

UPTOWN NIGHT MARKET

2025 PARTNERSHIP OPPORTUNITIES

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



WELCOME TO THE 2025 UPTOWN NIGHT MARKET

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



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



**UPTOWN
NIGHT
MARKET**

THE HEARTBEAT OF TRUE NYC

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

133rd & 12th Ave, West Harlem

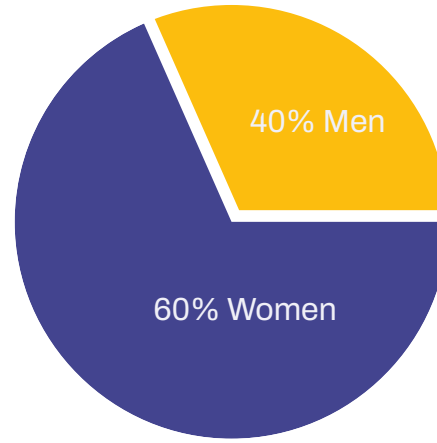
- **5TH YEAR OF GROWTH:** Harlem's signature cultural event.
- **8,000+ ATTENDEES PER EVENT:** Celebrating Uptown's pride and diversity.
- **50+ VENDORS & PERFORMERS MONTHLY:** Featuring global flavors and local talent.
- **CULTURAL PRIDE:** A celebration of Harlem's rich history and artistry.



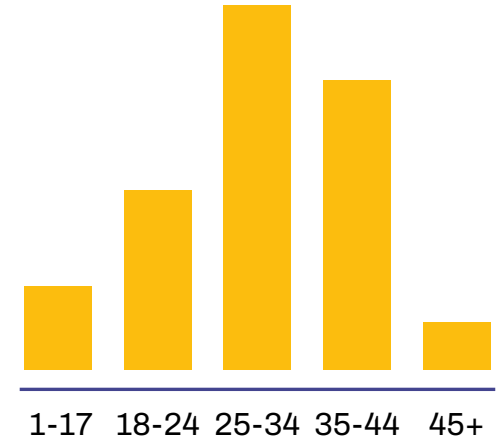
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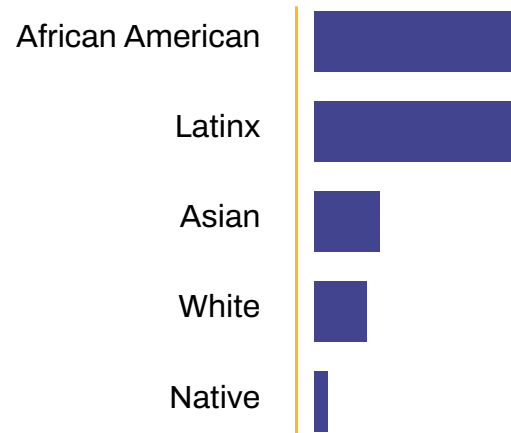
GRAPHICS



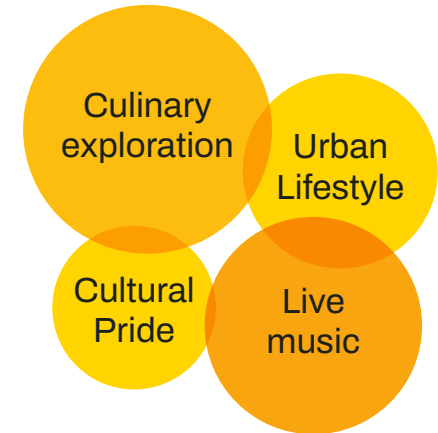
GENDER



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
SEASON-LONG EXCLUSIVE

- 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.**

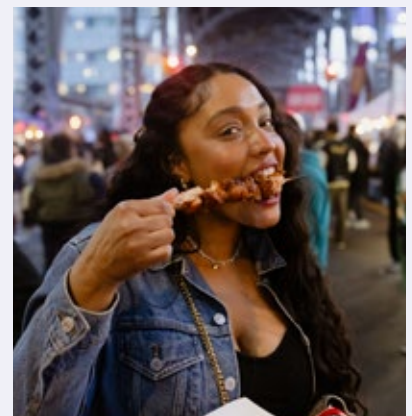
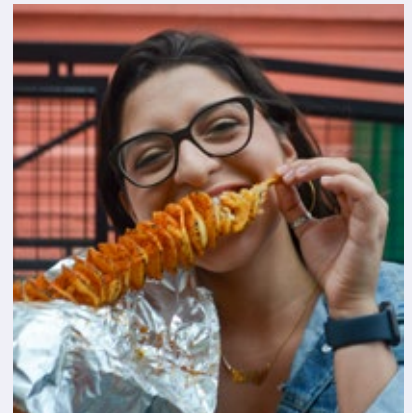
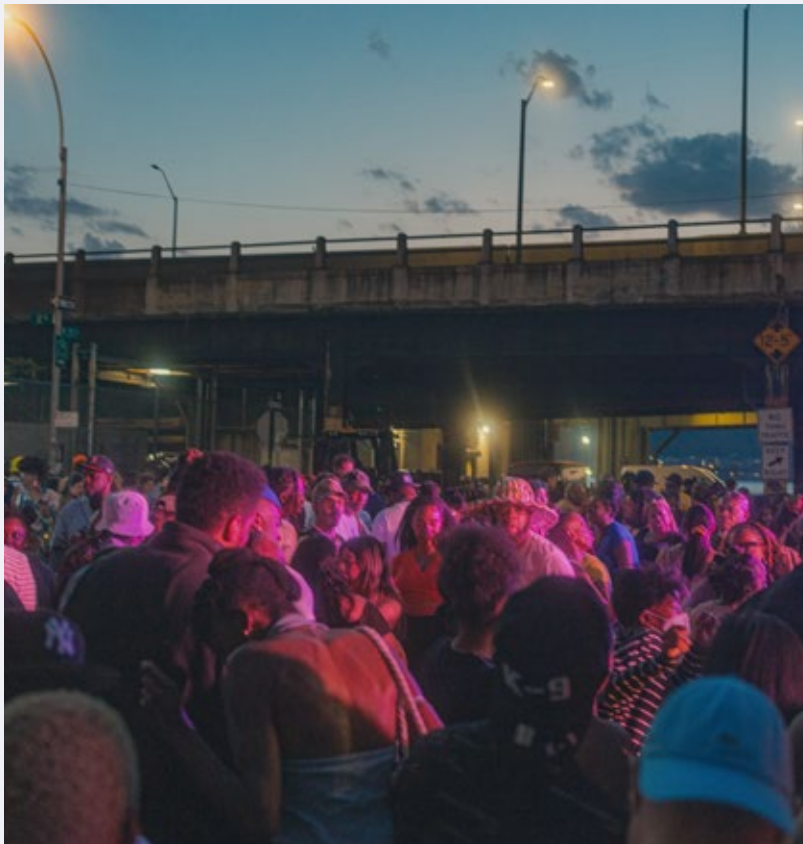
AUTHENTIC REACH: CONNECT DIRECTLY WITH OVER 150,000 ANNUAL ATTENDEES.

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.





PARTNER WITH US IN 2025



JOIN US IN 2025

Join the 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 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.**

Contact us at:

Partnerships@maschospitalitygroup.com