



**DOPE EVENTS, POPUPS & FESTIVALS**

[Click the icons for quick access]



Who we are



Brands



Numbers



Media



Partnerships



Be a partner



**BACK TO  
MAIN**

# **WE ARE**

MHG Events produces and promotes large-scale food festivals, artisan popups, food halls, and concept stores. We're known for successfully launching and operating inclusive and equitable experiences that are safe, affordable, and fun, such as the Bronx, Uptown, Brooklyn, Vegan, and the Latin Night Markets, and supporting local micro-businesses and artists

# **WHAT WE DO**

MHG Events, since 2017, has constantly worked on bringing innovative and fun concepts to every place, focusing on celebrating cuisine, culture, and community.



**BRANDS**

# **THE AESTHETIC THOUGHT**

Our marketing/content superiority + an amazing visualization of our branding, content creation, etc.

  
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# BRANDS

**UPTOWN**  


**BRONX**  


**BROOKLYN**  


  
**WHO  
WE ARE**

  
**NUMBERS**

**VEGAN**  


**LATIN**  


**CLICK ON THE BRAND TO KNOW MORE**

▲  
**BACK TO  
MAIN**

◀  
**WHO  
WE ARE**

◀  
**BRANDS**



**BRONX**  
NIGHT  
MARKET

**ESTABLISHED 2017**

**AVERAGE ATTENDANCE**

**3500**

**55 FOOD &  
MERCH VENDORS**

**FORDHAM PLAZA  
(RFP HOLDERS)**

▶  
**NUMBERS**



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**WHO  
WE ARE**

  
**BRANDS**



**UPTOWN  
NIGHT  
MARKET**

**ESTABLISHED 2020**

**AVERAGE ATTENDANCE**

**12,000**

**80 FOOD &  
MERCH VENDORS**

**WEST HARLEM**

  
**NUMBERS**

**BRONX  
NIGHT  
MARKET**

**UPTOWN  
NIGHT  
MARKET**

**BROOKLYN  
NIGHT  
MARKET**

**VEGAN  
NIGHT  
MARKET**

**LATIN  
NIGHT  
MARKET**

**CLICK ON THE BRAND TO KNOW MORE**



  
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**BROOKLYN  
NIGHT  
MARKET**

**ESTABLISHED 2022**

**AVERAGE ATTENDANCE**

**6000**

**65 FOOD  
& MERCH VENDORS**

**INDUSTRY CITY**

  
**NUMBERS**

  
**WHO  
WE ARE**

  
**BRANDS**

**BRONX  
NIGHT  
MARKET**

**UPTOWN  
NIGHT  
MARKET**

**BROOKLYN  
NIGHT  
MARKET**

**VEGAN  
NIGHT  
MARKET**

**LATIN  
NIGHT  
MARKET**

**CLICK ON THE BRAND TO KNOW MORE**

  
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**WHO  
WE ARE**

  
**BRANDS**

**VEGAN**  
NIGHT  
MARKET

**ESTABLISHED 2023**

**AVERAGE ATTENDANCE**

**2500**

**25 FOOD & MERCH  
VENDORS WEEKLY**

**WOLLMAN RINK,  
CENTRAL PARK**

  
**NUMBERS**

**BRONX**  
NIGHT  
MARKET

**UPTOWN**  
NIGHT  
MARKET

**BROOKLYN**  
NIGHT  
MARKET

**VEGAN**  
NIGHT  
MARKET

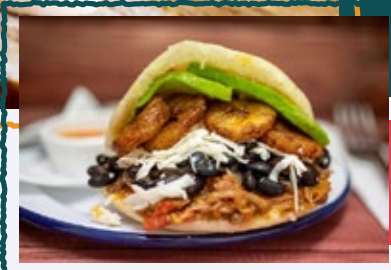
**LATIN**  
NIGHT  
MARKET

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**WHO  
WE ARE**

  
**BRANDS**



**LATIN  
NIGHT  
MARKET**

**Launching Fall 2023**

**Predicated attendance**

**20,000**

**100 Food &  
Merch Vendors**

**Dyckman**

  
**NUMBERS**

**BRONX  
NIGHT  
MARKET**

**UPTOWN  
NIGHT  
MARKET**

**BROOKLYN  
NIGHT  
MARKET**

**VEGAN  
NIGHT  
MARKET**



**CLICK ON THE BRAND TO KNOW MORE**



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# NUMBERS

ONLINE  
5 BILLION  
IMPRESSIONS  
IN SEASON



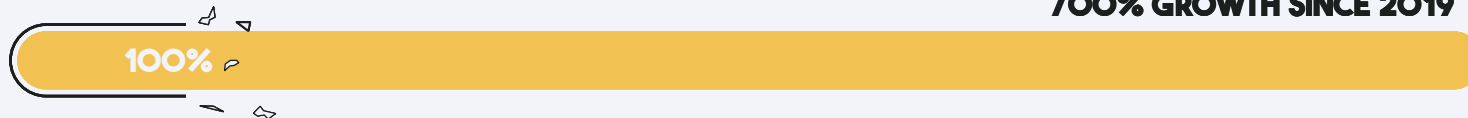
MEDIA  
DOZENS  
OF ARTICLES  
IN SEASON



◀  
BRANDS

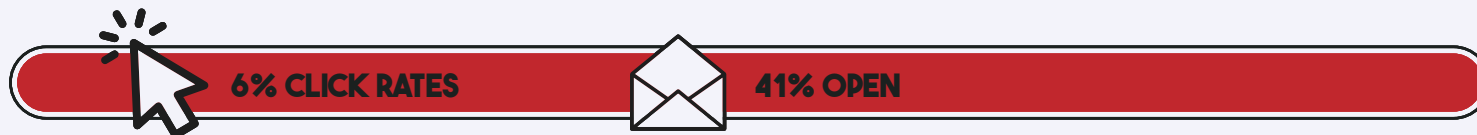
## SOCIAL MEDIA

700% GROWTH SINCE 2019



▶  
MEDIA

## NEWSLETTER



200K SUBSCRIBERS

## AD CAMPAIGNS

AVERAGE \$0.01 PER CLICK



# MEDIA

**NEW YORK'S BEST OUTDOOR FOOD FAIR?**

  
**Bronx Night Market to return**

  
**Uptown Night Market is back**

  
**NUMBERS**

  
**PARTNERSHIPS**

**New York City's  
first-ever Vegan  
Night Market**

Summertime in New York City is about to get more vegan-friendly. Street fairs and local markets usually only offer a few plant-based options, something that may come as a shock to visitors to the world's most diverse city.

**Brooklyn Night Market brings the party**

Brooklyners can head to the famous Coney Island boardwalk to get a taste of 70+ diverse vendors including rich African-American, African, Caribbean, and Latin American cuisines.

**New York City is getting its  
first-ever Latin night market**

Latin street food, fast casual fare and gourmet meals are nearly ubiquitous in New York, but to date, it's been difficult to eat the flavors of the tropics in one place. Now, one



# PARTNERSHIPS

**BOSTON BEER co.**  
• E S T D . 1 9 8 4 •

**HBO**



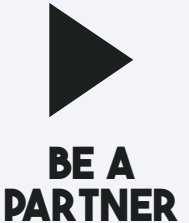
**PC.  
RICHARD  
& SON**  
APPLIANCES • ELECTRONICS • MATTRESSES

*Coca-Cola*



*Disney*

**DonJulio**



**NYBG**  
NEW YORK BOTANICAL GARDEN

**Montefiore  
Einstein**

**FORDHAM UNIVERSITY**  
THE JESUIT UNIVERSITY OF NEW YORK

 **COLUMBIA UNIVERSITY**  
IN THE CITY OF NEW YORK

We look forward to continuing and growing this collaboration to support the many incredible vendors and small businesses in the Bronx and beyond.

# BE A PARTNER

At MHG Events, we value enormously our partnerships and collaborations, and we provide a comprehensive range of marketing services. With our expertise in promotion and content creation, we offer a distinctive perspective on the impact of messaging in driving successful campaigns.



**PARTNERSHIP WITH MHG EVENTS  
STARTS AT \$2500 AND INCLUDES:**

**RIGHTS TO LEVERAGE IP AND CONTENT  
SOCIAL MEDIA, EMAIL & PR INCLUSION  
ON-SITE VISIBILITY & SAMPLING**

**PARTNERSHIPS**