

# THE SANDWICH FESTIVAL

## IT'S WHAT'S INSIDE THAT MATTERS...

Join Us at the Inaugural NYC Sandwich Festival on **November 4, Industry City, Brooklyn**. Sample NY state's most iconic sandwiches, thrill in dynamic contests, participate in captivating panels, claim exciting giveaways, and elevate your sandwich passion on November 4th! **Reserve your spot today!**

## JOIN MHG EVENTS,

The visionary creators of the Sandwich Festival, and tap into the **unparalleled success** and credibility we've built through our exceptional track record.

Our portfolio boasts standout festivals like the

**Bronx, Brooklyn, Uptown, Vegan, and the Latin Night Markets,** each leaving an indelible mark on the event landscape.

Attendance  
in our festivals  
runs from

**5,000 to  
14,000 weekly,**

with a growing  
and loyal fan  
base of over

**250,000  
New Yorkers**  
continuously engaging online.

Furthermore, we have extensive marketing reach, with a large newsletter and a strong presence across various social media platforms.





# WE INVITE YOU TO BE PART

of the Sandwich Festival on **November 4th** at Industry City, Brooklyn,

where we anticipate  
**ATTRACTING OVER**

**5,000**  
attendees.

Americans, on average, eat 200 sandwiches a year, contributing to the staggering daily nationwide consumption of over 300 million sandwiches.

This exciting celebration of

## **NEW YORK STATE'S MOST DELECTABLE SANDWICHES**

will showcase the state's top sandwich makers and condiments, captivating a broad audience and encapsulating the spirit of craftsmanship, authenticity, and shared experiences.

**Imagine:**

**Mamoun's Falafel  
Sandwich**

**Katz's Delicatessen's  
Pastrami Sandwich**

**Mile End Delicatessen's  
Smoked Meat Sandwich**

**Momofuku's  
Pork Bun**

**Parm's Chicken  
Parm Sandwich**

**Defonte's Hot Roast  
Beef Sandwich**

**and many other legendary creations all under one roof!**

There will also be a wide range of **fun and engaging activities** at the event, such as an eating contest, a hot sauce challenge, cookbook signings, and many giveaways!



## **ELEVATE YOUR BRAND'S PRESENCE**

by aligning with this vibrant occasion, **connecting with an engaging audience** of afood enthusiasts and influencers, and gaining valuable exposure through renowned media outlets.





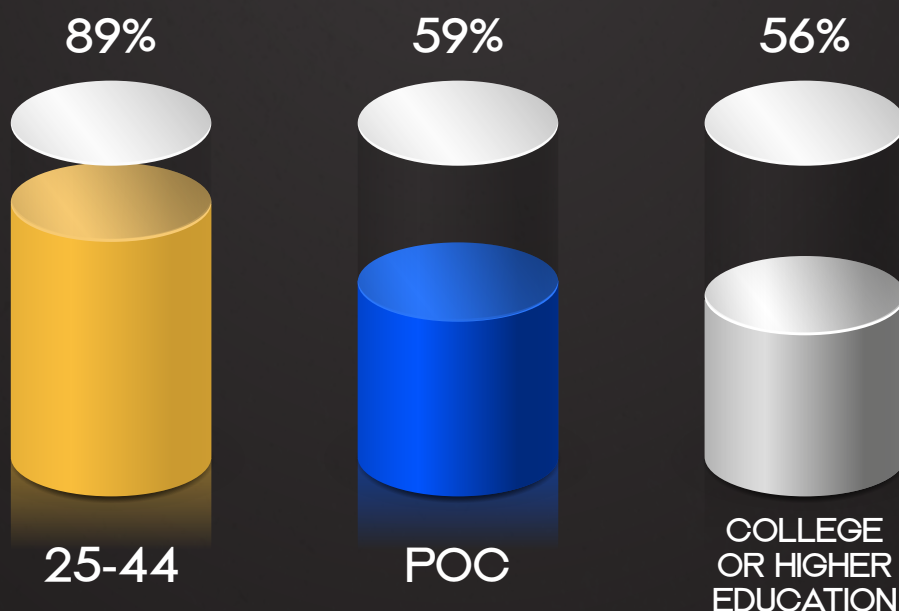
# AS A “SPONSORED BY” PARTNER PRICED AT \$25,000,

You’ll bask in the glow of MHG Events’ proven success, with brands like yours achieving maximum exposure through

**TIER 1 LOGO PLACEMENT,  
INTEGRATED CONTENT ACROSS OUR SOCIAL MEDIA,  
EMAIL CAMPAIGNS,  
AND PR INCLUSION.**

Picture your brand prominently displayed with  
stage front banners and a 15x15 prime spot on site,  
leaving a lasting impression on attendees.

## DEMOGRAPHICS



SALARY  
112K AVERAGE  
MEDIAN INCOME

# FOR BRANDS SEEKING STRONG ALIGNMENT, OUR PARTNER PACKAGE AT \$15,000



provides an extraordinary opportunity to leverage MHG Events' expertise. You'll enjoy:

**TIER 2 LOGO PLACEMENT,  
DIRECT CTA SOCIAL MEDIA,  
NEWSLETTER CONTENT,  
AND AN EXCLUSIVE 10X10 PRIME SPOT,**



proudly displaying your brand with event-day signage.

## SECURE YOUR SPOT AS A PRESENTER FOR \$5,000



and join the ranks of esteemed brands showcased by MHG Events.

**YOUR LOGO WILL FEATURE PROMINENTLY, COMPLEMENTED  
BY DESIGNATED SOCIAL MEDIA AND NEWSLETTER CONTENT.**



Engage directly with attendees from your prominent 10x10 spot, leaving a lasting impression.







Partner with  
**MHG EVENTS**  
Now

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