

HOLIDAY MARKETS PARTNERSHIP DECK

Celebrate the Season with NYC's Most Festive Magic!

EVENT OVERVIEW

This December, we're transforming New York City into a series of festive wonderlands, and we want you to be at the heart of the celebration! Our Holiday Markets will light up neighborhoods in Harlem and Brooklyn every weekend, featuring local artisans, delicious treats, live entertainment, and family-friendly activities. This isn't just another holiday market; it's an unforgettable citywide experience filled with community pride and holiday cheer that draws thousands ready to shop, eat, and celebrate.

LOCATIONS AND DATES



BROOKLYN HOLIDAY MARKET
SUNDAYS, DEC. 1, 8, 15, 22, 29
12-6PM - INDUSTRY CITY



UPTOWN HOLIDAY MARKET
SATURDAYS, DEC. 7, 14, 21, 28
12-6PM - JACKIE ROBINSON BANDSHELL

With vibrant decorations, seasonal offerings, and a lively atmosphere, these markets are THE places where families and friends gather to embrace the season. Join us and let's make magic happen together!

WHY SPONSOR THE HOLIDAY MARKETS?

A CELEBRATION OF NYC'S DIVERSE COMMUNITIES

Align your brand with the beating heart of New York City! Our markets are community hubs across multiple boroughs where locals come to connect, celebrate, and support small businesses. Sponsoring these markets positions your brand as a champion of local culture and NYC spirit, giving you the opportunity to make lasting, meaningful connections with thousands of attendees.

UNMATCHED AUDIENCE ENGAGEMENT



These markets attract a highly engaged and diverse crowd ready to celebrate the season and support local businesses. As a sponsor, you'll have direct access to:

94%
of Families and Local Residents

85%
Adults Between 25-44

65%
Female

60%
Hispanic/Latino

Over **40,000**

ATTENDEES

visited our markets last year, and we're gearing up for an even larger turnout this holiday season!

Imagine your brand being front and center at these bustling community events across the city.

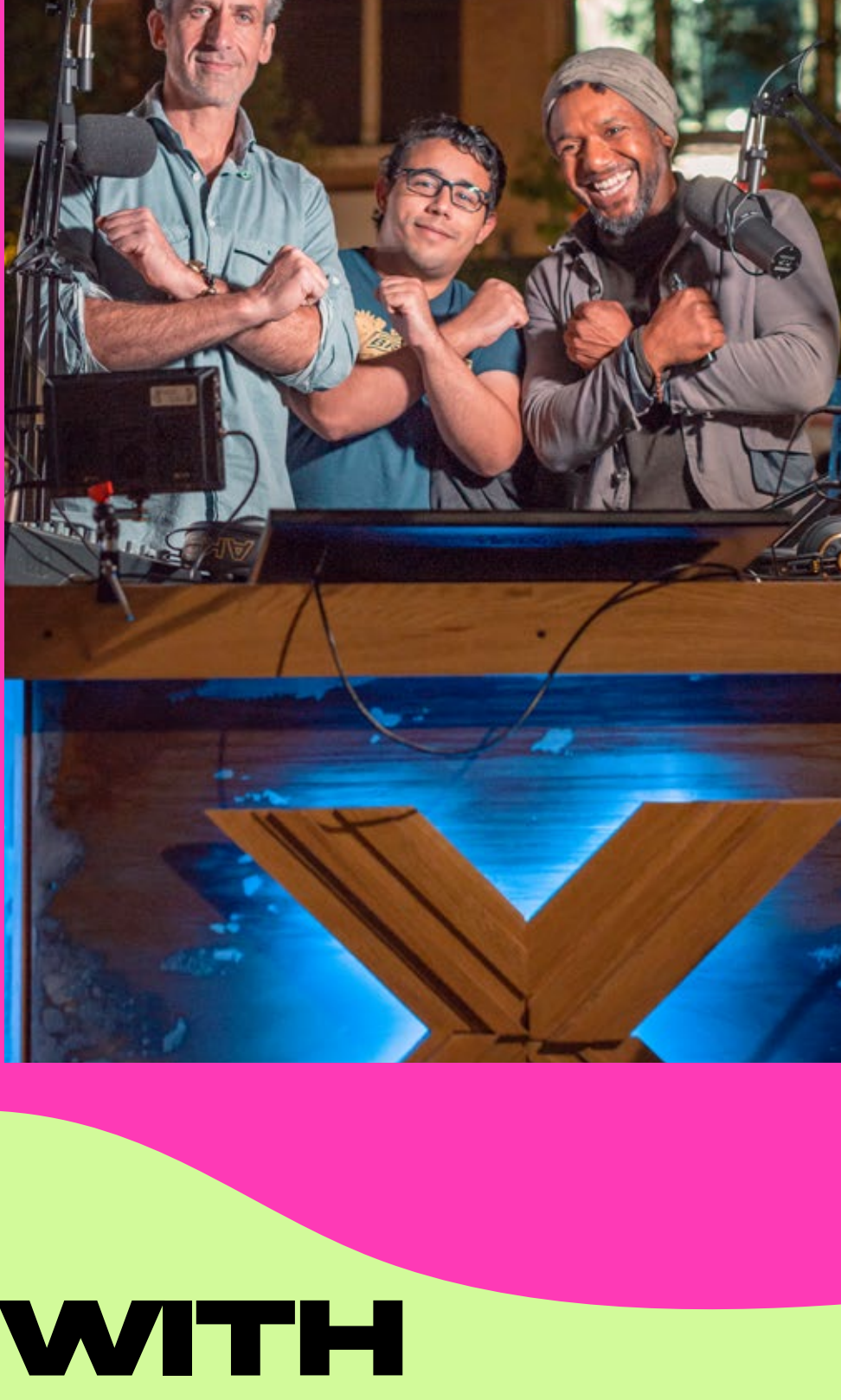
PROVEN SUCCESS: MHG'S HOLIDAY MARKETS HISTORY

With 8+ years of experience, MASC Hospitality Group (MHG) has transformed local gatherings into NYC-wide sensations. Our flagship events, like the Bronx Night Market and NY Latin Food Fest, regularly attract tens of thousands of visitors and generate millions of social media impressions. We know how to create buzz and drive foot traffic—giving our sponsors the high-impact exposure they crave. Be a part of this holiday tradition that's set to become even bigger and more beloved!

SPONSORSHIP OPPORTUNITIES

\$2,500 SPONSORSHIP PACKAGE - YOUR BRAND IN THE SPOTLIGHT THIS HOLIDAY SEASON!

- Prime On-Site Activation:** Set up your own dedicated space in the market's bustling heart to interact directly with thousands of visitors. We provide power, you bring the magic!
- Dominant Event Branding:** Your logo will be unmissable, featured on banners, signage, and digital screens across all market locations for maximum visibility.
- Social Media Amplification:** Reach our 100,000+ engaged followers with a dedicated story post on our social media platforms. Your brand will ride the pre-event hype, shine during the festivities, and stay top-of-mind afterward!
- PR and Media Shoutout:** Get a boost through press release mentions and targeted media outreach, connecting your brand to key influencers and media outlets that love to spotlight community events.
- Real-Time Engagement:** Your brand will engage with over 10,000+ active participants at each market, creating memorable experiences and lasting impressions.



PARTNER WITH MHG FOR MAXIMUM HOLIDAY IMPACT

Under the visionary leadership of Marco Shalma, MHG has redefined local events, creating gatherings that are energetic, authentic, and community-centered. Our events are known for their NYC flavor and citywide appeal, bringing together diverse communities in celebration. By sponsoring our Holiday Markets, your brand becomes a part of this vibrant tradition, reaching a passionate audience that values local culture and holiday fun.



JOIN NYC'S MOST EXCITING HOLIDAY CELEBRATION!

Don't miss out on the chance to showcase your brand to thousands of enthusiastic holiday-goers. Secure your sponsorship today and let's make this season unforgettable together!



CONTACT US TODAY:

Marco Shalma
CEO, MASC Hospitality Group
marco@maschospitalitygroup.com

Thomas
Sponsorship Coordinator
thomas@maschospitalitygroup.com



BE PART OF THE HOLIDAY MAGIC! CONNECT, ENGAGE, AND CELEBRATE THE SEASON WITH US. MAKE YOUR BRAND UNFORGETTABLE!