

MHIF

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About



Signature
Events



Numbers



Partners



Why partner
with us?



Sponsorship



ABOUT MHG EVENTS

MHG Events is a leading producer and promoter of large-scale food festivals, artisan pop-ups, and food halls. Since 2017, we have been dedicated to creating inclusive, safe, affordable, and fun experiences that celebrate cuisine, culture, and community.




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OUR SIGNATURE EVENTS

MHG Night Markets are vibrant celebrations that showcase the rich diversity of New York City. From the Bronx to Brooklyn, each market offers a curated selection of local vendors, bringing together communities and supporting micro-businesses and artists.


ABOUT

BRONX
**NIGHT
MARKET**

UPTOWN
**NIGHT
MARKET**

BROOKLYN
**NIGHT
MARKET**


NUMBERS

VEGAN
**NIGHT
MARKET**

LATIN
**NIGHT
MARKET**

CLICK ON THE BRAND TO LEARN MORE

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ABOUT

◀
**SIGNATURE
EVENTS**

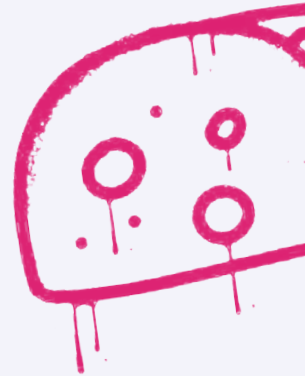


BRONX NIGHT MARKET

The Bronx's most famous celebration of cuisine, culture, and community.

**MONTHLY ON THE FIRST SATURDAY
FROM APRIL TO OCTOBER.**

**AVERAGE ATTENDANCE
5K PER EVENT**



▶
NUMBERS



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SIGNATURE
EVENTS



UPTOWN
NIGHT
MARKET

NYC's Largest celebration of
cuisine, culture & community.

MONTHLY ON THE SECOND THURSDAY
FROM APRIL TO OCTOBER

AVERAGE ATTENDANCE
13K PER EVENT

▶
NUMBERS

BRONX
NIGHT
MARKET

UPTOWN
NIGHT
MARKET

BROOKLYN
NIGHT
MARKET

VEGAN
NIGHT
MARKET

LATIN
NIGHT
MARKET

CLICK ON THE BRAND TO LEARN MORE


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**BROOKLYN
NIGHT
MARKET**

**MAKING MONDAY'S THE NEW
SATURDAYS AT INDUSTRY CITY.**

**MONTHLY ON THE LAST MONDAY
FROM APRIL TO OCTOBER**

**AVERAGE ATTENDANCE
6K PER EVENT**


ABOUT


**SIGNATURE
EVENTS**


NUMBERS

**BRONX
NIGHT
MARKET**

**UPTOWN
NIGHT
MARKET**

**BROOKLYN
NIGHT
MARKET**

**VEGAN
NIGHT
MARKET**

**LATIN
NIGHT
MARKET**

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**VEGAN
NIGHT
MARKET**

**NYC'S FIRST-EVER
VEGAN NIGHT MARKET.**

**MONTHLY ON THE FIRST TUESDAY
FROM APRIL TO OCTOBER**

AVERAGE ATTENDANCE

4K

NUMBERS

ABOUT



**SIGNATURE
EVENTS**

**BRONX
NIGHT
MARKET**

**UPTOWN
NIGHT
MARKET**

**BROOKLYN
NIGHT
MARKET**

**VEGAN
NIGHT
MARKET**

**LATIN
NIGHT
MARKET**

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ABOUT

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**SIGNATURE
EVENTS**



LATIN NIGHT MARKET

The largest celebration of the
Hispanic diaspora in NYC.

Biannual spring and fall

05/17, 10/18

Average attendance

10K per event

▶
NUMBERS



BRONX
NIGHT
MARKET

UPTOWN
NIGHT
MARKET

BROOKLYN
NIGHT
MARKET

VEGAN
NIGHT
MARKET



CLICK ON THE BRAND TO LEARN MORE

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IN NUMBERS



+300K
GUESTS
ARE SERVED
ANNUALLY



ONLINE
1 BILLION
IMPRESSIONS
IN SEASON

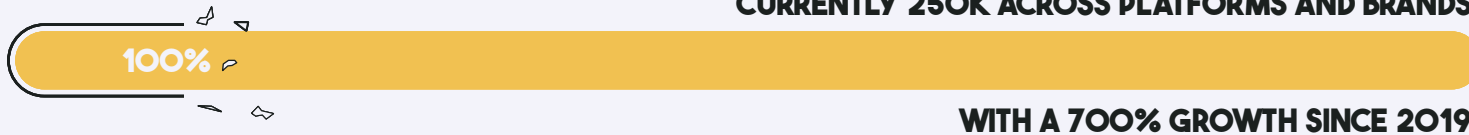


MEDIA
+200 OF
ARTICLES
IN SEASON



SOCIAL MEDIA

◀
SIGNATURE
EVENTS



▶
PARTNERS

NEWSLETTER



AD CAMPAIGNS

AVERAGE \$0.01 PER CLICK



▲
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PARTNERS OVER THE YEARS

SAMUEL
ADAMS

● TARGET

PC.
RICHARD
& SON
APPLIANCES • ELECTRONICS • MATTRESSES



WM
WASTE MANAGEMENT

Montefiore
Einstein

Don Julio

◀
NUMBERS



GORILLAS



Disney

▶
WHY
PARTNER
WITH US?

HBO



WHY PARTNER WITH MHG EVENTS?

At MHG Events, we are trendsetters and a reputable force in the NYC event scene. With a proven track record of successfully launching and hosting food festivals, we stand out as leaders in creating memorable and engaging experiences.

KEY POINTS:

– PROVEN SUCCESS:

We have a remarkable success rate in conceptualizing, launching, and managing food festivals. Our events consistently draw large and diverse audiences, making us a reliable and trusted partner.

– OFFICIAL PARTNERSHIPS:

MHG Events proudly holds official partnerships with prestigious organizations such as the New York Botanical Garden (NYBG), New York Road Runners, and SummerStage. These collaborations reflect our commitment to excellence and community engagement.

– CREATIVE MARKETING CAMPAIGNS:

We are known for our exciting and creative marketing campaigns that capture the attention of our target audience. Our innovative approach ensures that sponsors benefit from maximum visibility and engagement.

– TRENDSETTING EVENTS:

MHG Events is at the forefront of setting trends in the event industry. Our commitment to innovation and creativity ensures that our events remain not only relevant but also ahead of the curve.



PARTNERS



SPONSORSHIPS

SPONSORSHIPS

At MHG Events, we understand the value of strategic partnerships and offer customizable sponsorship packages to meet your marketing objectives. Our sponsorship benefits encompass a comprehensive range of opportunities, ensuring maximum exposure and engagement for your brand.

SPONSORSHIP BENEFITS:

- RIGHTS TO LEVERAGE IP AND CONTENT:

Gain exclusive rights to leverage our intellectual property and event content for your marketing initiatives.

- SOCIAL MEDIA, EMAIL, PR INCLUSION:

Elevate your brand through extensive coverage across our social media platforms, email newsletters, and inclusion in press releases.

- ON-SITE VISIBILITY AND SAMPLING:


Showcase your products or services with prominent on-site visibility at our events. Engage directly with our diverse audience through sampling opportunities.

- ACTIVITY "OWNERSHIP":

Align your brand with specific activities or features at our events, showcasing your commitment to creating memorable experiences.

- CATEGORY OR TITLE EXCLUSIVITY:

Secure exclusive recognition as the sole sponsor within your industry category or as the title sponsor, reinforcing your brand's prominence.



**WHY
PARTNER
WITH US?**



**SPONSORSHIP
COST**



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SPONSORSHIP COST:

Sponsorship at our events starts at \$2500 per event and includes:

- Three social media content pieces.
- Two newsletter mentions.
- A press mention.
- Website and ticketing platform inclusion.
- On-site signage.
- Prime placement.
- Stage announcements.



SPONSORSHIPS



CONTACT

CUSTOMIZABLE PACKAGES:

Our sponsorship packages are designed to be flexible, allowing you to tailor your investment based on your unique goals and preferences. Costs vary depending on the level of exposure and engagement desired.



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MAIN**

**FOR DETAILED INFORMATION AND TO DISCUSS
A PERSONALIZED SPONSORSHIP PACKAGE,
PLEASE CONTACT OUR TEAM AT:**



**SPONSORSHIP
COST**

**MARCO@MASCHOSPITALITYGROUP.COM
BEATRIZ@MASCHOSPITALITYGROUP.COM**