
SPONSORSHIP PROPOSAL

Public Events



**THE
HUB**
THIRD AVENUE BUSINESS IMPROVEMENT DISTRICT

Third Avenue Business Improvement District 2025

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INTRODUCTION

Welcome to the Hub, the longest-running commercial district in the Bronx, connecting the historic neighborhoods of Mott Haven and Melrose. Running primarily along Third Avenue and E 149th Street, this busy stretch is known for its blend of historic architecture and storefronts, diverse cultures, and a mix of retail clothing and discount stores.

Founded in 1988, the Third Avenue BID is the oldest commercial district in the Bronx. Located along two train lines and seven bus routes, the area affectionately known as "The Hub" sees up to 200,000 visitors daily and serves over 300 storefronts.

Our Neighborhoods

Mott Haven: a vibrant neighborhood with historic brownstones, a thriving dining scene, and a shoreline with the Harlem River.

Melrose: a storied neighborhood with historic churches, community gardens, and the Melrose Ave Metro North stop, a twenty minute walk from the Hub.



VISION & MISSION

Vision

Our vision for the Third Avenue Business Improvement District is that it continues to foster investment and becomes one of the leading and most prominent downtowns in New York City.

Mission

Our mission is to keep one of New York City's most trafficked commercial districts clean, safe, attractive and well programmed for businesses, employees, community residents, and visitors while promoting economic development in the South Bronx. Our programs include economic development and retail services, small business navigation, public space activation, supplemental sanitation, public safety, streetscape and capital improvements, horticulture installations, event planning, and visitor services.



OUR EVENTS

The Third Ave BID hosts multiple events each year, with signature events such as the Third Avenue Street Festival, Back to School and Winter Wonderland. We also organize community events in Roberto Clemente Plaza, activate storefronts, host workshops and partner with artists to install public murals on commercial buildings. Sponsors are welcome to support these initiatives or partner with us to bring your existing programming to our community.



Upcoming Events

January

2025-2026

SEPT 13	Back to School Backpack and supplies giveaway
OCT 30	Halloween: Trick or Streets Plaza activation – candy giveaways, scavenger hunt, and movie screening
NOV TBD	Thanksgiving Food Drive Turkey giveaway
DEC 13	Winter Wonderland Toy Drive and family activities at YMCA La Central
FEB 14	In LOVE with the Hub Plaza event and family activities
APRIL 22	Earth Day Car Free Plaza Event and family activities
JUNE/JULY TBD	Third Ave Street Festival Music, performances, food and general vendors

BENEFIT FOR SPONSOR

- Logo on flyer - distributed to over 300 businesses and over 2,000 families
- Logo included in BID newsletter - over 500 subscribers
- Logo included on BID social media - Over 1,000 followers
- Sponsorship staff participation on day of the event
- BID staff support on day of event

SPONSORSHIP PACKAGE

Tier 1 --- **\$2,500**

Our smallest events that typically have attendance of up to 100 people.

Tier 2 --- **\$3,000**

Our medium-sized events that have attendance of up to 500 people.

Tier 3 --- **\$5,000+**

Our larger events that have an attendance of up to 1,000 people or more.



BUDGET ESTIMATES*

Please see below for general estimates on event expenses.

Description	Cost
Staff Time	\$300 - \$5,000
Film screening licensing and equipment	\$500 - \$1,000
Event Permit	\$100 - \$3,000
Event giveaways (backpacks, candy, snacks, etc.)	\$300 - \$3,000
DJ/music/performances	\$300-\$3,000
Marketing & Advertising	\$500 - \$5,000

*This is not a comprehensive list as some of our events evolve and grow over time. These estimated costs can also vary based on event size, changing costs, and city regulations.

THANK YOU

Thank you for your consideration and we look forward to
developing this important partnership!



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