

park **HEIGHTS**
renaissance

OFFICIAL COMMUNITY PARTNER FOR

PREAKNESS

— 151 —



5TH ANNUAL

GEORGE **'SPIDER'**

ANDERSON

**MUSIC
& ARTS**

FESTIVAL

MAY 16, 2026



SPONSORSHIP DECK

WWW.SPIDERANDERSONFEST.COM

GEORGE 'SPIDER' ANDERSON MUSIC & ARTS FESTIVAL 2026

MAY 16, 2026 | 1 - 8 PM | 4800 BLOCK PARK HEIGHTS AVE



2,000+

ATTENDEES

80

LOCAL VENDORS

110,000+

SOCIAL MEDIA
REACH

6K

FOLLOWERS

41% ENGAGEMENT RATE



AUDIENCE PROFILE

- State, city and local officials
- Community leaders
- Business owners
- Art & music enthusiasts
- Multi-generational families
- Local residents
- Direct access to local consumers
- Highly engaged



SCAN FOR THE
2025 GSA
HIGHLIGHT

PREAKNESS IN PARK HEIGHTS!

SATURDAY, MAY 16, 2026. As the Official Community Partner for Preakness 151, Park Heights Renaissance proudly presents **5th Annual George "Spider" Anderson Music & Arts Festival**, honoring the first Black jockey to win the Preakness Stakes in 1889.

As a community development organization dedicated to fostering social and economic opportunities for Park Heights residents, PHR advances equitable revitalization by creating vibrant, community-centered spaces that drive neighborhood pride and economic opportunity. The festival brings this mission to life — serving as a free cultural celebration and one of Park Heights' strongest economic drivers.

The festival highlights pony rides from City Ranch, artisanal crafts from local artists, and vendor spaces supporting small businesses, creating an immersive experience for all attendees.

Why Partner with PHR?

Gain access to over 2,000 attendees and 110,000+ digital impressions through one of Baltimore's most visible, community-driven events. As a festival partner, your brand benefits from high-visibility marketing, on-site engagement, and direct connection to 80+ local businesses and vendors. More than exposure, your investment supports economic growth, cultural celebration, and community development in Park Heights.

WWW.SPIDERANDERSONFEST.COM

MEDIA EXPOSURE

Preakness Festival showcases new wave of growth and energy for Park Heights businesses

Park Heights festival marks forward progress for neighborhood businesses

By Randall Newsome



WATCH ONLINE bit.ly/GSAWMAR2025

“IT WAS ALWAYS MEANT TO BE AN ECONOMIC DEVELOPMENT STRATEGY DISGUISED AS A FESTIVAL”

YOLANDA JIGGETTS
CEO PARK HEIGHTS RENAISSANCE

What began as a neighborhood festival has grown into a movement. In the heart of Park Heights, a renaissance is underway — driven by community leadership, local businesses, and a shared vision for revitalization.

This festival is more than an event — it is an economic development strategy in action, bringing visibility, investment, and opportunity to a historically significant corridor.

VISIT www.boldnewheights.org/news for all news & media coverage

INVITED MEDIA OUTLETS COVERING THE FESTIVAL

- WBAL-TV 11 (NBC Baltimore)
- WJZ-TV 13 (CBS Baltimore)
- WMAR-TV 2 (ABC Baltimore)
- WBFF Fox 45 Baltimore
- Maryland Public Television (MPT)
- WEAA 88.9 FM
- 92Q Jams
- WBAL NewsRadio 1090 & FM 101.5
- Magic 95.9 FM

MEDIA FEATURES



VoyageBaltimore



GEORGE 'SPIDER' ANDERSON

MUSIC & ARTS

FESTIVAL 2026

SPONSORSHIP PACKAGES

ALL SPONSORS RECEIVE:

- Brand visibility across digital + on-site platforms
- Direct engagement with 2,000+ attendees
- Alignment with a trusted community development organization
- Opportunity to support local economic growth

PRESENTING SPONSOR \$50,000

- Top billing across all print & digital promotional materials
- Stage recognition and speaking opportunity
- Largest activation space (20'x20' space)
- Press Release inclusion
- Select activation naming (see next page)
- Website & Email recognition
- Premium social media campaign (multiple posts + feature)
- Backstage Access

GOLD SPONSOR \$25,000

- Logo on all print and digital promotional materials
- Stage recognition
- Select activation naming (see next page)
- Vendor activation (10'x10' space)
- Press mention
- Social Media Highlight (2 posts)
- Website & Email recognition

COMMUNITY SPONSOR \$10,000


- Digital logo placement
- Vendor Activation (10'x10' space)
- Social media feature (1 post)
- Press mention


SUPPORTER \$5,000


- Digital logo placement
- Vendor Activation (10'x10' space)
- Social Media mention



CONTACT US FOR MORE INFORMATION

 (410) 664-4890

 events@phrmd.org

 www.spiderandersonfest.com
www.boldnewheights.org

COMPLETE THE SPONSORSHIP FORM



VISIT bit.ly/GSAFestSponsor



ON-SITE ACTIVATIONS (SELECT AN ASSET)

Bring your brand to life through interactive, community-centered experiences at the George "Spider" Anderson Festival. On-site activations provide a unique opportunity to engage directly with thousands of attendees while supporting youth programming, local artists, and small businesses.



ARTIST & ENTERTAINMENT SUPPORT

Help bring dynamic talent to the stage and engage the audience on the ground

MAIN STAGE SPONSORSHIP

Power live performances and entertainment

KID ZONE ACTIVATION

Sponsor family-friendly activities, games, and creative experiences



360 PHOTO BOOTH EXPERIENCE

Create shareable, branded moments



VENDOR VILLAGE SPONSORSHIP

Support local businesses and entrepreneurs

Your activation doesn't just promote your brand — it directly supports community experiences, youth engagement, and local economic opportunity.

READY TO ACTIVATE?

We'll work with you to design an on-site experience that aligns with your brand and social impact goals. Contact us to explore available opportunities or create a custom activation tailored to your vision.

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BECOME A SPONSOR

Partner with us in shaping a brighter future for Park Heights and making a lasting impact in Baltimore.

Your support of the George "Spider" Anderson Music & Arts Festival helps create one of the region's most inclusive and celebrated community experiences — while investing in cultural vibrancy, local businesses, and neighborhood growth. Be part of something bigger. Let's build community, inspire change, and create lasting impact together.



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