

Partnership Opportunities at THE AVENUE at White Marsh



Dear Business Neighbor:

When working to reach your target audience, shopping centers can be an excellent resource - especially when partnered with successful promotions or events.

THE AVENUE at White Marsh offers many opportunities for businesses like yours to partner with us, throughout the year! Details of sponsorship opportunities are outlined in the attached sponsorship decks.

Please review the enclosed information to determine if a partnership would be beneficial to your business. We would be happy to discuss how we can design a package that fits your marketing goals!

We are looking forward to working with you in 2024!

Sincerely,

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LET'S GET SOCIAL!

@THEAVENUEATWHITEMARSH



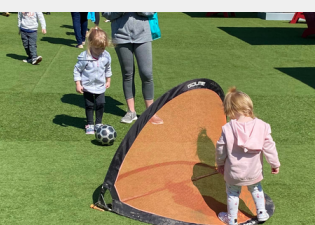
- 45K FOLLOWERS
- 450K PAGE REACH



- 8.3K FOLLOWERS
- 12K PAGE REACH



- 6805 TOTAL REVIEWS
- 70K VIEWS A MONTH



Tots@10:00 – 2024 Program

1st Thursday of the Month - April through October
Program developed for families with preschool aged children and the adults that they bring with them.

2023 Estimate Attendance: 1,500 per event

PLATINUM

- All gold & silver opportunities
- Up to 7 business related Facebook posts on THE AVENUE at White Marsh Facebook event page, as well as, promotional messaging on 1 Tots@10:00 eblast
 - Sponsor to provide all content and images
- Logo inclusion and clickable link on THE AVENUE at White Marsh website event page
- Business listing on THE AVENUE at White Marsh Facebook event page
- Logo inclusion on digital advertisement in rotation for the duration of the program on digital sign fixtures located throughout the property

\$5,500

GOLD

- All of silver opportunities
- PLUS - The opportunity for 4 business related Facebook posts on THE AVENUE at White Marsh Facebook page, as well as, promotional messaging on 1 event e-blast.
 - Sponsor to provide content and images

\$2,750

SILVER

- Opportunity to distribute promotional materials while interacting with attendees at all 7 events
- Opportunity for on-site class registration, appointment scheduling & demonstrations
 - It is required that all exhibitors provide an interactive activity or performance during the events to engage children while promoting your product/service offering to parents
 - All activities and promotional materials must be pre-approved by Federal Realty

\$2,000

THE AVENUE LIVE - 2024 Concert Series

Friday & Saturday evenings, June through August
Music fans from the greater Baltimore area - 30 mile radius
2023 estimated attendance: 1,000 per concert



PLATINUM

- All gold and silver opportunities
- Sponsorship recognition and logoed table cloth at the chair rentals location, operated by the PTSA of Perry Hall High School
- In 2023, this program raised \$3,400 to support the PHHS fundraising efforts
- Logoed giveaway item to be distributed during series - up to 1,000 giveaways

\$8,500

GOLD

- All silver opportunities
- The opportunity for promotional messaging on 1 AVENUE LIVE eblast to be sent prior to the first concert
 - Sponsor to provide all content and images
- Logo inclusion on digital advertisement in rotation for the duration of the program on sign fixtures located throughout the property

\$6,500

SILVER

- Logo inclusion and clickable link on THE AVENUE at White Marsh website event page
- Business listing on THE AVENUE at White Marsh Facebook event page
- On-site representation for up to 6 performances or up to 6 business related Facebook posts on THE AVENUE at White Marsh Facebook page
 - Sponsor to provide all content and images

\$5,000

Add-on opportunity:

THE AVENUE at White Marsh will host a Halloween - themed outdoor movie on Friday, October 25th to provide a family-friendly night out of fun.

We welcome your business to join us!

- Logo inclusion on event e-blast
- Logo inclusion on website event page
- Advertisement slide/video to be shown prior to movie
- Logo inclusion on digital signage throughout the property

\$2,500



THE AVENUE at White Marsh Annual Holiday Parade

A Baltimore County premiere community event and celebration of the holiday season: including local government officials, high school marching bands, street performers, mascots, dance troupes, community organizations and more!

An estimated 10,000 spectators and participants will be on hand for this celebration!

Sponsorship monies will help continue our long standing tradition of financially supporting the fundraising efforts of the high school marching bands participating in the parade. In 2023, a total of \$6,000 was distributed to 12 local high schools.



PLATINUM

- All silver & gold opportunities
- Logo inclusion on 3,000 holiday jingle bells to be distributed to parade spectators
- Logo inclusion on parade banner to be carried at the front of the parade
- Exposure opportunities on THE AVENUE at White Marsh Facebook page
- Logo inclusion on the digital advertisement in rotation on the digital sign fixtures located throughout the property

\$6,000

GOLD

- All silver opportunities
- Logo inclusion on THE AVENUE at White Marsh website event page
- On-site promotional mentions by parades emcee at the Main Plaza stage, day of the event
- Exposure opportunities on one post on THE AVENUE at White Marsh Facebook page

\$2,500

SILVER

- Opportunity to have business represented in parade line-up
- On-site presence during the event

\$1,500

Add on Opportunity

- Opportunity to have business logo on giveaway for the 27th annual tree lighting

\$1,500