



SUNDAY FUNDAY

— NYC —

Live, Laugh, Brunch.



WHY



Project description

Sunday Funday NYC is a colorful celebration of cuisine, culture, and community in the Lower East side. The event takes place on Sundays, May to October, from **12 pm** to **6 pm**. The series, an ode to a Cafe-Del-Mare brunch vibe, is a relaxing, easy, and fun gathering, perfect for the warmer city weekends. The event features 30+ eclectic vendors, art activations, and an area to cool down and sit while enjoying beats that will make you feel you are by the beach. Vibes will be unmatched!



ABOUT MHG



MHG is a leading NYC-based hospitality group obsessed with innovative food & beverage experiences catered to the **love-to-eat** community. We are known for producing large-scale, creative events such as the Bronx Night Market, Uptown Night Market, Brooklyn Night Market, Fordham Flea, Eat Good Food, Harlem Bazaar, and The Drive-in Experience. We work closely with organizations such as NYBG, Summerstage, NYRR, and NYC Ferry as the official food partners.

MASC Hospitality Group focuses on creating diverse, inclusive, and equitable experiences that are safe, affordable, fun, and aesthetically pleasing. We are devoted to excellent customer experiences, data analytics, tech innovation, and social media marketing.





Sunday Funday at Seward Park LES



We plan to launch the project in **May 2023** and run it weekly, Sundays through **October**, from **12 pm - 6 pm**. Additionally, we will identify selected dates throughout the season to activate day festivals. After the inaugural year, we look forward to expanding our operation and reach.

The series, inspired by Ibiza's beachfront cafe', will feature an eclectic selection of tri-state-based food and beverage vendors, merch vendors, original creators, live performances (band, DJ, MC, and dance groups), art installations, food challenges, demos, and more.

We will work closely with the board, the CB, city/state officials, SBS, and DOT to expand our celebration for the season opener and get closer to leaving a lasting impression on the community.



Demographic-based on our survey



LDA • 90%

26% 25-34

61% Latin/
Hispanic

68% Female

31% 35-44



MHG will brand, market, and promote the series using our proven campaign strategy with a strong emphasis on the uniqueness, small business support, and empowerment of the LES community.

We will also focus on turning the park into a destination.



- Creative Social Media Marketing



- Multiple Public relations touch points



- Newsletter system to 200K+ Nyers.



- Extensive Google/Meta/TT Ad Campaigns



- Media Partnerships (AMNY, Thrillist)





PROPOSED PARTNERSHIP MODEL



3-year term with an option for two more.



MHG owns all IPs for the Sunday Funday NYC brand.

90-day cancelation in writing (both parties)



MHG will attain all required permits, insurance, licensing, etc.

The co-Op will allow the use of storage space, use of power; water, and an annual sealcoat.

The co-Op will support connecting and communicating with local orgs, PD, CB, public officials, etc.

MHG will get the Co-Op's approval on all print material.



MHG is responsible for park cleanliness and upkeep during event days.





PROPOSED PARTNERSHIP MODEL



MHG and the Seward Park Co-op will act as partners on all ticket sales, vendor fees, bar sales, and brand-specific sponsorships at a 75-25 profit split, with marketing costs not to exceed \$2800 per month. In the case of ticket sales for special events - the split will be .80-20 in favor of MHG.



MHG will have the right of first refusal for any other event or activation in the space throughout the agreement for festivals, events, buyouts, film shoots, fashion shows, city events, etc.

Additional MHG attractions may include Flea Market, Bazaar, Beer Garden and Oktoberfest celebration, Asian Night Market, Sandwich Festival, Seafood Feast, Vegan Fest, etc.





In the spirit of our mission statement, and alongside our MHG M.O., we will ensure that the park becomes a prime weekend destination, producing world-class, affordable, inclusive, and fun events. It will attract thousands every weekend, **April - October**, to Seward Park. The series will represent the city's diverse offerings and support up-and-coming food concepts and artists. I am very excited to work with the board, the management team, and the community to create a truly unique experience for Nyers.



Marco Shalma,
Founder/Owner
MHG NYC

