

2025 Advertising & Business Development





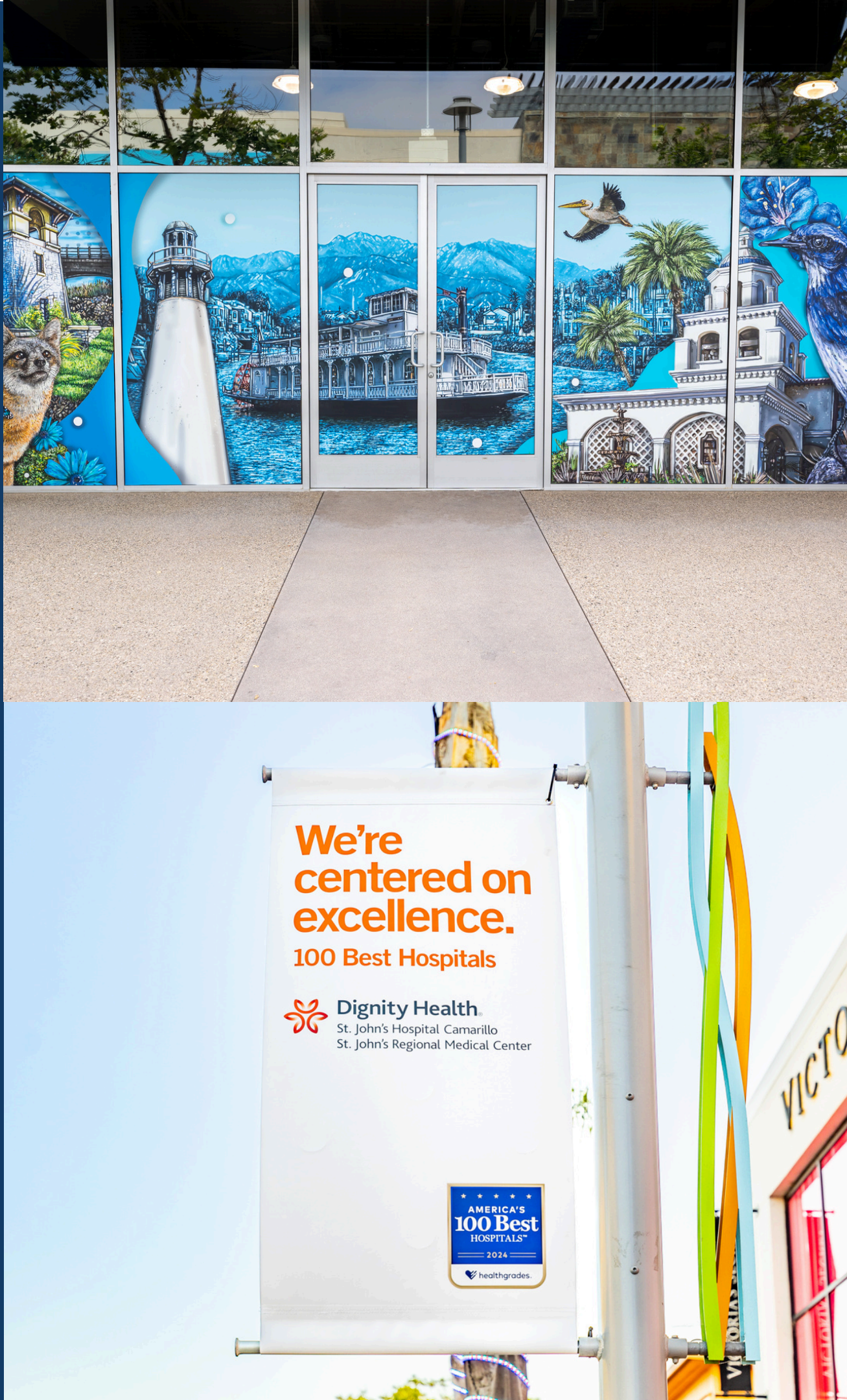
Facts

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

Vacant Storefront Barricade

Pricing	Email for price
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- *Location subject to change
- *Print and install is not included in pricing
- *Pricing is 4-week rates

Flag Banners

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

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On-Site Advertising

22x28 Street Sign

Location	Availability
1 (Starbucks Corner)	Available July 15th/Not Available
2 (Annex Food Hall)	Available/Available
3 (Century Theatre)	Available/Available
5 (REI Garden Area)	Available/Available
6 (Ulta Corner)	Available/Available

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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

