



RIVERSIDE
PLAZA

Marketing

01. MARKETING OVERVIEW

The Marketing Department at Riverside Plaza administers the marketing budget for the property. The department's responsibilities include public relations, community relations, advertising, market research, the center's website, social media efforts, special events, Tenant relations and sales promotions. 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. Marketing activity is year-round but most active during key shopping periods, such as back-to-school and the holidays.

Riverside Plaza's advertising buy is comprised of a strategic, multi-medium mix of online and print. Special events and sales promotions are conducted to maximize traffic, sales and buyer conversion. Additionally, the Marketing Department maintains non-profit partnerships to increase community involvement in the center. Also, the Marketing Department creates ongoing partnerships for gift-with-purchase and enter-to-win promotions aimed at rewarding and engaging shoppers and diners. Public relations supplement the Marketing Department's efforts to help spread the word about the center's happenings.

For a more comprehensive outline of the center's marketing strategy, activity calendar and other marketing opportunities, please refer to the marketing handbook found in the tenant newsletters. Additionally, Tenants are invited to schedule a meeting with the Marketing Department to learn about more opportunities to get involved in the center's marketing efforts. The Marketing Department can be reached through the Management Office at 562-938-1722.

Note: If, at any time, you wish to use the Riverside Plaza logo, you must receive prior approval from the 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 Team for Insurance Requirements at 562-938-1722.

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. Contact the Marketing Department at 562-938-1722 for additional details.

04. EMPLOYMENT & HIRING RESOURCES

To assist with your on-going hiring efforts at Riverside Plaza, the Marketing Department can post your job openings on our website, <https://shopriversideplaza.com/jobs>, 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 562-938-1722.

05. MEDIA INQUIRIES

All media inquiries are to be directed to the Riverside Plaza Management Team. If contacted by the media, Tenants must inform the Management Team immediately at 562-938-1722. 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 Riverside Plaza Management Team. 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 Riverside Plaza Management Team. Please contact the Marketing Department with all pertinent details, including the shot list with locations and end uses for all final media at 562-938-1722.