

2021 Lease Required Advertising Program Participation Form



How do I know if I am an LRA Tenant? Refer to Article 29C of your lease agreement, or contact Jacklyn Briggs if you have further questions.

Tenant understands that their participation in this program will apply toward Gateway advertising requirements per Article 29C of the lease agreement.

STORE NAME: _____

CONTACT PERSON: _____

TELEPHONE: _____ **FAX:** _____

E-MAIL (required for proofs of marketing material): _____

Please choose 4 preferred options (Refer to pages 8 and 9 for full description.)

____ Digital Billboard Ad (choice of 1 month) – Preference of month requested _____

____ Digital Display Ad (choice of 1 month) – Preference of month requested _____

____ Overhead Center Audio Ad Messages (choice of 2 consecutive months)
Preference of months requested _____ and _____

____ Center LED Video Tower Ad Messages (choice of 1 month) – Preference of month requested _____

____ Custom Tenant E-Blast (choice of timing for one E-Blast) – Preference of month requested _____

____ 22" x 28" Center Signage (choice of 1 month) – Does not include the cost of printing
Preference of month requested _____

____ Break Room window Graphics, located in the plaza. (choice of 2 months) -Does not include printing costs.
Preference of months requested (must be consecutive) _____

All opportunities are subject to space availability.

*It is the responsibility of the tenant to fulfill the selected advertising options and submit artwork no later than 3 weeks prior to the 1st of the month that is selected.

Financial Responsibility and Terms

- Tenant will be billed monthly on your rent statement.
- Slow and partial payments will result in tenant's account being placed on "Credit Hold."
- A late payment fee, per tenant's lease, will be charged on any past due amounts.
- Tenant shall assume liability for all reasonable collection agency fees, attorney fees and court costs related to the collection of amounts due to The Gateway.
- Failure to pay Lease Required Advertising related cost, per your lease agreement, will result in a default violation of your lease.

Except as provided below, tenant agrees to indemnify and hold harmless The Gateway, Vestar Gateway, LLC, its owners, employees and agencies from any claim arising from approved advertising. In the event of a material error by The Gateway, liability will be limited to the cost of the advertising space containing the error. All claims to be asserted by the tenant in connection with participation in the lease required advertising pieces may be made in writing within (30) days of distribution of the piece or they are forever barred.

The Gateway reserves the right to refuse any advertising as determined at the sole discretion of The Gateway. Tenant has read, acknowledges, and understands the attached information outlining the advertising, rates, material requirements and payment policies.

Authorized Signature: _____ **Date:** _____

**Please return via e-mail to the
The Gateway Marketing Department:**

ATTN: Jacklyn Briggs
18 N. Rio Grande
SLC, UT, 84115
Phone: (801) 456-0003
Email: jbriggs@vestar.com

