

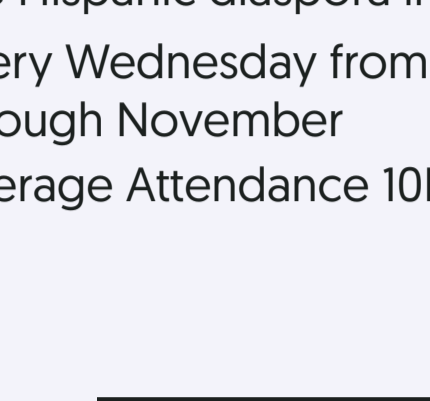
MHG

ABOUT MHG EVENTS

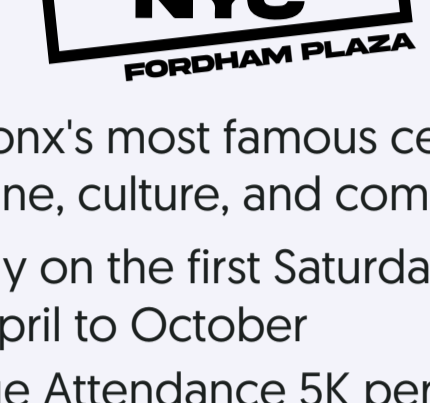
MHG Events is a leading producer and promoter of large-scale food festivals, artisan pop-ups, and food halls. Since 2017, we have been dedicated to creating inclusive, safe, affordable, and fun experiences that celebrate cuisine, culture, and community

OUR SIGNATURE EVENTS

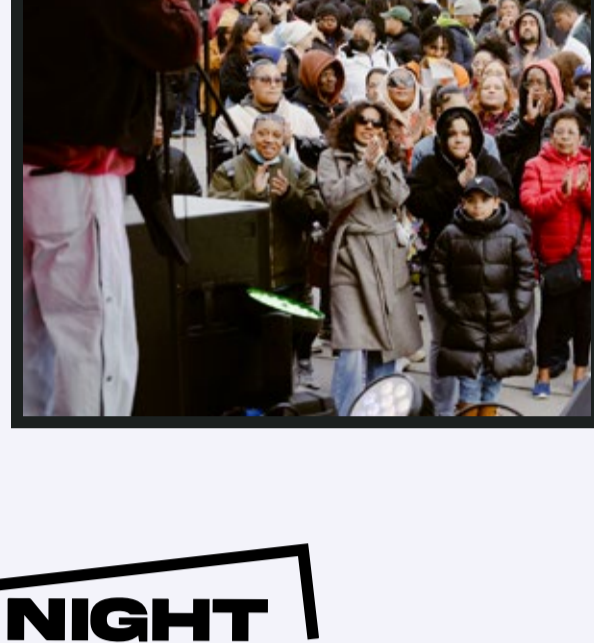
MHG Night Markets are vibrant celebrations that showcase the rich diversity of New York City. From the Bronx to Brooklyn, each market offers a curated selection of local vendors, bringing together communities and supporting micro-businesses and artists



- The largest celebration of the Hispanic diaspora in NYC.
- Every Wednesday from July through November
- Average Attendance 10K per event



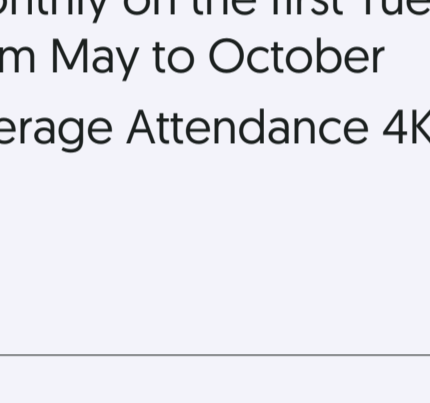
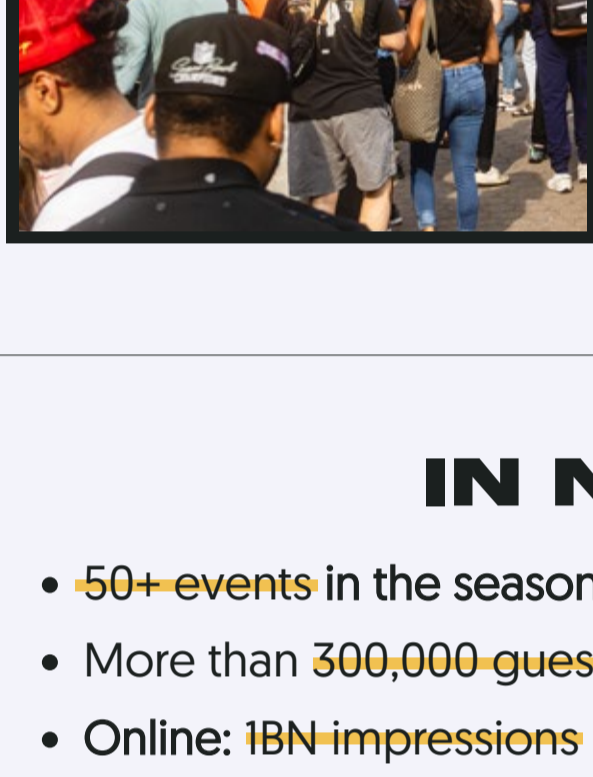
- The Bronx's most famous celebration of cuisine, culture, and community
- Monthly on the first Saturday from April to October
- Average Attendance 5K per event



- NYC's Largest celebration of cuisine, culture, and community in West Harlem
- Monthly on the second Thursday from April to October
- Average Attendance 13K per event



- Making Mondays the new Saturdays at Industry City
- Monthly on the last Monday from April to October
- Average Attendance 6K per event



- NYC's first-ever vegan night market
- Monthly on the first Tuesday from May to October
- Average Attendance 4K per event

IN NUMBERS

- 50+ events in the season
- More than 300,000 guests are served annually.
- Online: 1BN impressions in season
- Media: 200+ articles in season
- Social media: Currently 250K across platforms and brands with a 700% growth since 2019
- Newsletter: 200K subscribers with 41% open and 6% click rates
- Ad campaigns: average \$0.01 per click
- 200,000 email subscribers.
- Number One food festival brand on the East Coast

PARTNERS OVER THE YEARS

SAMUEL ADAMS

TARGET

PC RICHARD & SON

GOYA



Montefiore Einstein

Don Julio

NISSAN

GORILLAS

CHEVROLET

DISNEY

TELEMUNDO

HBO

Paramount+

planet fitness

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

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

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.

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

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

MARCO@MASCHOSPITALITYGROUP.COM
THOMAS@MASCHOSPITALITYGROUP.COM