible before, during, and after the event.



Let's Make It Happen

Pak Fest 2026 is shaping up to be our biggest celebration yet — and we want your brand to be part of it. Whether you're a local business, a corporate sponsor, or a community organization, there's a partnership level designed for you.

Sponsorship slots are limited and fill quickly. Reach out today to secure your tier, discuss a custom arrangement, or simply learn more about what Pak Fest can do for your brand.

Ready to sponsor? Contact us at cptcamb@gmail.com or visit PakFest.ca to get started. Let's build something great together.

→ Step 1 — Choose Your Tier

Review the sponsorship levels and select the one that fits your goals and budget.

→ Step 2 — Get in Touch

Email us or fill out the sponsor interest form at PakFest.ca.

→ Step 3 — See You August 15!

We'll handle the rest. Your brand shines at Pak Fest 2026.

Contact Us

 cptcamb@gmail.com

 PakFest.ca

 **Bridgewater Lakes Park**
Winnipeg, Manitoba

 **August 15, 2026**

"When your brand shows up for the community, the community shows up for your brand."

Join us in creating an unforgettable celebration that builds lasting connections, amplifies your message, and makes a meaningful impact for families across Winnipeg.

Thank you for considering Pak Fest 2026. Together, we celebrate culture, community, and connection.