



POUR ONE OUT FOR UPTOWN!

OUR MISSION...

is to establish Uptown NYC as the Tri-State's premier destination for Oktoberfest celebrations. We aim to infuse this century-old tradition with diversity, vibrancy, and innovation while supporting Uptown-based businesses and fostering local tourism.



Uptown Oktoberfest is a marketing campaign that will redefine community engagement and cultural celebration in Harlem, Hamilton Heights, and Washington Heights. With over 400 establishments boasting liquor licenses, our campaign promises to activate multiple locations simultaneously, creating a dynamic and immersive experience for attendees.

FROM SEPTEMBER 20TH TO 29TH,

Uptown Oktoberfest will host three massive events, each offering a unique blend of German tradition, local flavor, and vibrant entertainment. Our tagline, "Pour One Out For Uptown!" encapsulates the spirit of unity and celebration that defines our campaign.



Uptown Oktoberfest

ACTIVITY HIGHLIGHTS:

World Record Happy Hour: Set the stage for the world's largest happy hour, attracting throngs of new fans eager to be part of a record-breaking event.

Stein Strength: Fuel excitement with stein-hoisting challenges, spotlighting your brand's endurance.

Celebrity Guest Appearances: Bring in celebrities to make special appearances, enticing their fans to join in on the festivities and become fans of the campaign.

Live Music Performances: Curate a lineup of renowned musicians and bands to perform live, enticing music lovers to attend and discover the campaign's vibrant atmosphere.

Brew Showdown: Offer diverse beer tastings and connect with brew enthusiasts from across the tri-state area.

Interactive Thrills: Entertain with darts, dominoes, and trivia, reinforcing your brand's festival Connection.

Exclusive Beer Releases:

Partner with breweries to unveil exclusive beer releases available only at the campaign's events, drawing beer enthusiasts seeking unique experiences.

Interactive Beer Tasting Experiences: Offer interactive beer tasting sessions led by expert brewers, providing educational and enjoyable experiences for both seasoned beer enthusiasts and newcomers.

Beer-themed Competitions:

Organize fun and engaging beer-themed competitions such as Stein-hoisting contests, beer pong tournaments, and costume contests, attracting competitive spirits to join the campaign.

Family-Friendly Activities:

Include family-friendly activities such as pumpkin decorating, face painting, and carnival games, appealing to a broader audience and encouraging families to attend the campaign's events together.

Food and Beer Pairing Workshops:

Host workshops where attendees can learn about the art of pairing food and beer, appealing to foodies and beer lovers alike.

Social Media Challenges: Launch social media challenges and contests with enticing prizes, encouraging participants to share their experiences and spread the word about the campaign online.

Collaborative Art Installations: Commission local artists to create interactive art installations inspired by beer and Oktoberfest, providing visual attractions that captivate attendees and spark conversations.

BE FEATURED



We invite all businesses with liquor licenses based in Upper Manhattan to join Uptown Oktoberfest and help make history. By joining the campaign, your establishment will not only captivate locals but also target tourists from every known hub along the East Coast. With our world-famous marketing strategies and an enthusiastic crowd, participating businesses are guaranteed to enjoy unprecedented exposure and engagement. Don't miss out on this incredible opportunity to showcase your venue to the masses and elevate your brand to new heights. Join Uptown Oktoberfest now and be part of a marketing campaign that will leave a lasting impression on audiences across the entire East Coast!

REQUIREMENTS

All participating businesses must possess valid liquor licenses and pay the \$149.00 processing/marketing fee.

Participation involves joining our Uptown happy hour, scheduled between the 20th and 29th of September.

Additionally, businesses are required to carry our sponsoring brand's product during the promotion period.

**INTERESTED IN
PARTICIPATING?
APPLY NOW AND BE
A PART OF HISTORY!**

For any questions, please contact

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