

# 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  |
|---|
| <b>Park View Court:</b> Near office tenants and outdoor dining, next to The Annex Food Hall |
| <b>The fire pit:</b> 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  |
| <b>Century Riverpark 16 &amp; XD Entrance</b>          |
| <b>24 Hour Entrance &amp; Container Store Entrance</b> |

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





# On-Site Advertising

## Vacant Storefront Barricade

|         |
|---------|
| Pricing |
|---------|

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

## 22x28 Street Sign

| Location             | Availability            |
|----------------------|-------------------------|
| 1 (Starbucks Corner) | Available/Not 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

- 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



18.8k followers

TWITTER



4.2k followers

@TheCollectionRP

**Contact**  
**vscott@centercal.com**

