

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
10.7 million

2023 Visits to Center
10 million





On-Site Advertising

Backlit Directories

Location	Price
Park View Court: Near office tenants and outdoor dining, next to The Annex Food Hall	\$2,500
The fire pit: Near REI, H&M and across from The Container Store	\$2,500

*Location subject to change
*Print and install is not included in pricing

Flag Banners

Location	Pricing
Target Entrance	\$700
Century Riverpark 16 & XD Entrance	\$600
24 Hour Entrance & Container Store Entrance	\$600

*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/Not Available	\$750 Single Sided
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

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

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

Supporting

- 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



42k likes

INSTAGRAM



19.5k followers

TWITTER



4.2k followers

@TheCollectionRP

Contact
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