



Overview

28
Acres

105+
Businesses

100+
Events

158
Room Hotel

2.4K
Residents

5K
Employees

5
Entertainment Venues

8.6M
Annual Visitors

Community Connections Event + Partnership Opportunities

In the Greater Boston area, Assembly Row is recognized as a leader in providing first-in-market events that drive traffic to and throughout the property. All events present brands with a unique opportunity to connect with Assembly Row's most engaged audience base on an annual, monthly, or weekly basis. All programming is widely promoted online, on-site and receives positive media coverage shared with an eclectic audience located in Somerville and beyond.

Signature Events



Bar Stars Thursday, July 9

Bar Stars is a ticketed, 21+ rooftop restaurant competition where Assembly Row restaurants compete to win the best drink, and best bite of the night. The event includes food/drink samples, live music, games, live voting and more.



Riverfest Saturday, September 12

Riverfest, our annual block party, attracts around 32k visitors annually. Event highlights include an artisan market, local bands, tenant activations and free family-friendly activities, all culminating with fireworks over the Mystic River.



Trick-or-Treat for a Cause Sunday, October 25

An annual staple, costumed families stop into participating businesses throughout the neighborhood to collect candy. The event ends (or begins) with a spooky DJ and dance party on The Lawn.



Ugly Sweater Crawl Thursday, December 10

A festive, ticketed bar crawl where guests wear their ugliest Christmas Sweaters while they eat + sip their way through The Row, enjoying perks + surprises from participating shops along the way.

Digital Reach



32.2K FOLLOWERS



37K FOLLOWERS



37.8K SUBSCRIBERS



2M VISITS
OVER A 90-DAY PERIOD

MAY

Yoga in The Park
5/2 5/9 5/16 5/23 5/30

Spring Yappy Hour
5/2

BWM Makers Market
5/9

JULY

Bar Stars - 7/9

Yoga in The Park
7/11 7/18 7/25

Farmers Market Fridays
7/10 7/17 7/24 7/31

BWM Makers Market
7/11

SEPTEMBER

Riverfest - 9/12

Farmers Market Fridays
9/4 9/11 9/18 9/25

Yoga in The Park
9/5 9/19 9/26

BWM Makers Market
9/12

NOVEMBER

Christmas Tree Farm
11/21 - 12/24

Santa's Shed
11/27 - 12/24

Holiday Music
11/27 11/28 11/29

JUNE

Yoga in The Park
6/6 6/13 6/20 6/27

Farmers Market Fridays
6/12 6/19 6/26

BWM Makers Market
6/13

AUGUST

Yoga in The Park
8/1 8/8 8/15 8/22 8/29

Summer Yappy Hour
8/1

Farmers Market Fridays
8/7 8/14 8/21 8/28

BWM Makers Market
8/8

OCTOBER

Trick-or-Treat - 10/25

Farmers Market Fridays
10/2 10/9

Halloween Movie Nights
10/9 10/16 10/23

BWM Makers Market
8/8

Howl-o-ween Yappy Hour
10/24

DECEMBER

Ugly Sweater Crawl - 12/10

Christmas Tree Farm
11/21 - 12/24

Santa's Shed
11/27 - 12/24

Makers & Mocktails
12/1 12/8 12/15 12/22 12/29

Holiday Music
12/5 12/6 12/12 12/13 12/19 12/20