

# 2024 Sponsorship & Business Development





# Facts

The Collection at RiverPark is a 650,000 square foot, open air, specialty retail center located in the heart of West Ventura County.

- **Monthly Average Visits to Center**
  - 2023 - Approximately 1 million
- **2023 Total Population**
  - Primary - 255,507
  - Secondary - 234,952
- **2023 Total Households**
  - Primary - 255,507
  - Secondary - 234,952
- **2023 Median Age**
  - Primary - 32.6
  - Secondary - 38.6





RANK: 1  
CUSTOMERS: 22.1%

Fusion Families | Age 35-44 | Household Income \$150K - \$200K | Dominant US Location: Sacramento (CA) - Stockton (CA) - Modesto (CA)

Summary: Family-centered, suburban high-income households who still visit the mall. A diverse Asian, Hispanic, Black, and Caucasian blend, the thing that brings them together is children. This is the top segment for visiting the mall. They take their children to pre-schools like Kids 'R' Kids, visit Charming Charlie, Motherhood Maternity, and Buy Buy Baby, drop their clothes off at Tide Cleaners and eat noodles at Bonchon. They stay fit and grocery shop at Costco. They follow brands like Sur La Table and BMW, and hashtag #selfcare, #cincodemayo, #healthyfood, and #mothersday. Brand Influence (Women) Ranked: Teiks, HONEST, FabFitFun, Birchbox, StitchFix  
Retail Affinity: Charming Charlie, Zales Outlet, Buy Buy Baby, Bonchon, BurgerIM, Costco Sprouts, Mercedes, Nutrishop, Fitness 19, Kiddie Academy, Kumon  
Top Web Activity Categories: Travel, Professional, Hobbies



RANK: 3  
CUSTOMERS: 12.5%

Satellite Scions | Age 45-54 | Household Income \$150K - \$200K | Dominant US Location: San Diego (CA)

Summary: Highly educated suburbanite families living on the outskirts of tech hubs. You'll find them reading Forbes Tech, Science News, and watching Shark Tank. They grocery shop at Trader Joes, stop by Nekter Juice Bar and drop their kids off at Kumon and Mathnasium. Fashionable, you'll see them shopping at Nordstrom, Urban Outfitters, and Lululemon. They like shopping online, following brands like Stance and Bonobos. They have an affinity for Land Rovers and talk about things like #transparency, #cookies, #mindset, and #selflove.  
Brand Influence (Women) Ranked: Gilt, Jonathan Adler, HONEST, Teiks, FabFitFun  
Retail Affinity: Jenny Yoo, Anthropology, Nordstrom Rack, Nordstrom, Which Which, Nekter Juice Bar, Trader Joe's, Sprouts, Whole Foods, Land Rover, Retro Fitness, Club Pilates  
Top Web Activity Categories: Travel, Recreation, Food



RANK: 2  
CUSTOMERS: 22.0%

Latin Vibe | Age 45-54 | Household Income \$75K - \$100K | Dominant US Location: Las Vegas (NV) Summary: Diverse, Hispanic-influenced consumers stretching their earnings near major cities. They work a wide range of occupations with at least some college education. They are more likely to watch Glee, read magazines like Complex and GQ Style, watch ESPN Deportes and Cartoon Network, and use WhatsApp. They prefer independently owned businesses such as bakeries, restaurants, and groceries. They visit thrift stores, work out at You Fit and enjoy visiting Casinos. They follow Enrique Iglesias, George Lopez, Pitbull, Pope Francis, and hashtag topics like #taco, #swim, and #weekendvibes.

Brand Influence (Women) Ranked: Modcloth, Birchbox, FabFitFun, StitchFix, Teiks  
Retail Affinity: Scrubs & Beyond, Avenue, Ross, Burger Fi, Blaze, Wakefern, Costco, Mini, Land Rover, You Fit, Independant Fitness  
Top Web Activity Categories: Travel, Hobbies, Food



RANK: 4  
CUSTOMERS: 11%

Familias | Age 35-44 | Household Income \$75K - \$100K | Dominant US Location: Monterey (CA) - Salinas (CA)

Summary: Large Hispanic families working service and blue-collar jobs in dense urban areas. They do well for their families despite low education levels. It is not uncommon to have 7+ people in a single household. They watch ESPN Deportes, Disney, and Adult Swim, enjoy rap music and are heavy social users (WhatsApp, Instagram, Snapchat). Appearance matters, they follow several e-commerce beauty brands. They prefer independently owned dollar stores, bakeries, and groceries. They follow George Lopez, Enrique Iglesias, Papa Francisco, and hashtag #backtowork, #tacos, and #Nintendo.  
Brand Influence (Women) Ranked: HONEST, Ipsy, AirBnB, ModCloth  
Retail Affinity: DTLR, Guess, Ross, Sketchers, dd's Discount, Blaze Pizza, The Habit, Independent (Hispanic) Grocers, Costco, Fitness 19, You Fit, UFC Gym  
Top Web Activity Categories: Food, Travel, Hobbies



# On-Site Advertising

## Backlit Directories

Location	Price
<b>Park View Court:</b> Near office tenants and outdoor dining, next to The Annex Food Hall	<b>\$2,000</b>
<b>The fire pit:</b> Near REI, H&M and across from The Container Store	<b>\$2,000</b>

\*Location subject to change

\*Print and install is not included in pricing

## Flag Banners

Location	Pricing
<b>Target Entrance</b>	<b>\$700</b>
<b>Century Riverpark 16 &amp; XD Entrance</b>	<b>\$600</b>
<b>24 Hour Entrance &amp; Container Store Entrance</b>	<b>\$600</b>

\*Location subject to change

\*Print and install is not included in pricing



# On-Site Advertising

## Vacant Storefront Barricade

Pricing	Starts at \$5000
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\*Location subject to change

\*Print and install is not included in pricing

## 22x228 Street Sign

Location	Availability	Pricing
1 (Starbucks Corner)	Available/Available	\$750 Single Sided or \$1,500 double
2 (Annex Food Hall)	Available/Available	\$750 Single Sided or \$1,500 double
3 (Century Theatre)	Available/Available	\$500 Single Sided or \$1,000 double
5 (REI Garden Area)	Available/Available	\$400 single sided or \$800 double

\*Location subject to change

\*Print and install is not included in pricing



**Pop-Up Shop**



**Car Display**



**Display on Park View Court**

# Sponsorship Opportunities

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Interested in becoming a presenting or supporting sponsor for one of our signature events? Some examples are:

## Presenting

- Spring Scavenger Hunt
- Trick-or-Treat at The Collection
- Santa Paws Pet Photo Nights
- Photos with Santa
- Tree Lighting Celebration

## Supporting

- Photos with the Bunny
- Rock The Collection Concert Series
- Tree Lighting Celebration
- Trick-or-Treat at The Collection

As a presenting or supporting sponsor, your brand will be featured and engaged in the process of event promotion, execution, and post-event publicity. Please contact the marketing department as each event requires different elements.

Sponsorship starts at \$5k for Supporting and \$10k for Presenting

\*Digital ads and graphics must be approved by The Collection management.



Event Photos







# Social Media

FACEBOOK

INSTAGRAM

TWITTER



42k likes



16.1k followers



4.2k followers

@TheCollectionRP

