# 2025 Advertising & Business Development













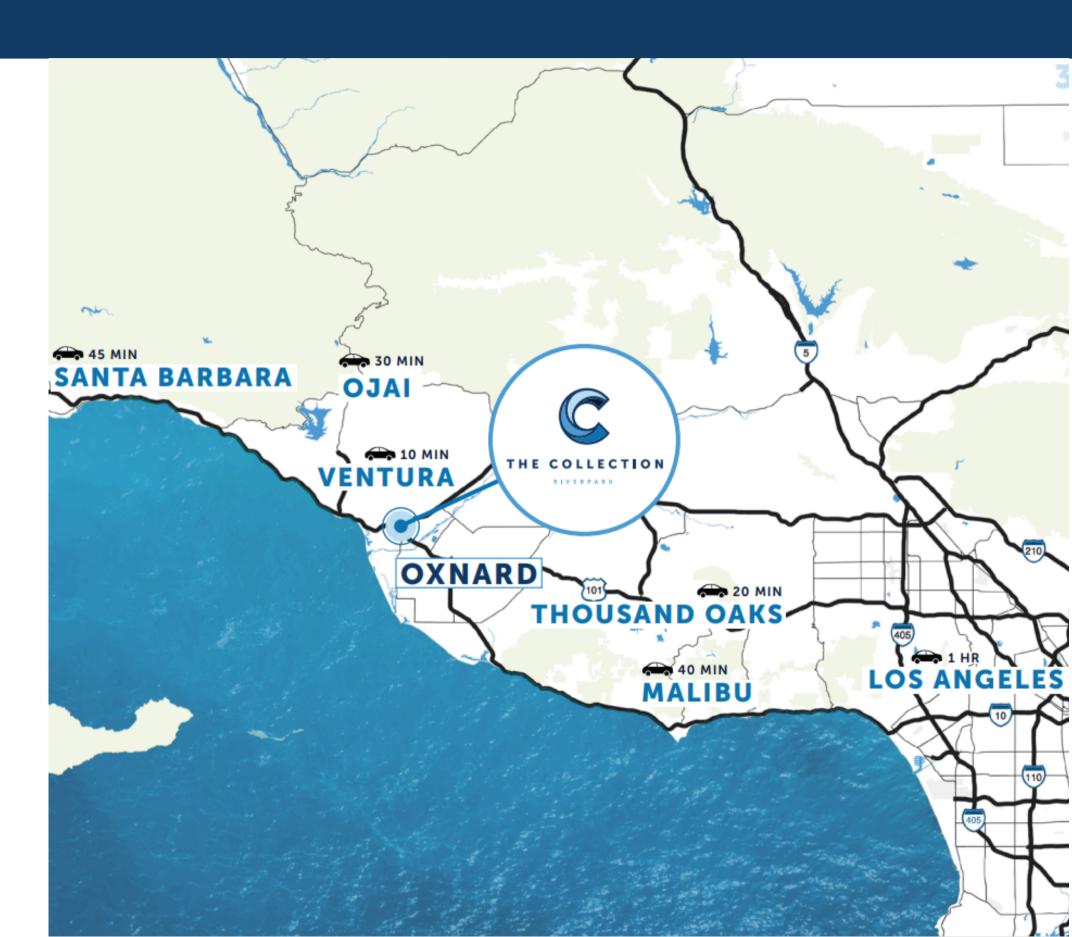


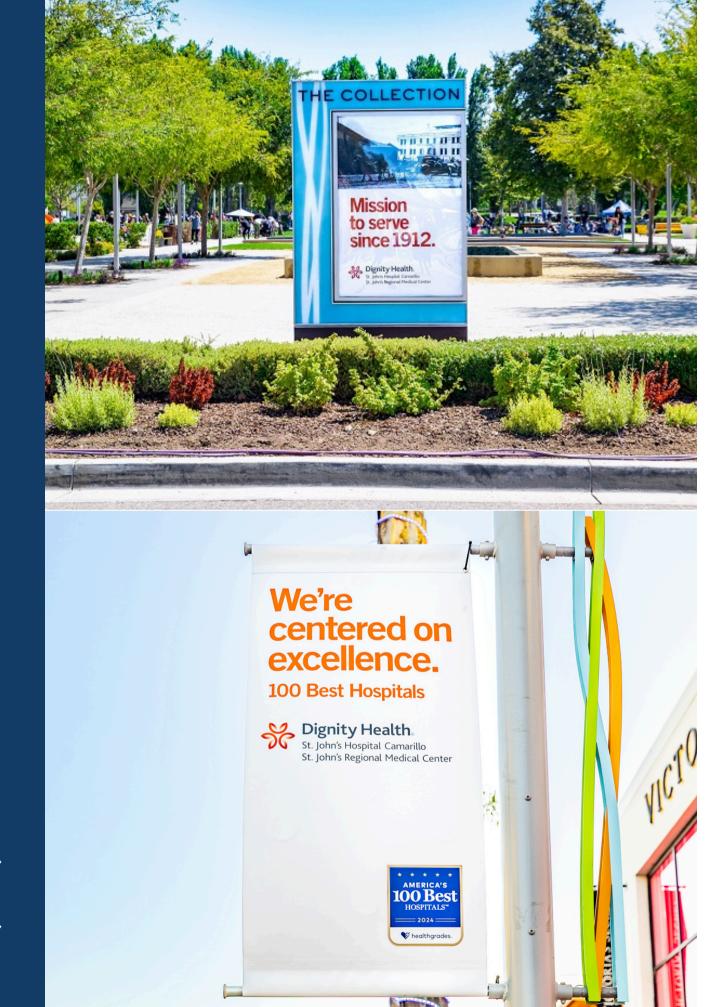
# Facts

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







### **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

## Flag Banners

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

<sup>\*</sup>Location subject to change

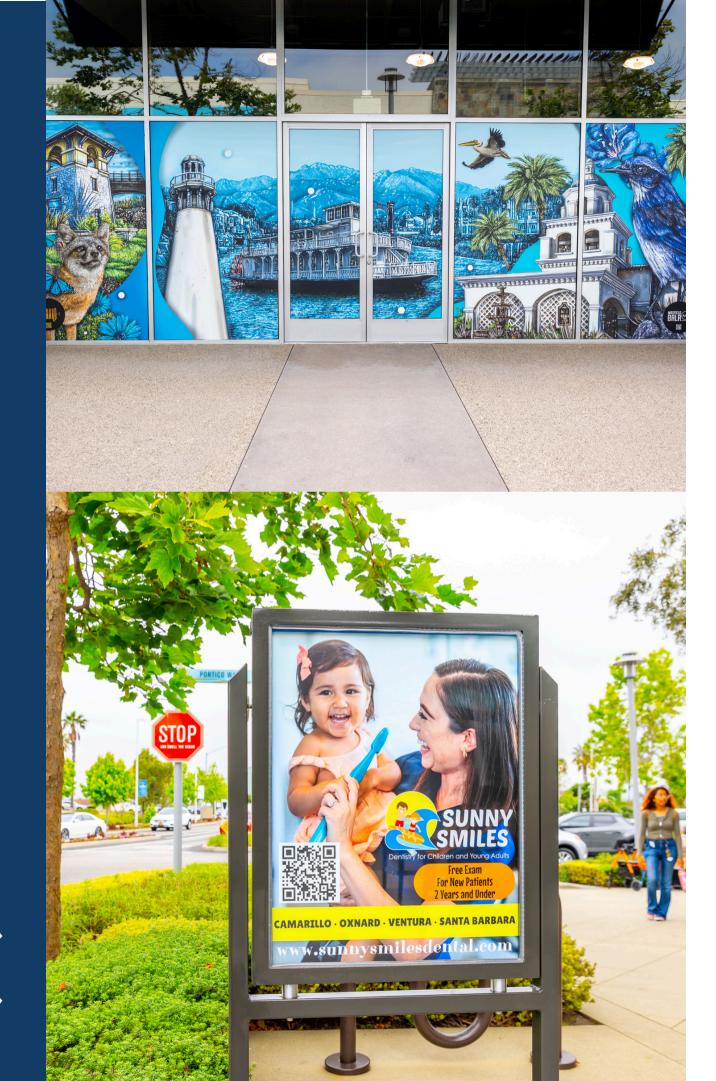


<sup>\*</sup>Location subject to change

<sup>\*</sup>Print and install is not included in pricing

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## **On-Site Advertising**

### **Vacant Storefront Barricade**

#### **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

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## **On-Site Activations**





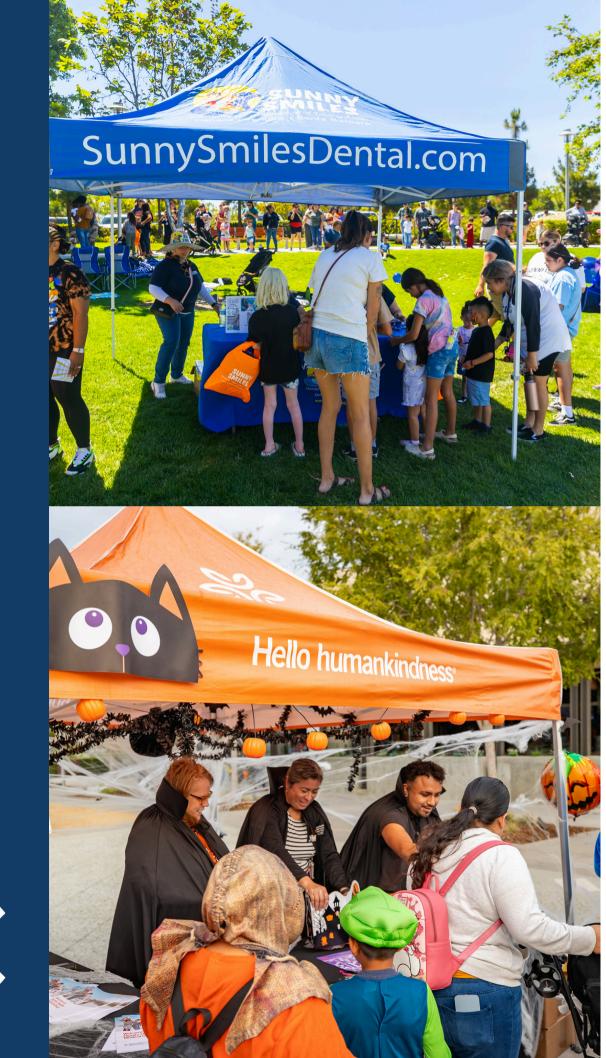


**Car Display** 



Display on Park View Court







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.













## Social Media

**FACEBOOK** 

**INSTAGRAM** 

**TWITTER** 







42k likes

18.8k followers

4.2k followers



Contact vscott@centercal.com







