



THE 23RD ANNUAL **PIGTOWN FESTIVAL** Sponsorship Opportunities

The 23rd Annual Pigtown Festival is primed to be another event of Epic-Pork-Portions! Imagine more than 5,000 visitors strolling down Washington Boulevard to cheer on their favorite swine at the Pigtown Races, dance to live music, pig out on delicious food, shop at over 70 craft vendors, enjoy the KidsZone, and more. This is your opportunity to reach this family-friendly audience!

Pigtown Main Street, a 501(c)(3) organization, offers seven tiers of sponsorship for this year's festival to accommodate companies both small and large who will engage with a diverse population of festival-goers from Pigtown, greater Baltimore, and beyond!

SEPTEMBER 27 2025

23RD ANNUAL PIGTOWN FESTIVAL

12-7PM
700-1100 BLOCKS OF WASHINGTON BLVD.
BALTIMORE'S ONLY PIG RACES

YOUR LOGO ON BILLBOARDS IN PRIME LOCATIONS

BOOST YOUR BRAND AWARENESS

THE 23RD ANNUAL PIGTOWN FESTIVAL

LIVE MUSIC LOCAL FOOD & CRAFT BEER ARTS & CRAFT VENDORS KIDZONE

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27

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700-1100 BLOCKS OF
WASHINGTON/BLVD.

BALTIMORE'S ONLY
PIG RACES



Contact:

Carrie Baniszewski

Executive Director

Director@historicpigtown.org

(317) 518-2289

www.PigtownMainStreet.org



WHY SPONSOR

On Saturday, September 27, 2025 over 7,000 visitors will cheer on their favorite swine at “The Squeakness” Pig Races during the 23rd Annual Pigtown Festival. Visitors and families will also dance to live music performed by Baltimore-based bands, pig out on delicious food, shop at over 70 local craft vendors, and enjoy the largest KidsZone of any festival in Baltimore!

The Pigtown Festival is free for attendees and has grown thanks to sponsorships and support from key leaders in the business community like you. Your financial commitment supports the festival and supports our work to strengthen the economic and community well-being in Pigtown— while providing you with valuable promotional and on-site exposure to the most influential Baltimore demographic.

SPONSORSHIP BENEFITS CAN INCLUDE:

Naming rights to the festival stage, KidZone, or other areas on the festival grounds.

Your logo featured on digital billboards along 95 reaching over 150,000 commuters daily

Acknowledgment of sponsors on all marketing campaigns, including radio, television, & social media.

Sponsoring company logo included in our print ads, posters, program, and website.

Special shout outs from the Main Stage, KidZone, and during festival activities.

A free vending space, allowing you to engage with thousands of attendees on the festival day.

82% of our audience comes from within a 30-mile radius of Pigtown.

A tax-deductible donation supporting the work of Pigtown Main Street

Mentions in the festival’s extensive social media campaign reaching over 300,000 people.

(The population in this region exceeds 2.4 million people.)

MISS PIGGY : \$5,000

Sponsor The Music • Sponsor The KidsZone • Sponsor the Pig Races

As the **EXCLUSIVE** naming sponsor of the **Main Stage**, the **KidsZone** **or** the **Pig Races** you'll be happier than a pig in the mud.

These packages includes:

Priority on all advertising and marketing campaigns via social media channels, print, radio, TV, etc.

Recognition on all advertising and marketing campaigns via digital billboard along interstates 95 and 295, social media, print, radio, TV, etc.

Prominent signage will be included at the Main Stage, and throughout the festival grounds.

Multiple public mentions from the Main Stage.

Prominent recognition on Pigtown Main Street website with logo and link to company website.

High priority advertising space on festival postcard, delivered to more than 4,300 residential addresses in Pigtown and South Baltimore.

10X20-booth space with a tent, table, and chairs.

Twenty of your friends, family, or employees will receive a Pigtown pint glass and all-you-can-drink wristband.



PORKY: \$2500 Sponsor the Pie-Eating Contest!

Pie Eating Pig-out!

This package includes:

Recognition on all advertising and marketing campaigns via digital billboard along interstates 95 and 295, social media, print, radio, TV, etc.

Logo on Pie Eating Contest banner, in print ads, and in social media channels.

Multiple public mentions at event (during the pie-eating contests held at various times throughout the day).

Recognition on Pigtown Main Street website with logo and link to company website.

10X10-booth space with a tent, table, and chairs.

Six Pigtown pint glasses and all-you-can-drink wristbands.

Previous Eaters include government, city officials, and other local celebrities



WILBUR: \$1500

This package includes:

- Recognition on all advertising and marketing campaigns via digital billboard along interstates 95 and 295, social media, print, radio, TV, etc.
- Logo prominent in print ads, and in social media channels.
- Multiple public mentions at event
- Recognition on Pigtown Main Street website with logo and link to company website.
- 10X10-booth space with a tent, table, and chairs.
- Four Pigtown pint glasses and all-you-can-drink wristbands.



BABE : \$750

This package includes:

- Promotion on social media.
- Logo on stage banner, in print ads, and in social media channels.
- Recognition on Pigtown Main Street website with logo and link to company website.
- 10X10-booth space with a tent, table, and chairs.
- Three Pigtown pint glasses and all-you-can-drink wristbands.

PIGLET : \$250

This package includes:

- Recognition on Pigtown Main Street website with logo and link to company website.
- One Pigtown pint glass and all-you-can-drink wristband.



	STAGE MENTION	DIGITAL MEDIA	PRINT MEDIA	FESTIVAL WRISTBAND	BOOTH SPACE	SPECIAL
MISS PIGGY	Before Every Show & Race	All 2 Months Leading Up To Event	All +Prominent at Festival	20	10 x 20	Naming Sponsor of The Squeakness
MISS PIGGY	Before Every Show On Main Stage	All 2 Months Leading Up To Event	All +Prominent at Festival	20	10 x 20	Naming Sponsor of The Main Stage
MISS PIGGY	Before Every Show On Main Stage	All 2 Months Leading Up To Event	All	20	10 x 20	Naming Sponsor of KidZone Banner
PORKY	During Contest, Various Times, Stage Banner	All 2 Months Leading Up To Event	Ads	6	10 x 10	Naming Sponsor of Pie Contest Banner
WILBUR		Website & Social	Ads	4	10 x 10	Pie Contest Banner
BABE		Website		3	10 x 10	Logo on Stage Banner
PIGLET		Website		1		

☐ MISS PIGGY \$5,000
 ☐ PORKY \$2,500
 ☐ WILBUR \$1,500
 ☐ BABE \$750
 ☐ PIGLET \$250
 (Individuals Only)

Business Name _____ ☐ Credit Card ☐ Check
 Address _____ Card # _____
 City, State, Zip _____ CSV _____ Exp. Date _____
 Phone _____ Signature _____
 Contact Name _____ Checks can be made to: Pigtown Main Street
 Contact Email _____

Link to the google form :
<https://bit.ly/3W1k1Z2>



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