

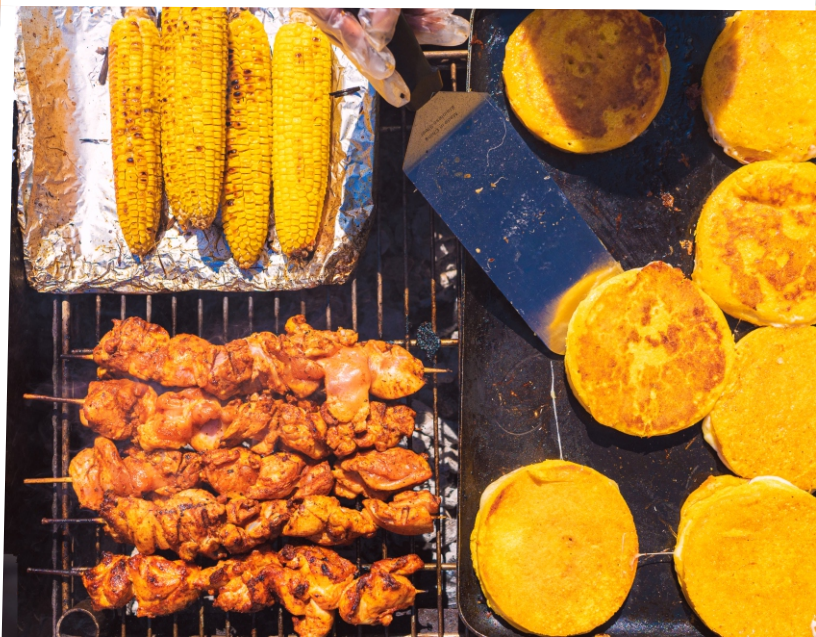
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2023





WHO WE ARE

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.

NUMBERS

70%

Female/POC/Immigrant/LGBTQIA-owned and operated micro-businesses.

70+

Annual world-class, large-scale events.

400

Food, beverage, merch, and accessory vendors.

120K

Subscribers to our newsletter.

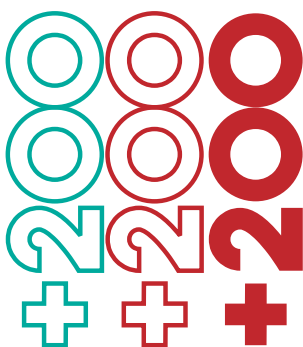
PARTNERED WITH 50+ BRANDS INCLUDING DUNKIN DONUTS, COCA-COLA, P.C RICHARDS & SON, BOSTON BEER COMPANY, TRULY, TARGET, AND MORE

100K+

Patrons in 2022

+5K

Average guests per event



Articles from publications including The New York Times, EaterNY, Time Out New York, BroadwayWorld, amNY, and NBC New York.

BRONX NIGHT MARKET

FORDHAM PLAZA

4/29, 5/27, 6/24, 7/29, 8/26, 9/30, 10/28

1 pm to 7 pm

Attendees 5K

DEMOGRAPHICS:

71% POC & Hispanic

81% LDA

65% Female

77% 25-44



UPTOWN NIGHT MARKET

W 133RD & 12TH AVE

5/11, 6/8, 7/13, 8/10, 9/14, 10/12

4 pm to 10 pm

Attendees 7K

DEMOGRAPHICS

76% POC & Hispanic

87% LDA

69% Female

82% 25-44



BROOKLYN

NIGHT MARKET

INDUSTRY CITY

5/29, 6/26, 7/31, 8/28, 9/25, 10/30

4 pm to 10 pm

Attendees 5K

DEMOGRAPHICS:

76% POC & Hispanic

90% LDA

65% Female

90% 25-44



HARLEM BAZAAR

125TH & ADAM CLAYTON POWELL

Weekly Sundays 5/14 - 10/22 (except 9/17)

10 am to 5 pm

Attendees 3K

DEMOGRAPHICS

76% POC & Hispanic

65% LDA

75% Female

90% 25-44



SPONSORSHIPS

PARTNER

Single Event - \$3000 (min 3 throughout the season)

Maximize this centered single-event opportunity for your brand to connect with an average of 5000 patrons and the-week-of social media & online promotions.

INCLUDES

PRE-EVENT PROMOTION

- Logo inclusion on the website, social media, ticketing platforms, and in the sponsors' newsletters section.
- Feature on a newsletter (120k+ subs) the week of the event (third or fourth segment)
- Social media promotion
 - A story the week of the event
 - A Reel/Post to feed + FB/TW/LI/ TT

ON-SITE

- Prime location (10x10 or Truck space) on the event day.
- Selling by the glass at the Bronx Night Market events.
- Brand banner (supplied by client)
- Customer activation (flyers/raffles/signing)



SPONSORED BY

Per brand: \$25K. Across brands: \$55K

This opportunity is designed for brands that identify with the core demographic and look to engage with 125k+ subs, capture 1B impressions and interact with 50k-200k patrons.

INCLUDES

PRE-EVENT PROMOTION

- Logo inclusion on the website, social media, ticketing platforms, and in the sponsors' newsletters section.
- In addition to the sponsor's section of the seasons' press releases and involvement in the media opportunities that come from there.
- Feature on a newsletter (120k+ subs) the week of the event (second segment)
- Exclusive feature on the brand Newsletter (120k subs)
- Social media promotion
 - Three stories the week of the event
 - 2 Reel/Post to feed + FB/TW/LI/ TT

ON-SITE

- Prime location (up to 20x10 or 20ft Truck space) on the event day.
- Selling by the glass at the Bronx Night Market events.
- Brand banner (printed by us)
- Customer activation (flyers/raffles/signing)
- A special thanks announcement on the main stage



PRESENTED BY

Per brand: \$45K. Across Brand:: \$125K

Align your brand's mission statement with ours in supporting the fastest-growing demographic in NYC. This opportunity is for brands that look to connect with our community in maximum touch points throughout the season, enjoying max engagement, exposure, and correlation with the full scope of our reach (impressions, followers, media, and subscribers)

INCLUDES

PRE-EVENT PROMOTION

- The logo is included on the top tier of the website, social media, ticketing platforms, and sponsors' newsletters section.
- Category exclusive "Presented by" title across all platforms and social media content.
- In addition to the sponsor's section of the seasons' press releases and involvement in the media opportunities that come from there.
- Feature on a newsletter (120k+ subs) the week of the event (top of the second segment)
- Exclusive feature on the second segment of the brand Newsletter (120k+ subs)
- Social media promotion
 - Three stories three weeks before the event
 - Three stories the week of the event
 - 2 Reel/Post to feed + FB/TW/LI/ TT

ON-SITE

- Prime location (up to 20x10 or 20ft truck space) on the event day.
- Selling by the glass at the Bronx Night Market events.
- Brand banner (printed by us)
- Customer activation (flyers/raffles/signing)
- A special thanks announcement on the main stage
- Sponsoring a selected activity of your likeness (food contests, competitions, or musical performances)

POST-EVENT

- Feature on a newsletter (120k+ subs) the week after the event (top of the second segment).
- Social media recap promotion
 - Two stories the week of the event
 - 1 Reel/Post to feed + FB/TW/LI/ TT



At **MHG**, we are looking for great partnerships that help us amplify our mission statement of supporting our communities and small businesses. We hope to provide a variety of platforms to young entrepreneurs and continue being the number 1 event producer in New York while working to become the number 1 event producer in the nation.

www.maschospitalitygroup.com



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