

HARLEM SUMMER NIGHTS

Where Harlem Glows

Every Friday night under the arches, food, music, and culture come together to create something New York has been waiting for — a culinary celebration that belongs to the people who make this city taste like itself.

Partnership Deck | Summer 2026

Presented by New York Eats Here & Masc Hospitality Group

TEN YEARS OF TRUST. *ONE NEW TRADITION.*



We built Uptown Night Market into a cultural staple.



We turned the Latin Food Fest into the city's largest Latin culinary event.



Over ten years, more than 200,000 people came through our festivals, and hundreds of vendors built real businesses from them.



Now we're bringing that same energy home to Harlem.

HARLEM SUMMER NIGHTS

is the next chapter — a food and culture series that belongs here.

Led by Marco Shalma, the creative force behind New York's night markets and the founder of New York Eats Here, Harlem Summer Nights is built to stand as a cultural institution for the city and a culinary anchor for Harlem.

WHY HARLEM. WHY NOW.

Harlem has always been a cultural capital.

The music, the art, the people — everything that shaped the city started here.

Now Harlem's restaurants, chefs, and creators are taking that energy and redefining what it means to eat and celebrate in New York.



HARLEM SUMMER NIGHTS

brings all of that to one place, every Friday, under the Viaduct.

It's part of the official Harlem Week celebration, and it's becoming the city's can't-miss summer ritual.



WHY IT MATTERS FOR BRANDS

Cultural credibility.

The Harlem audience sets the tone for the rest of the city.

Community impact.

Supporting more than 50 small businesses, chefs, and local food makers every week.

Tourism value.

A destination event that draws visitors from across the city, the tri-state, and beyond.

Visibility.

Tens of thousands of people attending live and millions engaging online through New York Eats Here.



WHAT IT FEELS LIKE



The arches start glowing in the late sun. Vendors open their grills. The air smells like Harlem — smoke, spice, and something sweet. Music drifts across the crowd.

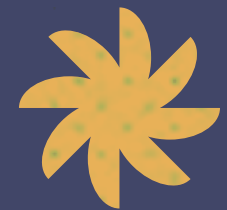


It's packed. People eating, talking, laughing, and filming everything. A mix of locals, food lovers, tourists, families, and creators. Harlem is the center of the city again.



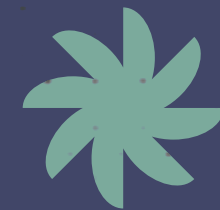
The lights are warm, the DJ knows exactly what to play, and no one wants to leave. It's not an event. It's Harlem at its best.

THE NUMBERS THAT MATTER



100,000+ visitors

across 7 Fridays



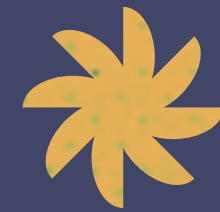
150+

local jobs supported



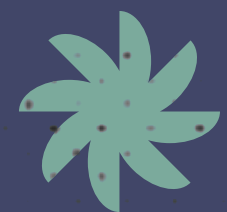
50+

rotating food vendors and restaurants



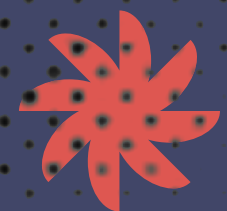
9 million+

social impressions across
New York Eats Here and partners



80%

minority and women owned



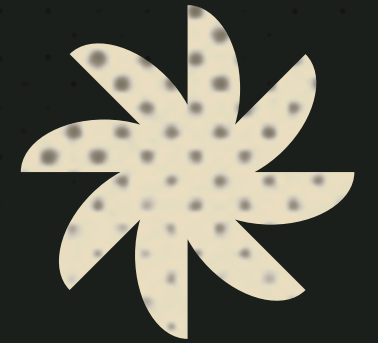
\$15–16 million

projected vendor revenue

**Every vendor makes real money.
Every visitor leaves talking about it.**

The data from Uptown Night Market already proved the model works. Harlem Summer Nights takes it to another level.

WHY HARLEM SUMMER NIGHTS IS DIFFERENT



1.

Harlem as Culinary Capital

We're turning Harlem into New York's must-visit food district. Each Friday highlights a mix of local restaurants, chefs, and vendors. Visitors taste Harlem through its people.

2.

A Cultural Anchor, Not a Pop-Up

This isn't another weekend fair. It's a summer institution supported by the community and tied to the world-famous Harlem Week celebration.

3.

Built on Real Relationships

Ten years of partnerships with vendors, sponsors, and city agencies mean everything runs smoothly and delivers results.

4.

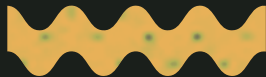
A Platform That Amplifies

Through New York Eats Here, our 400,000+ followers and 250,000 newsletter subscribers see every moment. When your brand joins, it enters the citywide conversation instantly.

THE *NEW YORK EATS HERE* ADVANTAGE

We already have the audience.

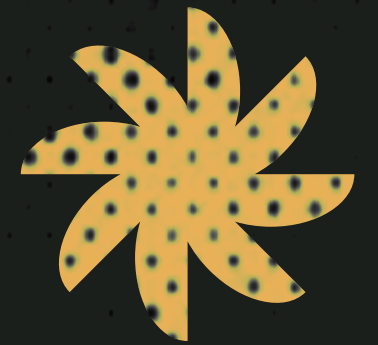
New York Eats Here is the city's independent voice for food, community, and culture.

-  • 400,000+ social followers across multiple NYC food channels
-  • 250,000+ newsletter subscribers with high engagement
-  • 500,000+ monthly website visitors ranking top for “NYC food” and “Harlem restaurants”

When Harlem Summer Nights posts go live, hundreds of thousands of people see them the same day.

Your partnership gets featured through video content, newsletters, and dedicated storytelling that builds brand loyalty and cultural equity.

PARTNERSHIP INVESTMENT LEVELS



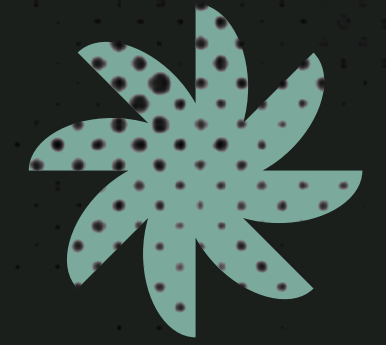
TITLE PARTNER	ANCHOR PARTNER	STAGE PARTNER	COMMUNITY PARTNER	SUPPORTING PARTNER
\$150,000	\$75,000	\$50,000	\$25,000	\$15,000
• Naming rights: Harlem Summer Nights presented by [Brand] • Full category exclusivity • Custom-built activation zone for seven Fridays • Fourteen content features across social and email • Keynote moment on opening night • Logo placement across all signage, print, and merch • Two hundred branded guest passes • 1 available	• Entrance branding • Seven-week activation and weekly features • Vendor scholarship fund for local entrepreneurs • Co-branded merch and giveaways • One hundred guest passes • 2 available	• Naming rights for The [Brand] Stage • Five-week activation with content coverage • Stage backdrop branding • Chef collaborations • Sixty guest passes • 3 available	• Three-week activation • Three NYEH social features • Vendor sponsorship • Forty guest passes • 5 available	• Two-week activation • Two NYEH features • Logo on signage and digital materials • Twenty guest passes • 8 available

Total goal: \$500,000 across nineteen partners

WHAT YOU GET

Audience Reach	Value and ROI	Brand Alignment
• 400,000+ social followers • 250,000+ newsletter subscribers • 100,000+ attendees • 9 million+ impressions across NYEH and partner platforms • Coverage in Time Out, Eater, Essence, Gothamist, and The New York Times	A \$150,000 partnership delivers over \$900,000 in exposure, plus long-term brand equity tied to Harlem’s cultural renaissance.	• Connection to Harlem’s authentic community • Real economic impact and small business growth • A visible presence at a signature New York event • Positioning at the center of NYC’s culinary and cultural scene

THE VISION



HARLEM SUMMER NIGHTS is designed to grow with the city.

The model can easily move into other neighborhoods when the time is right, but its home is Harlem.

This is where it begins, and this is where it will be remembered.

Every Friday, all summer, tens of thousands of people will gather to celebrate food, music, and community.

Harlem becomes the place where New York eats, connects, and glows.



THE VISIONARY

Marco Shalma

Founder & CEO, MASC Hospitality Group

Founder, New York Eats Here

The creative producer behind New York's most successful cultural markets and festivals.

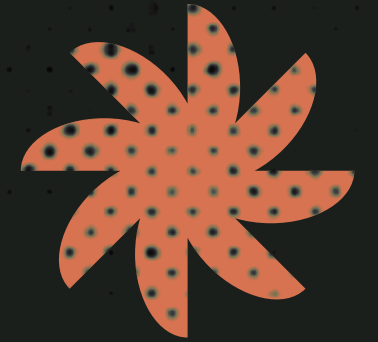
A decade of building authentic events that uplift small businesses, create jobs, and bring people together.

Board member and community advocate with deep Harlem roots.

When Marco builds something, it's not temporary — it becomes part of the city.



WHO WE ARE



MASC Hospitality Group

Ten years producing citywide cultural experiences.

Trusted by NYC Parks, FDNY, and community boards.

Hundreds of vendors supported and millions in local revenue generated.



New York Eats Here

The city's top independent food and culture platform.

400,000+ followers. 250,000 subscribers. 500,000 monthly web visitors.

We don't chase attention. We own it.

PARTNERS AND SUPPORTERS

West Harlem Development Corporation, Harlem CDC, Columbia University,
NYC Parks, local organizations, and community leaders.

We know how to do this. We've done it for a decade.

LET'S BUILD THE FRIDAY NIGHT THAT DEFINES A GENERATION

We're not looking for logos. **We're looking for partners who believe Harlem deserves something extraordinary.**
Those who see the value of investing in real culture, real people, and the most exciting culinary story in New York.

NEXT STEPS

- 1 Reach out and confirm interest.
- 2 Receive your activation package and mockups.
- 3 Lock your partnership before the lineup is full.

TIMELINE

Now to December 2025: Secure title and anchor partners.
January 2026: Public announcement and press drop.
July 2026: Opening night under the arches.

The city will be watching. Harlem will be shining. Your brand should be part of it.

CONTACT

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