

THE
PROMENADE
SCOTTSDALE

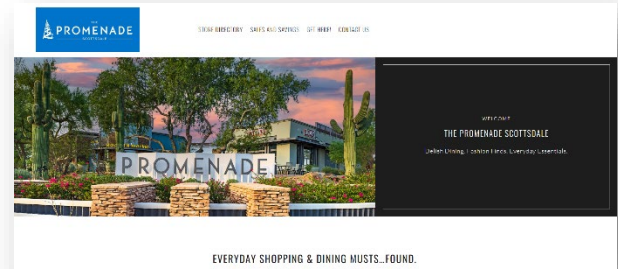


2023 Marketing

Ongoing Marketing Initiatives

Website

The Promenade Scottsdale website offers the latest center information, including an interactive directory, store/restaurant descriptions and hours, events, sales, promotions, and more. Below are opportunities to feature your store or restaurant at no cost (unless otherwise noted). Please email updates to Allie Lucyk at alucyk@vestar.com.



- Jobs: If your store or restaurant is hiring, send the position title(s) along with job description(s), requirements and how to apply.
- Website Banner: Banner ads are featured on the right-hand side of all ScottsdalePromenade.com pages. Costs may apply.
- Happy Hour: Feature your restaurant's happy hour, specials, and other time-sensitive promotions on the the center's site.
- Sales & Promotions: Send store/restaurant sale and promotion details and artwork (if available). Also, please check your store or restaurant information (including phone number, hours and description) featured on scottsdalepromenade.com to ensure all content is correct. If changes are needed, email Allie at alucyk@vestar.com.



<https://scottsdalepromenade.com/>

Social Media

The Promenade Scottsdale reaches people each day through social media. Center happenings, tenant sales, events, promotions, and more are posted every other day. The Promenade Scottsdale social handles are below and we encourage you to follow us on Instagram and like our page on Facebook. Help keep us in-the-know and build buzz for your store or restaurant through the center's Facebook and Instagram pages.

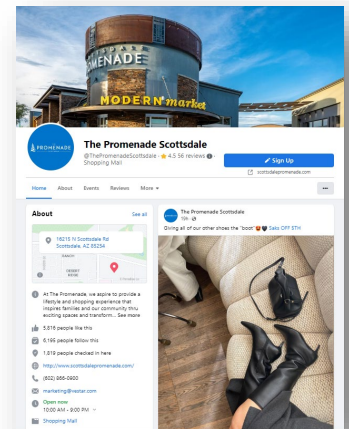


www.facebook.com/ThePromenadeScottsdale



www.instagram.com/ThePromenadeScottsdale

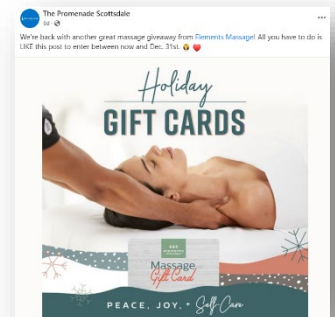
Gain more exposure for your store or restaurant by sending news, events, promotions, etc. to Allie at alucyk@vestar.com. Keep in mind we will only post professional photos without text and graphics on our social media pages.



Seasonal Social Media Opportunities

The Promenade Scottsdale will create dedicated promotions for key seasonal holidays that will be promoted on the website, social media and through a custom email blast. All stores and restaurants are invited to include an offer at no cost.

Season	Posted	Deadline to Confirm Participation
Valentine's Day	February 10th	January 31st
Mother's Day	May 1st	April 11th
Father's Day	June 13th	May 9th
Summer	July 1st	June 1st
Thanksgiving	November 18th	November 7th
Holiday	December 21st	December 5th



Please confirm participation by the designated due dates. For details, contact Allie at Alucyk@vestar.com or (602)553-2621. The Promenade Scottsdale reserves the right of final approval.

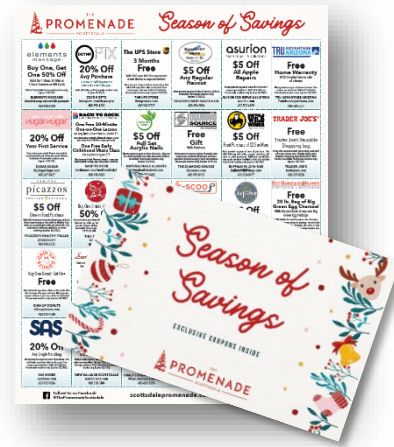


Seasonal Direct Mail Coupons

The Promenade Scottsdale will create and promote special coupons through direct mail and online. The mailer will be distributed to 3,500 homes surrounding the center during back-to-school and holiday seasons. All stores and restaurants are invited to include a coupon at NO cost.

Season	Distributed	Deadline to Confirm Participation
Back-to-School	late-July 2023	June 15th
Holiday	mid-November 2023	October 1st

Please complete the participation forms by the designated due dates. For details, contact Allie at alucyk@vestar.com or (602) 553-2621. The Promenade Scottsdale reserves the right of final approval.



Enter-to-Win Promotions

To grow our database, The Promenade Scottsdale offers gift card giveaways and partners with local concert venues, sports teams, and popular Valley attractions to secure giveaway prizes for special enter-to-win promotions. Shoppers must submit a valid email address for their chance to win. All submitted email addresses are then added to The Promenade Scottsdale database. Shoppers can also sign-up for center news on scottsdalepromenade.com. If your store or restaurant is interested in offering a special giveaway for an enter-to-win promotion, please contact Allie Lucyk at alucyk@vestar.com.

Advertising Opportunities For Purchase

The following advertising opportunities are **FREE** for LRA (Lease Required Advertising) tenants. If you are unsure if you are a LRA tenant, please refer to Article 29C of your lease agreement. LRA tenants can choose four of the following options to participate in throughout the year. If you are not a LRA tenant, these opportunities may be available for purchase (\$500 plus tax per option).

Dedicated Merchant E-blasts

Looking for a direct way to advertise to opt-in users? A Custom Merchant Email Blast provides your location the opportunity to highlight a seasonal offer, special event, or promotion

- Specs: E-Blasts should be produced with the following specifications: Image size: 700 pixels wide by no more than 1,000 pixels high, 72 dpi, RGB. Format: JPEG or GIF.
- Please include a Call-To-Action button (ex: Learn More), so guests are more inclined to click the ad to receive more details (link to be designated based on promotion).



Social Media Advertising

Tenants have the opportunity to be featured through a social media ad campaign on both Facebook and Instagram that can be hyper-targeted to your ideal audience. Available on a first come, first serve basis.

Please provide a photo/s, copy, and URL. The deadline to submit is 2 weeks prior to run dates.

Recommended Specs:

- Facebook: Headline: 45 characters. Description: 30 characters.
- Instagram: Caption: up to 125 characters.
- Image sizes: 1080 x 1080 pixels or 1200 x 628 pixels. Max. file size: 30 MB.
- Specify a Call-To-Action button.

22" x 28" Signage

(choice of 1 month – includes (4) one-sided posters)

Free standing signage is displayed throughout the center. Space is based on availability. Artwork must be approved two weeks prior to display date.

- Specs: 22" wide x 28" tall, graphics and text should be kept within 19" x 25", 100 dpi minimum resolution for images, full color, pdf format.
- Printing: 10 mil (255 g/m²) thick paper is recommended. 2mm Coroplast is also acceptable. Note that other substrates are prone to warping in hot weather. Fade-resistant ink (UV-curable, solvent or pigment based) recommended. Tenant is responsible for printing four posters or paying for print cost.

Website Web Banner Advertisement

(choice of 3 consecutive months)

Rotating web banners appear on every page of scottsdalepromenade.com. Tenants may provide an image and copy for the marketing department to design or submit a pre-created ad. Specifications for art are 700 pixels wide x 585 pixels high, jpg format.*

**The cost to participate for non-LRA tenants is \$500 plus tax. These opportunities are free for LRA tenants. Please complete the attached participation form and return to Allie Lucyk in The Promenade Scottsdale Marketing Department to confirm your participation and select your months – E-mail: alucyk@vestar.com, Phone: 602.553.2621. Placement is based on availability and The Promenade Scottsdale reserves the right of final advertisement approval.*



Contact Information

Property Management

Kim Pitt
Property Manager
2415 E. Camelback Road, Suite 100
Phoenix, Arizona 85016
Phone: (602) 553-2671
Email: kpitt@Vestar.com

Assistant Property Manager

Christina liames
Assistant Property Manager
2415 E. Camelback Road, Suite 100
Phoenix, Arizona 85016
Phone: (602) 553-2652
Email: Clames@Vestar.com

Marketing Manager

Allie Lucyk
Marketing Manager
2415 E. Camelback Road, Suite 100
Phoenix, Arizona 85016
Phone: (602) 553-2621
Email: Alucyk@Vestar.com



2023 Advertising Opportunities Participation Form

Store Name: _____

Contact Person: _____

Title/Position: _____

Telephone: _____ Fax: _____

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

Please choose which opportunities you would like to participate in and return to Allie Lucyk by February 21, 2023:

____ Back-to-School Direct Mail Advertisement (July 2023) – 4” wide x 5” tall – \$500 plus tax

____ Holiday Direct Mail Advertisement (November 2023) – 4” wide x 5” tall – \$500 plus tax

____ Social Media Advertising (choice of Facebook and/or Instagram for 1 month) – \$500 plus tax

Month requested _____ Facebook only Instagram only Both Facebook and Instagram

____ Overhead Center Audio Ad Messages (choice of 2 consecutive months) – \$500 plus tax

Months requested _____ and _____

____ 22” x 28” Center Signage (4 one-sided posters, choice of 1 month) – \$500 plus tax – Does not include the cost of printing

Month requested _____

____ www.scottsdalepromenade.com Web Banner Advertisement (choice of 3 consecutive months) – \$500 plus tax

Months requested _____, _____ and _____

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

- Payment is due within 30 days of advertisement date.
- 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 Vestar.

Except as provided below, tenant agrees to indemnify and hold harmless Vestar CAL XXII, LLC, its owners, employees and agencies from any claim arising from approved advertising. In the event of a material error by Vestar, 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 thirty (30) days of distribution of the piece or they are forever barred.

Vestar reserves the right to refuse any advertising as determined at the sole discretion of Vestar. 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 OR MAIL TO THE VESTAR MARKETING DEPARTMENT:

Vestar Marketing Department
ATTN: Allie Lucyk
2415 E. Camelback Road, Suite #100
Phoenix, AZ 85016
Phone: (602) 553-2621, Email: alucyk@vestar.com





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

2023 Lease Required Advertising Program Participation Form

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

Store Name: _____

Contact Person: _____

Title/Position: _____

Telephone: _____ Fax: _____

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

**Please choose 4 of the following options below and return to Allie Lucyk by February 21, 2023:
(You may choose the same option multiple times to count towards your 4 for the year)**

____ Back-to-School Direct Mail Advertisement (July 2023) – 4" wide x 5" tall

____ Holiday Direct Mail Advertisement (November 2023) – 4" wide x 5" tall

____ Social Media Advertising (choice of Facebook and/or Instagram for 1 month)

Month requested _____ Facebook only Instagram only Both Facebook and Instagram

____ Overhead Center Audio Ad Messages (choice of 2 consecutive months)

Months requested _____ and _____

____ 22" x 28" Center Signage (4 one-sided posters, choice of 1 month) – Does not include the cost of printing

Month requested _____

____ www.scottsdalepromenade.com Web Banner Advertisement (choice of 3 consecutive months)

Months requested _____, _____ and _____

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 Vestar.
- 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 Vestar CAL XXII, LLC, its owners, employees and agencies from any claim arising from approved advertising. In the event of a material error by Vestar, 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 thirty (30) days of distribution of the piece or they are forever barred.

Vestar reserves the right to refuse any advertising as determined at the sole discretion of Vestar. 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 OR MAIL TO THE VESTAR MARKETING DEPARTMENT:

Vestar Marketing Department, ATTN: Allie Lucyk
2415 E. Camelback Road, Suite #100, Phoenix, AZ 85016
Phone: (602) 553-2621, Email: alucyk@vestar.com

