

FOOD · CULTURE · COMMUNITY · BRONX PRIDE

BRONX NIGHT ↗ MARKET



BI-ANNUAL FLAGSHIP FESTIVALS AT GRAND CONCOURSE, SOUTH BRONX

OUR STORY & WHY IT MATTERS

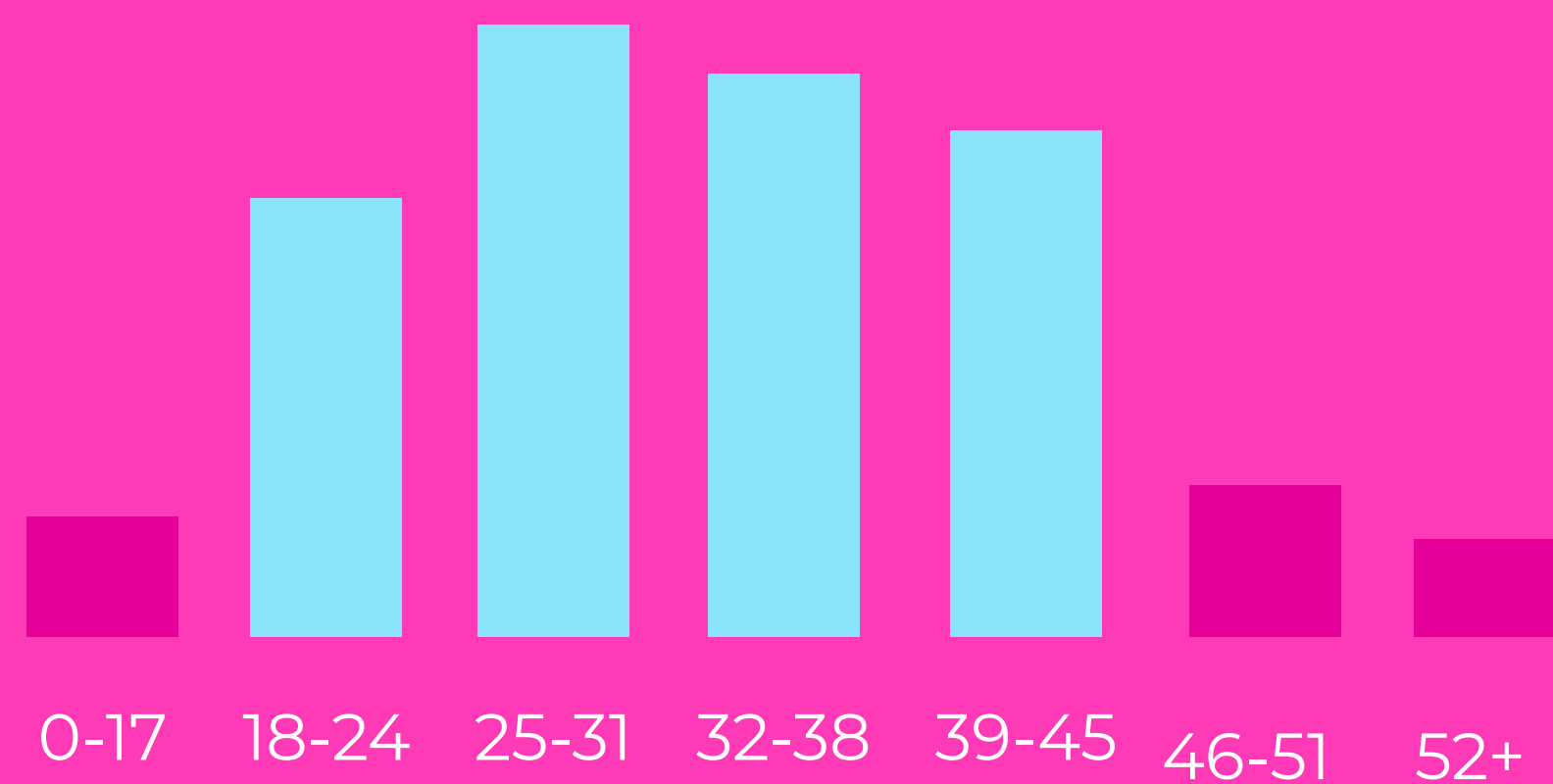
Growing from a modest open-air gathering in 2017 into the most successful food & culture series in Bronx history. That series featured more than 1,200 small businesses and drew over one million visitors.

We are backed by the 161st Street BID under TREY JENKINS, supported by Vanessa L. Gibson, Bronx Borough President, and Althea Stevens, NYC Council Member. We are launching two flagship festivals a year, each designed to amplify community impact, culture, and commerce.

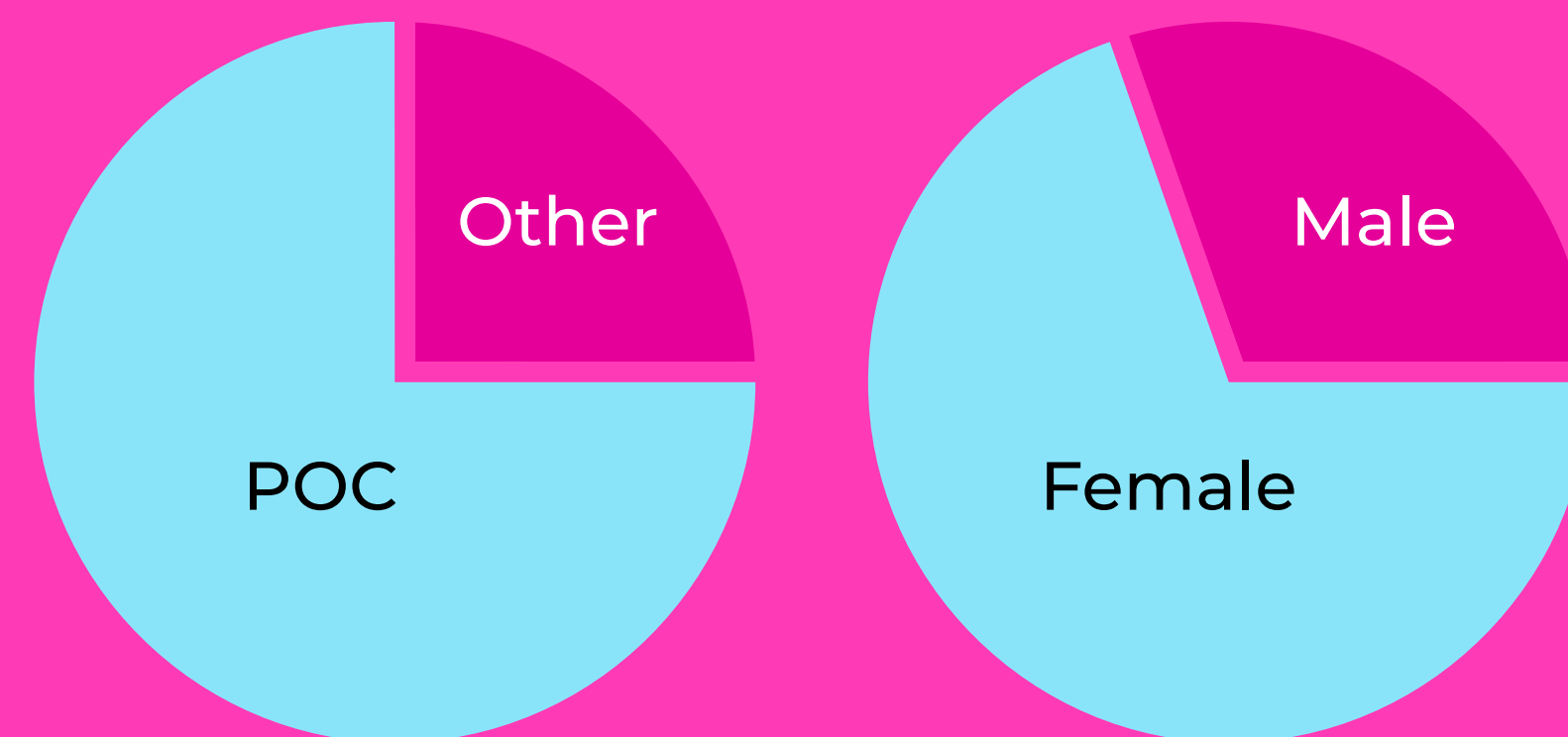
WHAT YOU GET

50+ vendors (food, beverage, merch, artisan goods) — Live music & cultural performances — Sponsor activations, brand experiences, giveaways — Family-friendly atmosphere, community energy, local flavor

AUDIENCE PROFILE (PROJECTED PER EVENT)



AGE RANGE



ETHNIC & GENDER BREAKDOWN

5,000+ ATTENDEES • MIX: BRONX RESIDENTS + NYC VISITORS

12:00 PM , 7:00 PM

161st Street & Grand Concourse, South Bronx

BID corridor, outside Yankee Stadium & Bronx Courthouse

May 9, Festival Kickoff (part of Bronx Week) • **October 10**, End-of-Summer Celebration

SPONSORSHIP PACKAGES & DELIVERABLES

LOCAL VENDOR BOOTH

\$2,500

10×10 booth space on-site + basic signage + name/logo on event print & online materials + inclusion in vendor directory

MARKETING ACTIVATION

\$5,000

All booth benefits + social media (1 post + 2 stories) + inclusion in email blast to 100,000+ local followers + expanded logo placement on promo materials

PREMIUM BOOST

\$7,000

All above benefits + a professionally written feature article via New York Eats Here + amplified reach across full social-media flywheel (estimated reach ~80,000)

WHY SPONSORS SHOULD CARE



MULTI-CHANNEL VISIBILITY

On-site exposure + digital marketing + editorial content = layered brand presence.

MEASURABLE ENGAGEMENT & CONVERTIBLE TOUCHPOINTS

Sampling, direct sales, lead capture, social media interactions.

DIRECT ACCESS TO A CULTURALLY RICH, ENGAGED AUDIENCE

Perfect for food, lifestyle, retail, entertainment, or community-oriented brands.

AUTHENTIC POSITIONING

Align with Bronx culture, community revitalization, local entrepreneurs and grassroots energy.

A SCALABLE, REPEATABLE PLATFORM

Two major events per year with consistent execution, growing momentum, and potential expansion.

SPONSOR DELIVERABLES & ACTIVATION OPTIONS

ON-SITE

Branded tent/booth, signage, direct interaction with attendees

DIGITAL

Social posts, stories, email blast, newsletter inclusion

CONTENT

Feature article (Premium tier), brand storytelling, flywheel social reach

BRANDING

Logo on print, flyers, vendor directory, marketing materials

CUSTOM BRAND EXPERIENCES

Sampling, product demos, installations, activations, giveaways, VIP/brand lounge or hospitality (upon request)

POST-EVENT METRICS

Attendance, demographic breakdown, engagement reach (available to Premium tier sponsors)

NEXT STEPS

RESERVE YOUR SPOT • SPOT AVAILABILITY IS LIMITED.

TO RESERVE YOUR PACKAGE:

- Choose your tier (Booth, Marketing Activation, Premium Boost)
- Sign agreement and send brand assets (logo, banners, social handles, copy)
- Approve placement and activation plan
- Receive marketing schedule and co-branding assets
- Launch pre-event promotion, execute on-site brand activation
- Receive post-event summary and performance report



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