



Marketing

01 » MARKETING OVERVIEW

The Marketing Department at Desert Ridge Marketplace focuses on creating experiences and opportunities to drive traffic to the shopping center. The department's responsibilities include the creation of strategic marketing plans, budget administration, public relations, community relations, media buys, market research, digital marketing – website & social, Tenant relations, sales promotions and event marketing. The marketing team hosts over 500 events annually offering opportunities for additional exposure year-round. Throughout the year, your store will be contacted for participation in important programs designed to increase your sales and traffic, many of which are completely free.

Desert Ridge Marketplace's advertising buy is comprised of a strategic, multi-medium mix of traditional and digital. Special events and sales promotions are conducted to maximize traffic, sales and buyer conversion. The Marketing Department creates ongoing partnerships for gift-with-purchase and enter-to-win promotions aimed at rewarding and engaging shoppers and diners. Additionally, the Marketing Department maintains non-profit partnerships in an effort to increase community involvement at the center. Public relations supplement the Marketing Department's efforts to maximize exposure and drive traffic.

For a more comprehensive outline of the center's marketing strategy, event and promotions calendar and other marketing opportunities, please refer to the marketing packet provided to your store at the Annual Marketing Meeting. Additionally, tenants are invited to schedule a meeting with the Marketing Department to learn about opportunities to get involved in the center's marketing efforts. The Marketing Department can be reached through the Management Office at 480.513.7586.

Note: If at any time, you wish to use the Desert Ridge Marketplace logo, you must receive prior approval from Marketing Department.

02 » TENANT EVENTS & PROMOTIONS

If your store has an event or promotion that you would like featured on our website or social media platforms, please contact the Marketing Department. Additionally, if your store wishes to use any outside or common area space for an event, approval is required and a Certificate of Insurance must be provided to the Marketing Department. Please contact the Management Office for Insurance Requirements at **480.513.7586**.

03 » LEASE REQUIRED ADVERTISING

Many Tenants have LRA (Lease Required Advertising) clauses within their lease. LRA Tenants pay automatic, additional monthly marketing fees and receive signage and digital exposure opportunities within the center as a result. If you are an LRA Tenant, you can select four options per year by submitting an LRA Form. Please refer to Article 29C of your lease agreement to determine if you are an LRA Tenant. If you are not an LRA Tenant, you may purchase advertising options through the Marketing Department. Contact the Marketing Department at **480.513.7586** for additional details.

04 » EMPLOYMENT & HIRING RESOURCES

To assist with your on-going hiring efforts at Desert Ridge Marketplace, the Marketing Department can post your job openings on our website, www.shopdesertridge.com, free of charge. The Job Opportunities Section is designed to help our customers browse and see what stores are hiring at the center. To get your job posting on our website, reach out to the Marketing Department at **480.513.7586**.

05 » MEDIA INQUIRIES

All media inquiries are to be directed to the Desert Ridge Marketplace Management Office. If contacted by the media, Tenants must inform the Management Office immediately at **480.513.7586**. The Marketing Department will ensure that these inquiries are handled appropriately.

If you are hosting a TV segment or other media inside your Premises, please make the Marketing Department aware, so Security can be alerted. Non-approved media will be asked to check in with the Management Office.

In the event of a crisis situation on property, after contacting the appropriate authorities, please immediately inform Security, Property Management and the Marketing Department. All media inquiries should be directed to the Tempe Marketplace Management Office. The Marketing Department will work with the authorities and our public relations agency to respond.

06 » PHOTOGRAPHY/VIDEO POLICY

All requests for filming video footage or photography outside tenant spaces must be approved by the Desert Ridge Marketplace Management Office. Please contact the Marketing Department with all pertinent details, including the shot list with locations and end uses for all final media at **480.513.7586**.