



MASC

HOSPITALITY GROUP

UPTOWN

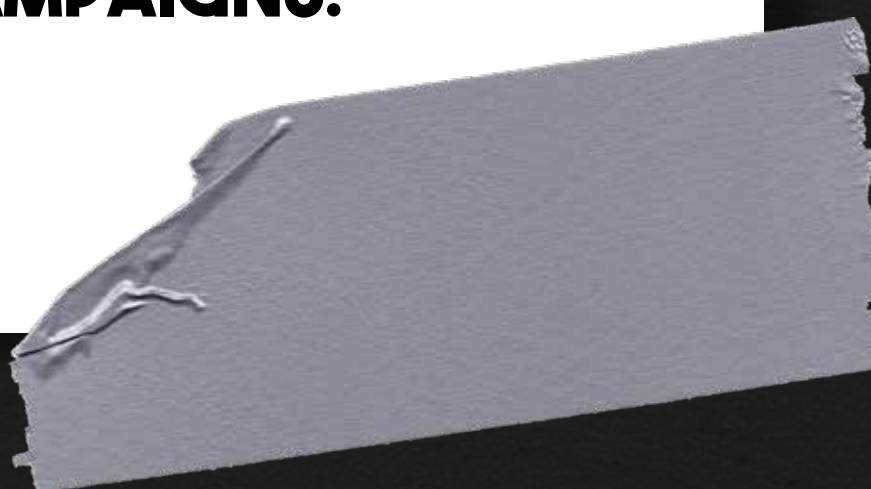
**NIGHT
MARKET**





WHO **WE** ARE

ESTABLISHED IN 2017 BY MEDIA AND HOSPITALITY ENTREPRENEUR MARCO SHALMA, MASC HOSPITALITY GROUP HAS QUICKLY MADE A NAME FOR ITSELF AS A LEADER IN THE FIELD OF LARGE-SCALE EXPERIENCES. PREDOMINANTLY – FOOD & BEVERAGE. THE SUCCESS OF BRANDS SUCH AS BRONX NIGHT MARKET, UPTOWN NIGHT MARKET, FORDHAM FLEA, AND THE DRIVE-IN EXPERIENCE, TO NAME A FEW, IS DIRECTLY CREDITED TO THE SOCIALLY CONSCIOUS, COMMUNITY-FOCUSED WAY OF DOING BUSINESS AND OUR RENOWNED, RELENTLESSLY CREATIVE LAUNCH CAMPAIGNS.



WE ARE PROUD OF OURSELVES, PREDOMINANTLY, FOR CREATING **EQUITABLE,** **AFFORDABLE,** **WORLD-CLASS** EXPERIENCES FULLY INTEGRATED WITH THE LOCAL RESIDENT AND BUSINESS COMMUNITY.

OUR BRANDS REPRESENT THE CITY'S DIVERSE OFFERINGS, ENHANCE LOCAL COMMUNITIES AND ENCOURAGE VISITORS FROM THE GREATER NEW YORK AREA AND BEYOND TO EXPLORE NEW DESTINATIONS. MASC HOSPITALITY GROUP, LED BY A DIVERSE TEAM, PASSIONATE ABOUT CUSTOMER EXPERIENCE, AESTHETICS, AND EXCELLENCE, HAS – IN A SHORT PERIOD – BECOME A LEAD VALUABLE COLLABORATOR TO ORGANIZATIONS LIKE NYBG, NYRR, SUMMERSTAGE, NYC FERRY, DOT, BE NYC, AND MORE.

UPTOWN NIGHT MARKET

LAUNCHED IN 2021, THE SERIES, LOCATED UNDER THE WORLD-FAMOUS ARCHES OF HARLEM, HAS MADE ITS MARK AS THE LARGEST FESTIVAL IN MANHATTAN. THE CELEBRATION OF CULTURE, CUISINE, AND THE WOMEN-LED COMMUNITY SAW AN AVERAGE OF 7000 PER EVENT DURING THE SEASON.

SMALL BIZ

- WE WORK WITH **MORE THAN 300** SMALL/MICRO BUSINESSES, PREDOMINANTLY IMMIGRANT, POC, AND WOMEN-LED.



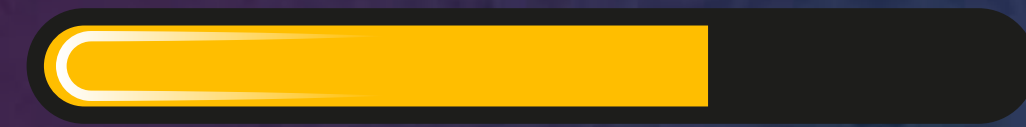
MAILING LIST

- OUR NYC MAILING LIST CURRENTLY HAS **130,000 SUBSCRIBERS** AND GROWING WITH A 23% OPEN RATE AND 6.5% CLICK RATE.



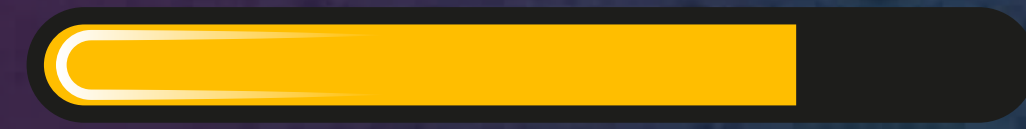
87%

LDA



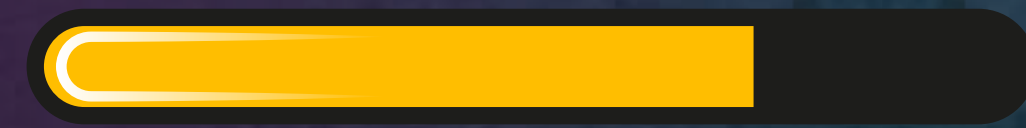
69%

FEMALE



82%

25-44



76%

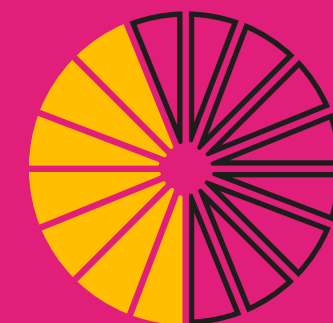
POC BLACK
& HISPANIC



ACCOMPLISHMENTS

AD CAMPAIGNS

- OUR AD CAMPAIGNS HAVE A **41%** RECALL LIFT.



- OUR BRANDS HAVE BEEN FEATURED IN MORE THAN **200** ARTICLES SINCE 2017.



SOCIAL MEDIA

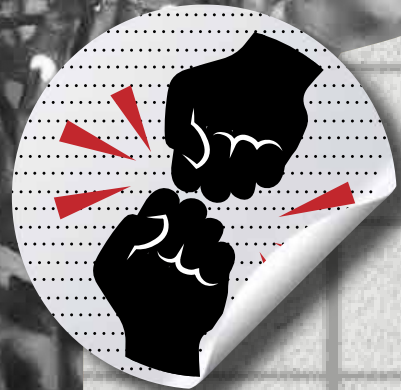
- THE COMBINED SOCIAL MEDIA PRESENCE AMOUNTS TO **300,000** FOLLOWERS.

IMPRESSIONS

- TOTAL IMPRESSIONS FOR OUR 2021 EXCEEDED **750MM.**



PARTNERSHIP OPPORTUNITIES



OUR SUCCESS IS 100% DETERMINED BY THE PARTNERSHIPS WE CREATE. WE MAKE SURE TO IDENTIFY THE RIGHT BRANDS/PRODUCTS/SERVICE THAT, ABOVE ALL – CAN ENHANCE OUR PATRONS' EXPERIENCE AND WHO ARE ENGAGEMENT-DRIVEN. WE OFFER A VARIETY OF WAYS TO CONNECT WITH OUR DEMOGRAPHIC: ONLINE PRESENCE, SOCIAL MEDIA CAMPAIGNS, CTA'D AD & EMAIL CAMPAIGNS, ON-SITE PRESENCE, SAMPLING EVENTS, AND PUBLICITY STUNTS & ACTIVATIONS. AND, WE ALWAYS LOOK FOR WAYS TO – KEEP IT FRESH – AND LEAD THE SPACE WITH CREATIVE INNOVATION AND TECH.



PARTNERSHIP BENEFIT 4OK

**THE UPTOWN NIGHT MARKET (8
EVENTS) FOR THE 2022 SEASON:**



- **LOGO ON ALL ONLINE PRESENCE & PRINT**
- **INCLUSION IN MASC HG NEWSLETTER**
- **INCLUSION ON THE PRESS RELEASE.**
- **SOCIAL MEDIA INCLUSION**
- **SPECIAL THANKS ANNOUNCEMENT**
- **SOCIAL MEDIA PROMOTION ON EVENTS PLATFORMS**
- **MONTHLY NEWSLETTER MENTION**
- **BOOTH/ACTIVATION/PHYSICAL PROMO DURING SELECTED EVENTS (8)**
- **2 EXCLUSIVE DESIGNATED NEWSLETTERS TO 100K SUBSCRIBERS**
- **MONTHLY MARKETING CAMPAIGN**
- **BANNER ON-SITE**