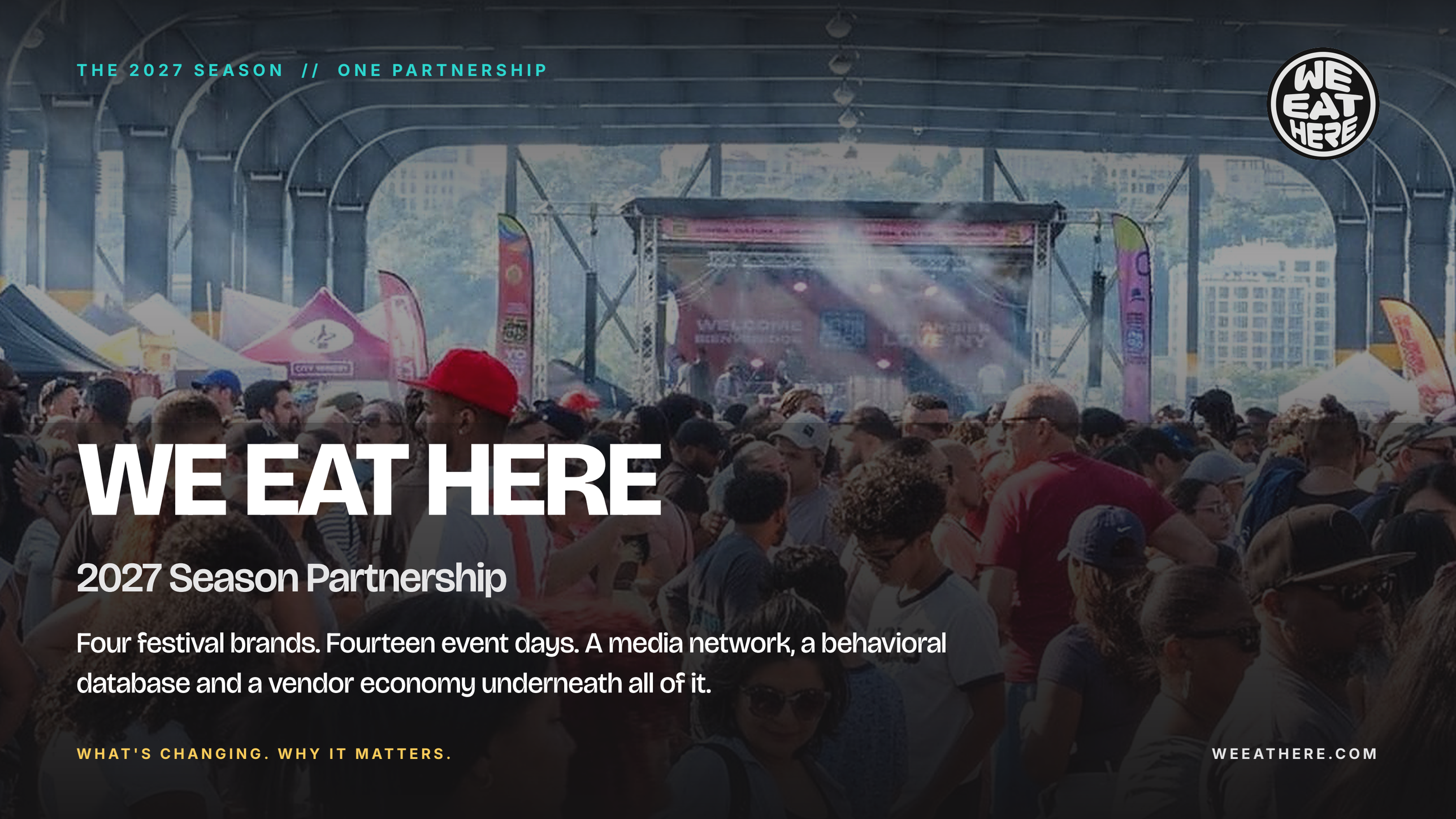


THE 2027 SEASON // ONE PARTNERSHIP

WE EAT HERE

2027 Season Partnership

Four festival brands. Fourteen event days. A media network, a behavioral database and a vendor economy underneath all of it.

WHAT'S CHANGING. WHY IT MATTERS.

WEEATHERE.COM

THE ECOSYSTEM

Most sponsorship buys one thing. This is four companies in one.

We Eat Here runs as four connected divisions. A partner enters at one and gets all of them, because each part feeds the next.

01 EXPERIENCES

Four festival brands

Bronx Night Market
Brooklyn Eats Here
Harlem Summer Nights
Latin Food Festival

130,000
people on the ground

02 MEDIA

Our own publishing arm

New York Eats Here
Newsletter and editorial
Four owned channels
Covering the city weekly

372,000
reachable, off the street

03 INTELLIGENCE

We know who showed up

Taste ID behavioral engine
Seven eater archetypes
Street Signal, our B2B platform
Corridor-level research

3,061
profiles and climbing

04 GROWTH

A real vendor economy

Street Eats Foundation
Vendor development
Small businesses scaled up
Jobs created on the block

240+
vendor slots a season

A promoter sells you the first box. We own all four, which is why your presence does not end when the tents come down.

We don't rent a crowd. We built one.

We Eat Here is a New York food culture company. We produce the city's community food festivals, we publish the media that covers them, and we own the behavioral data that comes out of both.

Ten years, four properties, and a decade of relationships with vendors, community boards and city agencies. Nobody handed us this audience. We earned it one block at a time.

That is why a partnership with us does not end when the tents come down.

4	3	4	1
FESTIVAL BRANDS	BOROUGHS	OWNED MEDIA CHANNELS	BEHAVIORAL DATABASE

TEN YEARS ON THE STREET

2016

One night market in one borough. No sponsors, no list, no media.

2019 – 2023

Four properties across three boroughs. National media partners. Over 200,000 people through our gates.

2024 – 2026

The media arm passes 134,000 subscribers. The events become the front door, not the whole business.

2027

One season, one agreement, sold once. Media and data included rather than sold separately.

WHY WE'RE QUALIFIED

Ten years without a cancelled event.

Street festivals fail on permits, on safety, on vendors who don't show. We have run them at scale for a decade. The city knows us by name.

PERMITTED AND TRUSTED

Trusted by NYC Parks, FDNY and community boards across three boroughs. Every event fully permitted, staffed and insured. Your brand never carries our operational risk.

ROOTED, NOT PARACHUTED

Standing partnerships with West Harlem Development Corporation, Harlem CDC, Columbia University and community organizations in every neighborhood we operate in. We're invited, not tolerated.

TRUSTED BY CATEGORY LEADERS

Coca-Cola, Visa, Target, AT&T, NBCUniversal and Montefiore Einstein have all put money on this platform. Not aspirational logos. Brands that bought and came back.

BRANDS AND INSTITUTIONS THAT HAVE TRUSTED THIS PLATFORM

NBCUNIVERSAL · COCA-COLA · AT&T · TARGET · VISA · OPTIMUM · BOSTON BEER · MONTEFIORE EINSTEIN · SIMON MALLS · INDUSTRY CITY · TELEMUNDO · SNAPPLE · NYC PARKS · FDNY · COLUMBIA UNIVERSITY · WEST HARLEM DEV CORP · HARLEM CDC

THE PROOF

We don't publish our partners' sales data. Here's what we can show you.

Every claim on this page comes from our own gate counts, our own roster and our own platform. Ask us for the source on any of them.

ATTENDANCE, ONE PROPERTY, THREE YEARS

Latin Food Festival gate counts, 2023 to 2025



+76% in two years, with no year down.

THE ONLY SPONSORSHIP METRIC THAT MATTERS

71%

of our sponsors return the following year.

Measured across the Latin Food Festival partner roster. Nobody renews what didn't work.

10
YEARS PRODUCING, WITH ZERO CANCELLED EVENTS

200,000+
PEOPLE THROUGH OUR FESTIVALS OVER THAT DECADE

240+
VENDOR SLOTS A SEASON, 80% MINORITY AND WOMEN OWNED

150+
LOCAL JOBS SUPPORTED EVERY SEASON

THE PORTFOLIO

Four brands. Four crowds. Four different reasons to show up.

These are not four dates on one calendar. Each one is a built brand with its own name, its own look, its own neighborhood and its own audience. A season partner gets all four, and each one reaches a crowd the others do not.

THE BRONX

BRONX NIGHT MARKET

"The Bronx Eats Here."

The flagship. Loud, proud, and the most packed block we run.

BROOKLYN

BROOKLYN EATS HERE

"Every block has a kitchen."

Effortless, independent, creative. Brooklyn does not announce itself.

HARLEM

HARLEM SUMMER NIGHTS

"Where Harlem Glows."

Eight Thursdays under the Arches. Soulful, warm, built on legacy.

MANHATTAN

LATIN FOOD FESTIVAL

"The diaspora eats together."

Two Saturdays. The whole Latin diaspora in one place.

PROPERTY 01 // THE BRONX

BRONX NIGHT MARKET

"The Bronx Eats Here."

Grand Concourse at 161st Street, in the shadow of the Stadium. Started in 2017 as an open-air gathering and became the most successful food and culture series in Bronx history. Backed by the 161st Street BID and the Borough President's office.

WHY A BRAND BUYS THIS ONE

The densest crowd on the calendar, in a borough most brands say they want and few actually show up in. Family-heavy, multigenerational, and fiercely loyal to anyone who treats the Bronx as a destination rather than a demographic.

10,000	2	50+
ATTENDANCE	FESTIVAL DAYS	VENDORS

MAY + OCTOBER · 1,200+ SMALL BUSINESSES SINCE 2017 · 1M+ LIFETIME VISITORS

PROPERTY 02 // BROOKLYN

BROOKLYN EATS HERE

"Every block has a kitchen."

Industry City. Fifty Brooklyn vendors, MWBE-prioritized, chosen for the kind of food people actually travel for. Brooklyn does not need to announce itself, so this one is quieter, cooler and more design-led than anything else we run.

WHY A BRAND BUYS THIS ONE

The youngest, highest-income, most design-literate crowd in the portfolio. This is the audience that photographs everything and decides what the rest of the country tries next year. A brand that lands here gets earned reach, not just footfall.

12,000	2	50
ATTENDANCE	FESTIVAL DAYS	VENDORS

PROPERTY 03 // HARLEM

HARLEM SUMMER NIGHTS

"Where Harlem Glows."

Eight straight Thursdays under the Arches at West 133rd. Not a summer festival, a cultural gathering with intentional programming: food, live music, an open-air gallery and a neighborhood that treats the night as its own. Harlem is the main character here, never the backdrop.

WHY A BRAND BUYS THIS ONE

Eight nights is the longest continuous presence any partner can hold in this city. Not one weekend they forget by Monday, but a standing Thursday habit across two months, in the neighborhood with the deepest cultural authority in America.

80,000
ATTENDANCE

8
NIGHTS

80%
MWBE VENDORS

PROPERTY 04 // MANHATTAN

LATIN FOOD FESTIVAL

"The diaspora eats together."

The Original. Two Saturdays, two locations, one table for the whole diaspora. Not one country and not one cuisine: Salvadoran pupusas next to Colombian arepas next to Dominican chicharrón, every dish named, every country named. Built on the abuelas, street vendors and heritage recipes behind all of it.

WHY A BRAND BUYS THIS ONE

30,000 people in two days, and the fastest-growing property we own: 17,000 to 30,000 in two years. For any brand with a multicultural mandate, this is the single densest concentration of the US Latino consumer anywhere on the East Coast calendar.

30,000	2	+76%
ATTENDANCE	FESTIVAL DAYS	GROWTH, 2 YEARS

SEPTEMBER · TWO SATURDAYS · THE FULL LATIN DIASPORA, NAMED

THE 2027 SEASON

Fourteen days, May through October.

BRONX NIGHT MARKET

2 days

MAY + OCTOBER

10,000

BROOKLYN EATS HERE

2 days

JUNE + OCTOBER

12,000

HARLEM SUMMER NIGHTS

8 nights

JULY + AUGUST

80,000

LATIN FOOD FESTIVAL

2 days

SEPTEMBER

30,000

THE SEASON

14

EVENT DAYS

130,000+

EVERY SQUARE IS A FULL EVENT DAY



MAY JUN JUL AUG SEP OCT

Exact dates confirm with the city each spring and are written into your agreement. Harlem Summer Nights and Latin Food Festival figures are our own gate counts. Brooklyn is projected on weekend foot traffic at the site.

THE AUDIENCE

The demographic every brand is chasing.

Multicultural, young, urban, high-intent. The consumers who set what the rest of the country eats twelve months later, standing in front of you with money out and three hours to spend.

82%	HISPANIC + BLACK ATTENDANCE
2–3 HRS	AVERAGE DWELL TIME ON SITE
$2.8T	U.S. LATINO GDP
FREE	EVERY EVENT, RSVP REQUIRED

A digital impression buys you a scroll. This buys you two hours, a sample in their hand, and a conversation they remember.



THE ACTIVATION

What your brand actually does on an event day.

Not a logo on a banner. This is the anatomy of a single day, from the week before to the report that lands after.

T-7 DAYS

The build-up

Newsletter placement to the list. Feed post and story arc announcing your presence. Editorial feature if your tier carries one.

GATES OPEN

The entry

Branded arch or entrance moment. Signage across the footprint. Your name on the run of show and in the announcements from the stage.

4PM – 10PM

The footprint

Your activation space in the flow of the crowd. Sampling, demos, giveaways, direct sales. Two to three hours of dwell time per attendee, not eight seconds.

THE STAGE

The moment

A programmed moment that belongs to you: a chef collaboration, a tasting, a performance intro. Filmed by us and by every phone in the crowd.

T+7 DAYS

The receipt

Recap coverage across the network. A verified performance report with link-level data. Taste ID read on which archetypes your activation pulled.

MULTIPLY BY 14

That is one day. A season partner runs this cycle fourteen times between May and October, across four brands, in front of four different crowds.

THE MEDIA NETWORK

The event ends Sunday. The story doesn't.

New York Eats Here is our media arm, not a hired one. It covers the city's food culture every week, and it covers our partners inside that coverage, in our voice, to an audience that opted in.

134,760
NEWSLETTER SUBSCRIBERS

+23,310
NET NEW SUBSCRIBERS IN EIGHT WEEKS

237,000+
INSTAGRAM FOLLOWERS ACROSS THE NETWORK ACCOUNTS

4
OWNED CHANNELS COVERING THE SAME CITY DAILY

EDITORIAL

A full feature on newyorkeatshere.com, in our voice. A story readers finish.

NEWSLETTER

The lead slot, not the footer, to a list that asked to hear from us.

SOCIAL

A feed post plus a three-day story arc. Not a post that dies in 24 hours.

THE RECAP

A verified report after every campaign, with link-level data. Not impressions.

BEFORE THE SEASON STARTS

Included at every tier

Partner announcement
A social post naming you at signature.

Season lineup drop
Your brand in the announcement that opens the season.

Pre-season newsletter
One mention to the full list before day one.

TASTE ID // THE INTELLIGENCE LAYER

You won't just reach them. You'll know them.

Taste ID is our behavioral database of New York eaters. Every profile comes from a real person at a real event, sorted into one of seven archetypes by how they actually eat, not how they say they eat.

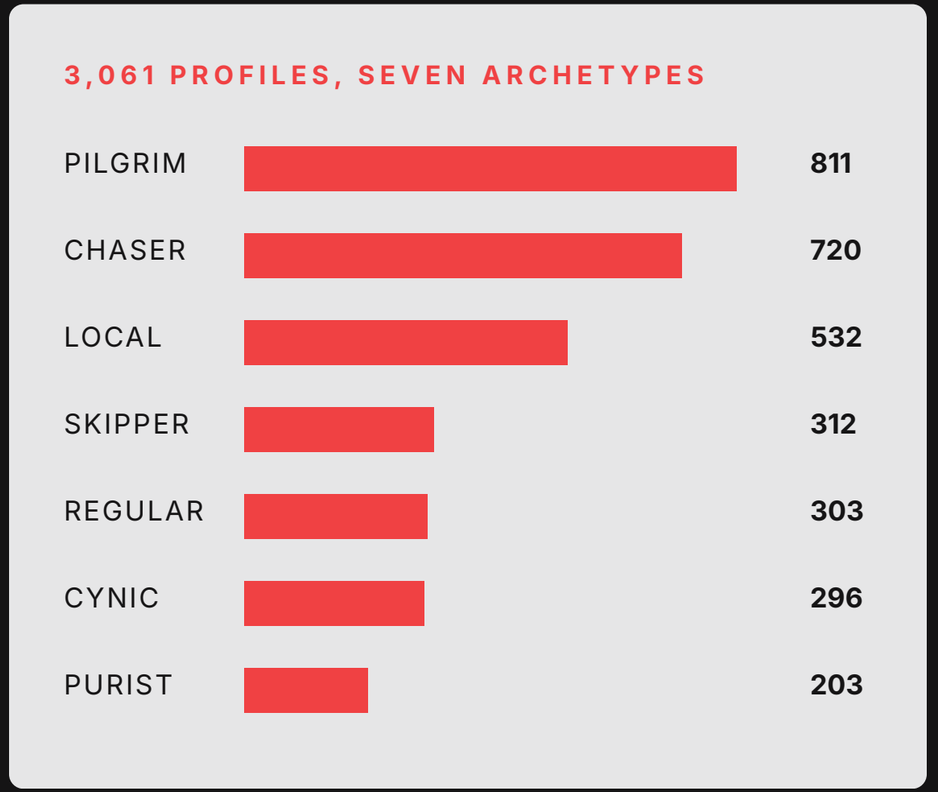
A panel company pays strangers to answer questions and the answers are worth about what they cost. Our people answer for free, because they were already in the crowd.

Season partners get access. You'll know which archetypes your activation pulled, which ones it didn't, and what to change before the next date.

3,061
COMPLETED PROFILES

3.8x
GROWTH IN EIGHT WEEKS

7
EATER ARCHETYPES



THE VENDOR ECONOMY

This is not a marketing line item. It is impact.

Every one of our fourteen event days is built on small businesses that are majority minority and women owned. For a partner with a supplier-diversity, community-reinvestment or ESG mandate, this is a different budget than marketing, and it is usually a bigger one.

240+	80%	150+	501c3
VENDOR SLOTS FILLED EACH SEASON	MINORITY AND WOMEN OWNED	LOCAL JOBS SUPPORTED EVERY SEASON	STREET EATS FOUNDATION, OUR NONPROFIT ARM

WHAT WE ACTUALLY DO

We do not just rent tables. The Street Eats Foundation runs vendor development: business training, permit help, capital readiness and a path from a folding table to a storefront.

WHAT YOUR BRAND GETS

A vendor sponsorship carried in your name at every tier. You fund specific small businesses onto the street, they are named as yours, and the story runs through our editorial.

WHAT YOU CAN REPORT

Named businesses supported, jobs touched, neighborhoods served, with our verified counts behind it. The kind of number a community-reinvestment team can actually file.

Most brands fight over the same marketing dollar. Almost nobody is competing for this one.

HOW BRANDS USE THIS

Three ways in, depending on what you came for.

A beverage brand and a bank are not buying the same thing. Every tier can be built along any of these three lines, so the package matches the objective rather than the budget alone.

PATH 01

Sampling

BEVERAGE · CPG · QSR · SNACK

You want product in hands. We weight your package toward footprint: prime placement in the crowd flow, maximum event days, sampling rights and direct sales.

- Prime activation footprint
- Sampling and demo rights
- Taste ID read on who tried it

PATH 02

Community

BANKS · HEALTH · UTILITIES · EDUCATION

You need to be seen as part of the neighborhood, and you need to report it. We weight your package toward the vendor economy and the civic side.

- Named vendor sponsorships
- Community partner billing
- Impact reporting you can file

PATH 03

Culture

MEDIA · APPAREL · SPIRITS · ENTERTAINMENT

You want the story, not the booth. We weight your package toward stage moments, editorial features and content made with you rather than about you.

- Programmed stage moments
- Editorial features in our voice
- Co-produced content across the network

SAME PRICES. SAME SEASON. THE MIX IS BUILT AROUND WHAT YOU ARE ACTUALLY TRYING TO DO.

SEASON PARTNERSHIP // 2027

Three ways to take the season.

One agreement. Fourteen event days. All four brands. Media and intelligence included, not invoiced.

TITLE

1 AVAILABLE

$100,000

Season presenting rights across all four brands. Full category exclusivity. Custom activation footprint on all fourteen event days. A stage or opening moment at every property. 20 content features. Full Taste ID access with quarterly reporting.

ANCHOR

4 AVAILABLE

$50,000

Entrance and zone branding across the season. Activation presence on all fourteen event days. A programmed moment at each property. 12 content features. Taste ID access with a season report.

COMMUNITY

6 AVAILABLE

$15,000

Activation booth on all fourteen event days. Season-wide signage and digital presence. 6 content features. Taste ID season summary. A vendor sponsorship carried in your name.

ONE BRAND PER CATEGORY · FIRST RIGHT OF REFUSAL FOR 2028

WHEN YOUR COMPETITOR CALLS, WE TELL THEM THE SEAT IS TAKEN

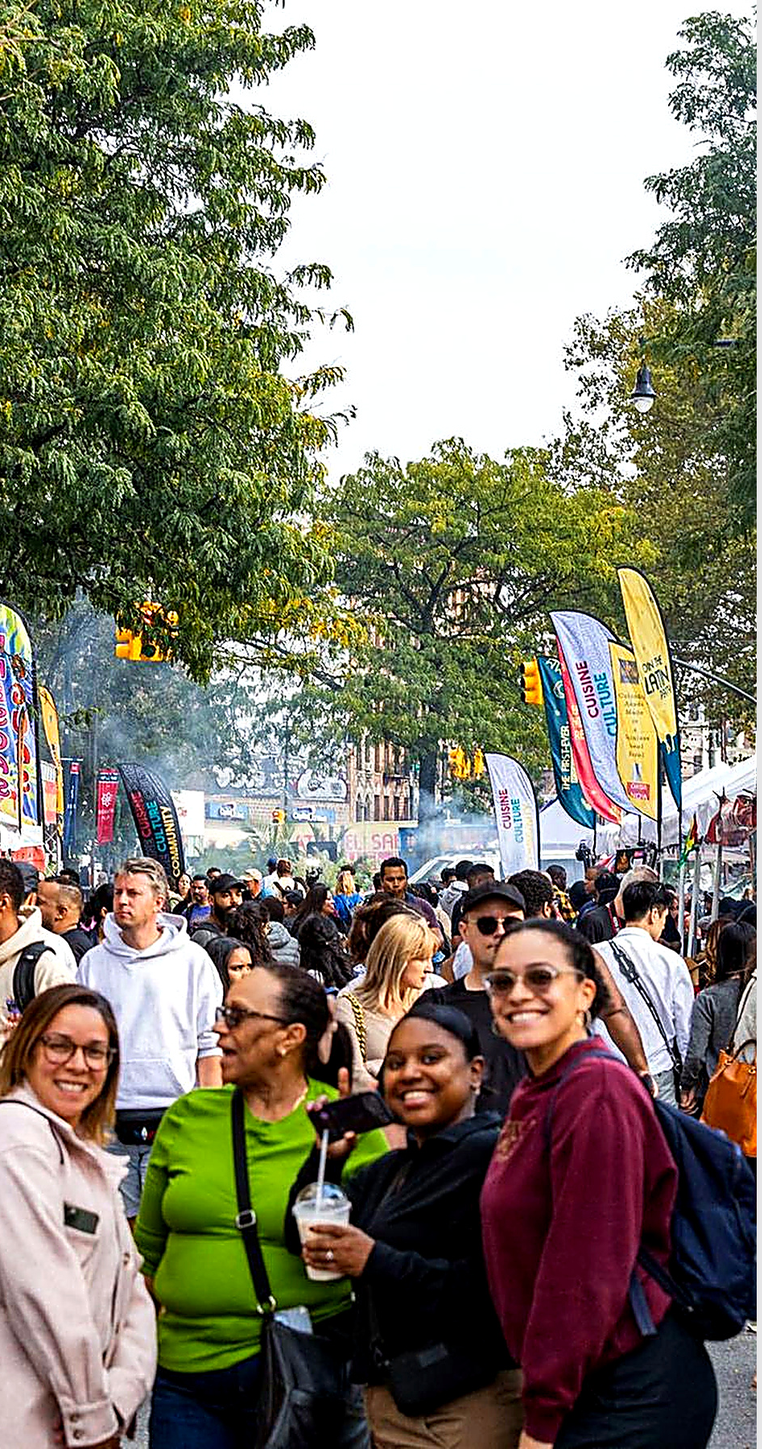
SINGLE DATES FROM

$2,500

WHAT EACH TIER CARRIES

Line by line.

BENEFIT	TITLE $100K	ANCHOR $50K	COMMUNITY $15K
Event days on site	14	14	14
All four festival brands	YES	YES	YES
Season presenting rights	YES	—	—
Category exclusivity	FULL	YES	—
Activation footprint	CUSTOM	PRIME	BOOTH
Stage or programmed moment	EVERY EVENT	EACH BRAND	—
Content features across the network	20	12	6
NYEH digital package included	YES	YES	YES
Taste ID access	QUARTERLY	SEASON REPORT	SUMMARY
Vendor sponsorship in your name	YES	YES	YES



A LA CARTE

Not ready for the season?

Start with one date. Every a la carte partner sees the same machine at smaller scale, which is usually how the season conversation starts.

On the ground

$2,500

PER EVENT DAY, STARTING AT

Your space at the event with the full on-site package: print presence, digital placement, social inclusion and newsletter coverage.

Add the digital package

$5,000

NEW YORK EATS HERE

A full article on newyorkeatshere.com, a feed post and story arc, and a newsletter feature to the entire ecosystem.

WHAT A SEASON INCLUDES BEFORE ANYTHING ELSE

14	4	$20,000
EVENT DAYS	BRANDS	OF MEDIA, INCLUDED

NEXT STEPS

Take the season.

2027 categories are being allocated now, ahead of the calendar locking in spring.

01

Pick your tier

Claim your category before someone in it does.

02

Get your plan

A season activation plan and mockups, built to your brand.

03

Sign once

One agreement covering the full 2027 calendar.

We're not looking for logos. We're looking for partners who want to be part of how New York eats, and who'd rather build the year with us than rent a weekend from someone else.

partnership@weeathere.com

Interested in a single property? Individual event decks available on request.

