
SPONSORSHIP PROPOSAL

Public Events



**THE
HUB**
THIRD AVENUE BUSINESS IMPROVEMENT DISTRICT

Third Avenue Business Improvement District 2025

Prepared By: Pedro Suarez

@thirdavenuebidhub

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

2026

January

FEB 14	Valentine's Love The Hub Family activities and giveaways
APRIL	Earth Day Celebration Environmental activities and giveaways
MAY	Plaza Concert Series (2) Music and performances
JUNE	Plaza Concert Series (2) Music and performances
TBD	Sponsor Specific Workshops

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Upcoming Events

2026

JULY 11	3rd Ave Street Festival Performances, vendors, and special guests
AUG	Back to School at the Hub Backpack and school supplies giveaway
SEPT	Hispanic Heritage Month Celebrating Roberto Clemente and spirit of humanitarianism
OCT	Halloween at the Hub Scavenger Hunt and candy giveaway
NOV	Thanksgiving Turkey Drive
DEC	Winter Wonderland Toy drive, family activities, food and entertainment
TBD	Sponsor Specific Workshops

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

 \$15,000

Inclusion in all events and promotions for the year (10+)

Tier 2

 \$10,000

Inclusion in 5 events

Tier 3

 \$5,000

Inclusion in 3 events



BUDGET ESTIMATES*

Please see below for general estimates for each event.

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



+718-218-5430



www.thirdavenuebid.org



psuarez@thirdavenuebid.org

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