

2025 Advertising & 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.

2024 Visits to Center
10.2 million

2023 Visits to Center
10 million





On-Site Advertising

Backlit Directories

Location
Park View Court: Near office tenants and outdoor dining, next to The Annex Food Hall
The fire pit: Near REI, H&M and across from The Container Store

*Location subject to change

*Print and install is not included in pricing

Flag Banners

Location
Target Entrance
Century Riverpark 16 & XD Entrance
24 Hour Entrance & Container Store Entrance

*Location subject to change

*Print and install is not included in pricing



On-Site Advertising

Vacant Storefront Barricade

Location Subject to Availability

*Location subject to change

*Print and install is not included in pricing

22x228 Street Sign

Location	Availability
1 (Starbucks Corner)	Available/Available
2 (Annex Food Hall)	Available/Available
3 (Century Theatre)	Available/Available
5 (REI Garden Area)	Available/Available

*Location subject to change

*Print and install is not included in pricing



On-Site Activations



Pop-Up Shop



Car Display



Display on Park View Court



Sponsorship Opportunities

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

Presenting

- Photos with the Bunny
- Santa Paws Pet Photo Nights
- Photos with Santa
- Tree Lighting Celebration

Supporting

- Kids Club
- Tree Lighting Celebration
- Trick-or-Treat at The Collection

Custom Sponsorships

- We love to get creative and offer flexible sponsorship options tailored to your marketing goals and budget

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



18.7k followers



4.2k followers

@TheCollectionRP

Contact
vscott@centercal.com

