

BLUES BBQ FESTIVAL



2025 **PARTNERSHIP
OPPORTUNITIES**

HUDSON RIVER PK

BLUES BBQ FESTIVAL

PIER 76 AT W 34 ST.



ATTENDANCE

16,500+

AUDIENCE

MUSIC LOVERS
OF ALL AGES,
80% AGED 21+

Hudson River Park's Blues BBQ Festival is a highlight of the Park's event season — beloved for more than 20 years. The festival brings together a varied audience from all five boroughs of New York City and the tri-state area, providing a unique opportunity to reach potential customers.



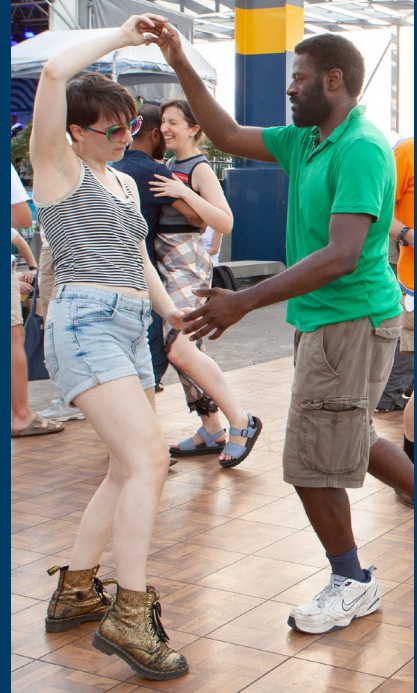
BLUES BBQ FESTIVAL

PIER 76 AT W 34 ST.

AREAS TO CUSTOMIZE & ACTIVATE

Create a bespoke branded experience within the Festival at any of these areas on the pier:

- › Lounge
- › Picnic tables
- › Games spot
- › Dance floor



PAST SPONSORS

- › Ben & Jerry's
- › Coca-Cola
- › Budweiser
- › Sixpoint
- › Pacifico
- › Blue Point
- › Modelo
- › Glenfiddich
- › Wild Turkey
- › KIND
- › WBGO
- › WFUV
- › Depends
- › CrowdRX

