2026 Advertising & Business Development

THE COLLECTION

RIVERPARK

Facts

The Collection at RiverPark is a 650,000 square foot, open air, specialty retail center located in the heart of West Ventura County.

Average Annual Visits to Center

10.7 million

Branding

On-Site Advertising

Vacant Storefront Barricade

Pricing	**Starts at $5000**

*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

*Location subject to change

*Print and install is not included in pricing

*Pricing is 4-week rates

Branding

On-Site Advertising

22x228 Street Sign

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

*Location subject to change

*Print and install is not included in pricing

*Pricing is 4-week rates

Branding

On-Site Activations

Pop-Up Shop

Car Display

Display on Park View Court

Map

22x28 Street Signage

Flag Banners

Sponsorship

Sponsorship Opportunities

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

Presenting

- Rock The Collection
- Trick-or-Treat at The Collection
- Tree Lighting Celebration
- Photos with Santa
- Santa Paws Pet Photo Nights

Supporting

- Rock The Collection
- Trick-or-Treat at The Collection
- Tree Lighting Celebration

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 Stas

Social Media

FACEBOOK	INSTAGRAM	TWITTER
42k likes	22.6k followers	4.2k followers

@TheCollectionRP

Contact
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