

MASC

HOSPITALITY GROUP



SERVING THE LOVE-TO-EAT COMMUNITY

We are an NYC-based company that creates, operates, and markets festivals and brands focused on the love-to-eat community. Established in 2017 by Marco Shalma, we have positioned ourselves as a leader in the field. We're known for producing entertaining concepts that represent the city's diverse offerings, enhance local communities and encourage visitors from the greater New York area and beyond to explore new destinations.



BRONX NIGHT MARKET

Monthly epic event in the Bronx, named "The Best Outdoor Market In NYC" by The New York Times

150,000 attendees annually

DEMOGRAPHIC:

- 81% LDA
- 65% Female
- 77% 25-44
- 79% POC

UPTOWN NIGHT MARKET

Monthly largest open-air market in Manhattan, celebrating cuisine, community, and culture.

7000 average per event

DEMOGRAPHIC:

- 87% LDA
- 69% Female
- 82% 25-44
- 76% POC

THE BRONX BEER FESTIVAL

The Bronx's beer fest with 25 NYS breweries, eclectic food offerings, and local live performances.

5,000 Average daily attendees

DEMOGRAPHIC:

- 100% LDA
- 60% Male
- 91% 25-44
- 70% POC

FORDHAM FLEA

Monthly festival dedicated to originality, creativity, and pizzazz with 60+ local artists and creators.

3,500 Average in attendance

DEMOGRAPHIC:

- 85% LDA
- 83% Female
- 68% 25-44
- 14% 45-54
- 88% POC

come mu!do

An open-air festival dedicated to cuisine & culture from the Latin/Hispanic diaspora.

12,000-15,000 Expected Attendance
September 2022, Saturday & Sunday

DEMOGRAPHIC:
Not yet available.

TEE CON

The only convention focused on private labels and young (in spirit) designers.

8,000 - 10,000 in attendance

DEMOGRAPHIC:

- 70% LDA
- 55% Male
- 78% 21-35
- 50% POC

THE SAND WICH FESTIVAL

Event series dedicated to celebrating all things between bread, condiments, sides, and beverages.

1,500 in Attendance per event

DEMOGRAPHIC:

- 100% LDA
- 67% Male
- 85% 25-44
- 50% POC

EXPDT

Up-and-coming food concepts competition. From concept to investment with crowd participation. This is a project that identifies new brands and works to present them to investors followed by patrons' feedback.

1000 in attendance.

DEMOGRAPHIC:
Not yet available.

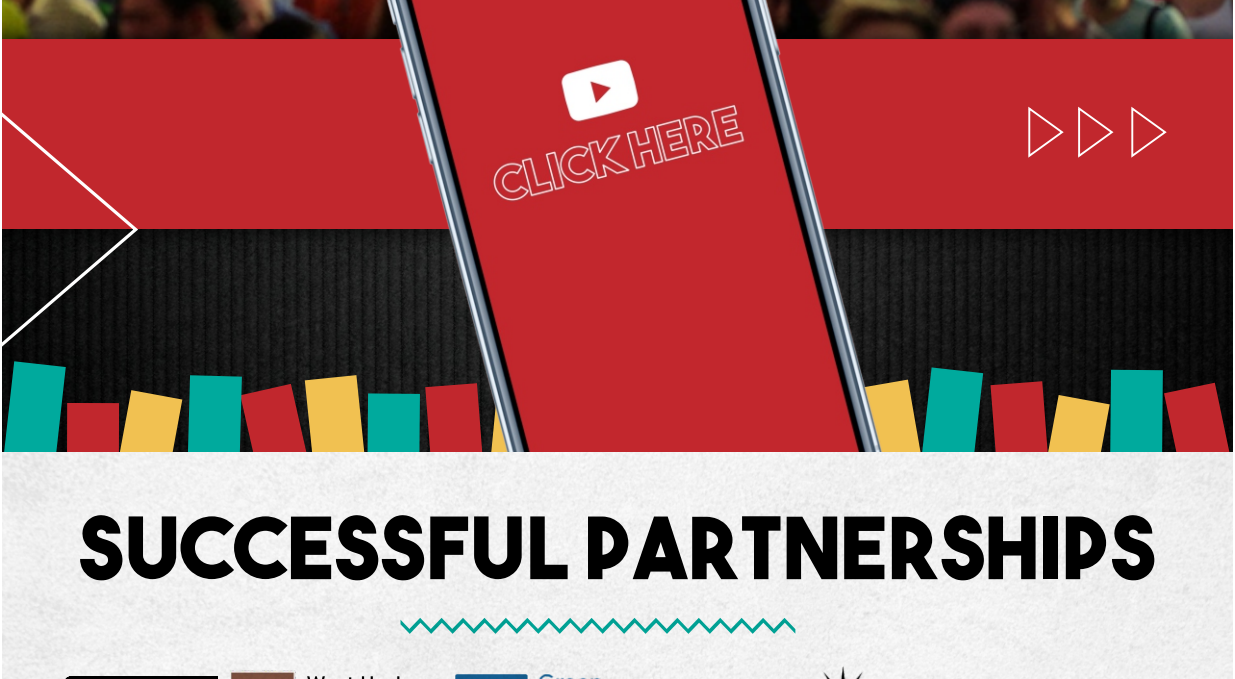
WAY OF DOING BUSINESS

The small, diverse, immigrant-owned, and operated team is passionate about supporting local micro-businesses with a focus on aesthetic, branding, innovation, and customer experience. Our projects lead NYC with a focus on the POC communities by patrons (74%) or partners (71%).

- ▶ TO ENHANCE THE GLOBAL FOOD-SCENE IN OUR COMMUNITY
- ▶ FOSTER LOCAL ENTREPRENEURSHIP
- ▶ STAND FOR DIVERSITY, EQUALITY, LOCALITY, AND ORIGINALITY
- ▶ BE A POSITIVE ROLE MODEL FOR THE COMMUNITY.
- ▶ FOCUS ON CUSTOMER EXPERIENCE.
- ▶ PRODUCE EVENTS THAT ARE SAFE, AFFORDABLE, AND FUN

MARKETING AND SOCIAL MEDIA

Known for uber creative launch campaigns, our success is credited to mastering a holistic yet aggressive approach that combines bought media, earned media, social media marketing, partnership, and influencer engagement, and publicity stunts.



SUCCESSFUL PARTNERSHIPS



We love to discuss partnership opportunities with your team/brand and identify the more productive way you can reach and engage with our community on a particular brand or an overall partnership. Our success stems from our dedication to our community's experience, and our aggressive yet fluid marketing strategy, developed throughout the last 5 years which combined earned media, social media marketing, edgy content, bought media, and our secret sauce.

PARTNERSHIPS MAY INCLUDE:

- ONLINE PRESENCE
- EXTENSIVE SOCIAL MEDIA CAMPAIGNS
- CTA'D AD & EMAIL CAMPAIGNS
- ON-SITE PRESENCE
- PUBLICITY STUNTS & ACTIVATIONS

CONTACT US

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