

# BRONX NIGHT MARKET & UPTOWN NIGHT MARKET

## 2025 PARTNERSHIP OPPORTUNITIES

Partner with NYC's most iconic community events celebrating culture, cuisine, and connection.



# WELCOME TO THE 2025 BRONX NIGHT MARKET & UPTOWN NIGHT MARKET

The Bronx Night Market and Uptown Night Market are NYC's leading community event series. They **celebrate the rich culture and diversity of the Bronx and Harlem**, bringing together thousands of attendees, supporting small businesses, and creating unforgettable experiences.



**Bronx Night Market:** The longest-running and most successful event series in the Bronx, celebrating its 8th year in 2025.

**Uptown Night Market:** Harlem's premier food and culture festival, returning for its 5th season with even greater energy and pride.



# TOP 10 DESTINATION IN THE BOROUGH

WEEKLY, SATURDAYS | (APRIL - OCTOBER) | 12 PM - 6 PM

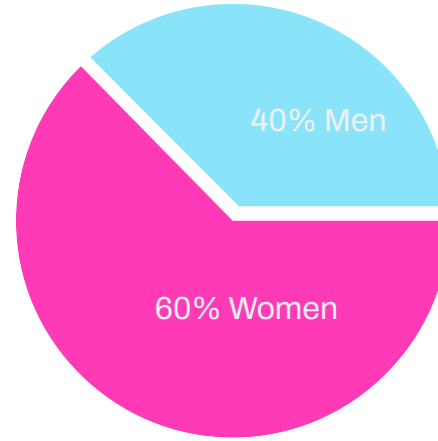
*Fordham Plaza, The Bronx*

- **8TH YEAR OF SUCCESS:** The Bronx's longest-running and most iconic event series.
- **35,000+ WEEKLY ATTENDEES:** A vibrant mix of locals and visitors.
- **120+ VENDORS ANNUALLY:** Showcasing diverse culinary and artisan talent.
- **COMMUNITY PRIDE:** A celebration of the Bronx's resilience, creativity, and culture.

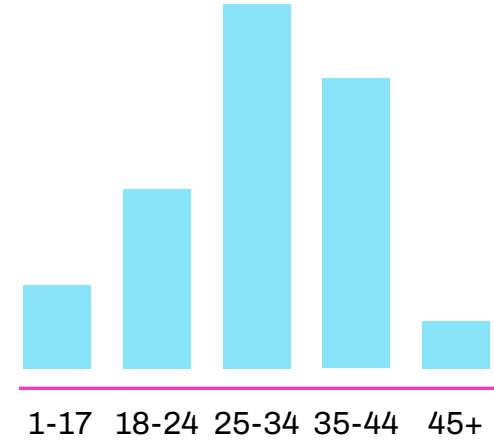


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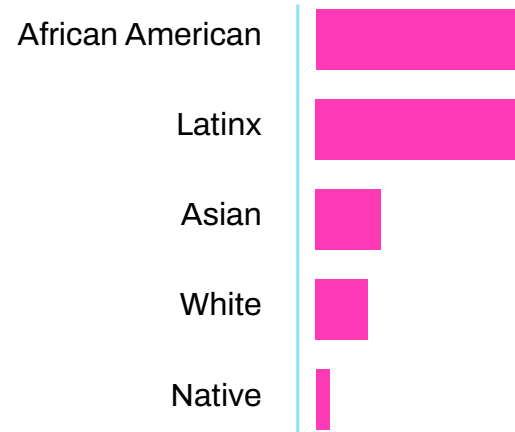
# GRAPHICS



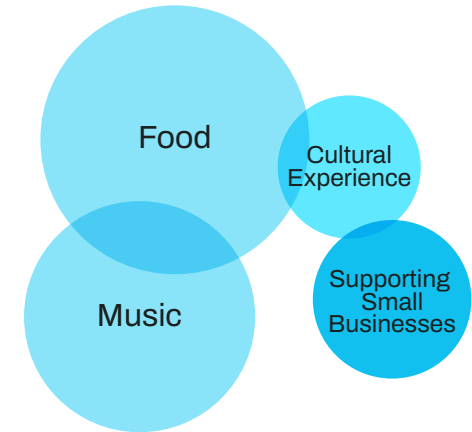
**GENDER**



**AGE RANGE**



**ETHNICITY**



**INTERESTS**

# SOCIAL MEDIA REACH

## SOCIAL MEDIA

 60K Followers

 25K Followers

## NEWSLETTER

 95K Subscribers

## IMPRESSIONS

 Over **1 Billion** per season



# SPONSORSHIP OPPORTUNITIES

## On-Site Essentials

**\$1,500**  
(PER EVENT)

- Prime booth placement at NYC's biggest weekly market.
- Logo on event website, newsletters, and Eventbrite.

## Season-Long Exclusive

**\$20K**  
OWN YOUR INDUSTRY

- Full-season presence with category exclusivity.
- Premium branding across digital & on-site assets.

## Brand Amplifier

**\$3,000**  
(PER EVENT)

- Everything in Essentials + 2 social media posts & IG Story.
- Featured in newsletters and press.
- Priority placement for max exposure.

## Title Sponsor

**\$45K**  
FULL MARKET TAKEOVER

- Your brand name on all official event materials.
- Custom activation space & premium media exposure.
- Integrated storytelling across social, PR, and on-site experiences.

The Bronx Night Market connects you with a **loyal, diverse audience of 3500+ attendees weekly**, offering unparalleled engagement with one of NYC's most authentic cultural communities.

**UPTOWN  
NIGHT  
MARKET**

# THE HEARTBEAT OF TRUE NYC

**2ND THURSDAYS | (APRIL - OCTOBER) | 4 PM - 10 PM**

*133rd & 12th Ave, West Harlem*

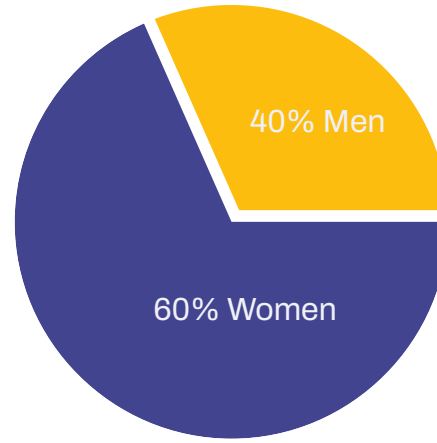
- **5TH YEAR OF GROWTH:** Harlem's signature cultural event.
- **8,000+ ATTENDEES PER EVENT:** Celebrating Uptown's pride and diversity.
- **50+ VENDORS & PERFORMERS MONTHLY:** Featuring global flavors and local talent.
- **CULTURAL PRIDE:** A celebration of Harlem's rich history and artistry.



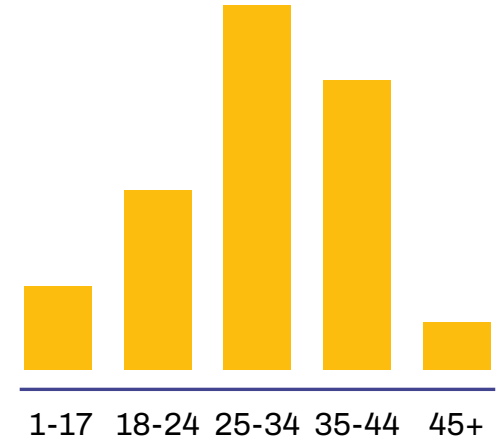
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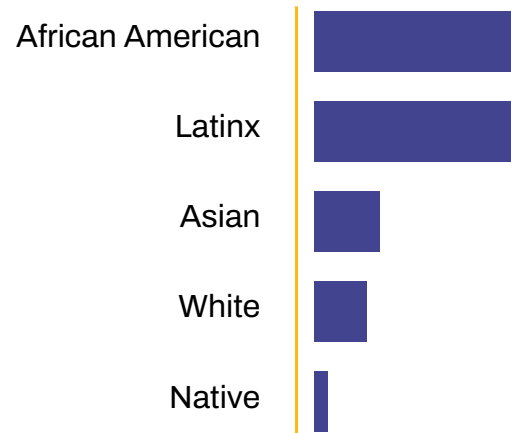
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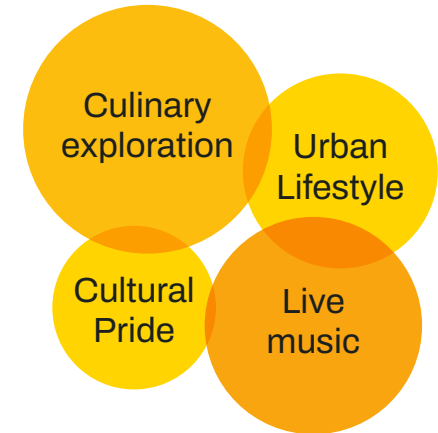
**GENDER**



**AGE RANGE**



**ETHNICITY**



**INTERESTS**



# SOCIAL MEDIA REACH

## SOCIAL MEDIA

 **90K Followers**

 **15K Followers**

## NEWSLETTER

 **120K Subscribers**

## IMPRESSIONS

 **Over 1 Billion** per season



# SPONSORSHIP OPPORTUNITIES

## Uptown Essentials

**\$2,500**  
(PER EVENT)

- High-traffic booth placement at Harlem's biggest event.
- Logo featured on website, newsletters, and Eventbrite.

## Total Category Ownership

**\$25K**  
OWN YOUR INDUSTRY

- Full-season presence & category exclusivity.
- Premium branding across digital, social & on-site.

## Uptown Impact

**\$4,500**  
(PER EVENT)

- Everything in Essentials + 2 social media posts & IG Story.
- Expanded branding in newsletters & community outreach.
- Priority booth placement for max engagement.

## Title Sponsor

**\$65K**  
THE ULTIMATE HARLEM TAKEOVER

- Your brand name on all Uptown Night Market promotions.
- Custom activation space & dominant brand placement.
- Full-scale media & storytelling integration.

The Uptown Night Market brings **over 8,000 attendees per event**, celebrating Harlem, Hamilton, and Washington Heights' cultural pride and offering **direct engagement with NYC's most dynamic urban audience.**





# WHY PARTNER WITH US?



# REAL BRANDS. REAL RESULTS.

## ALIGN WITH NYC'S MOST ICONIC CULTURAL EVENTS.

We take immense pride in the fact that **80% of our partnering brands choose to return year after year.** This remarkable loyalty speaks to the tangible value we deliver, the strong connections we foster with our audiences, and the unmatched opportunities for brand engagement that our events provide. **Our repeat partnerships are a testament to the trust and success we've built together.**

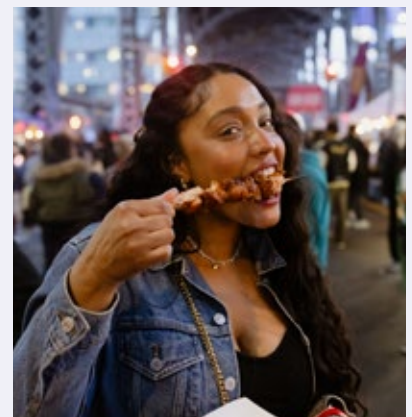
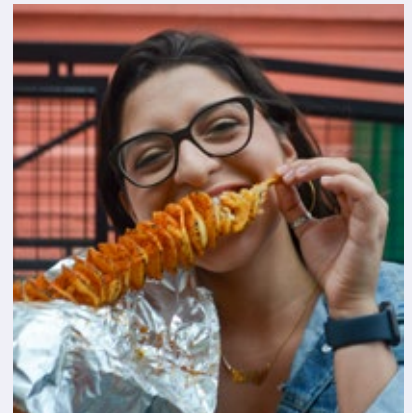
**AUTHENTIC REACH:** CONNECT DIRECTLY WITH OVER 300,000 ANNUAL ATTENDEES ACROSS UPTOWN AND THE BRONX.

**CULTURAL ALIGNMENT:** SHOWCASE YOUR BRAND AT EVENTS THAT CELEBRATE NYC'S MOST DIVERSE AND INFLUENTIAL COMMUNITIES.

**PROVEN ROI:** DRIVE MEASURABLE RESULTS THROUGH IMPACTFUL SPONSORSHIP ACTIVATIONS.

**COMMUNITY ENGAGEMENT:** SUPPORT SMALL BUSINESSES, EMPOWER LOCAL TALENT, AND BUILD NEIGHBORHOOD PRIDE.





# COMBINED AUDIENCE DEMOGRAPHICS

## WHO WILL YOU REACH?

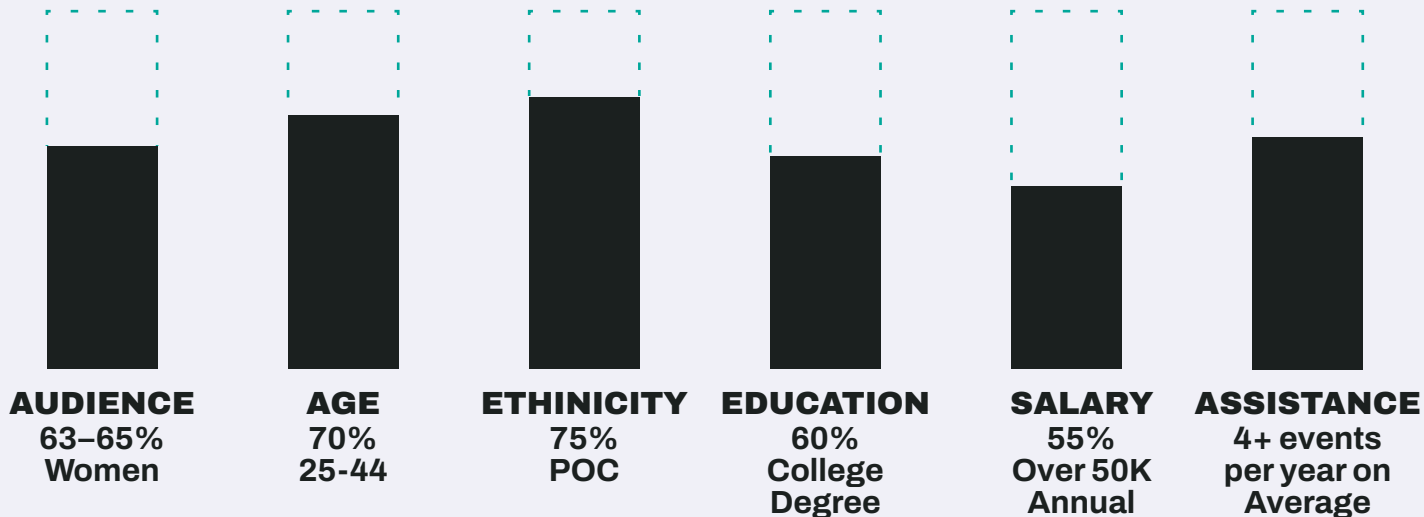


3500+ weekly attendees  
IG: 80K  
Newsletter: 95K



8000+ weekly attendees  
IG: 110K  
Newsletter: 120K

**COMBINED IMPRESSIONS:  
Over 1 Billion per season**



# PARTNER WITH US IN 2025



## JOIN US IN 2025

Join the Bronx Night Market and Uptown Night Market to connect with the heart and soul of New York City. **These markets aren't just events**—they're thriving cultural hubs that embody the pride, resilience, and trendsetting spirit of the Bronx and Uptown.



By partnering with us, **you'll support deeply loyal, community-driven audiences** who value authenticity and celebrate the diversity that defines NYC. This isn't about fleeting tourism or one-time attendees; it's about engaging with a community that knows who it is, where it's going, and how to shape the city's future. **Together, let's create unforgettable experiences that truly matter.**

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**Thomas Page** | Partnership Coordinator  
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