

HAPPY VALLEY TOWNE CENTER

Marketing



Ongoing Marketing Initiatives

Website

ShopHVTC.com offers the latest center information, including an interactive directory, store and restaurant descriptions and hours, events, sales and promotions, and more. Below are opportunities to feature your store or restaurant at no cost (unless otherwise noted). Please email updates to Melissa Gonzalez at mgonzalez@vestar.com.

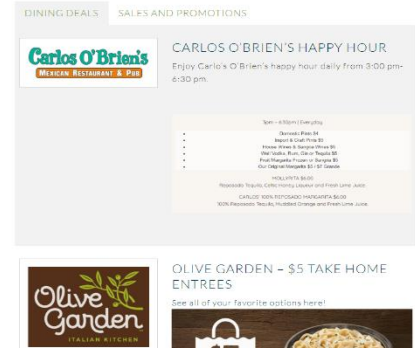
- **Jobs:** If your store or restaurant is hiring, send the position title(s) along with job description(s), requirements and how to apply.
- **Web Banner:** Banner ads are featured on the right-hand side of all ShopHVTC.com pages. Costs may apply.
- **Happy Hour:** Feature your restaurant's happy hour, specials and other time-sensitive promotions here.
- **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 ShopHVTC.com to ensure all content is correct. If changes are needed, email Melissa at mgonzalez@vestar.com.



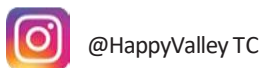
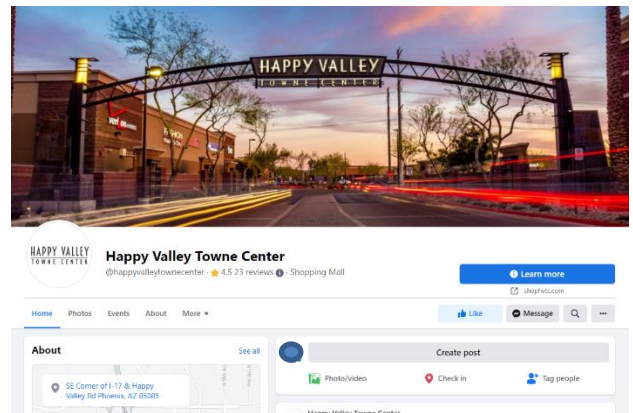
SALES + SAVINGS

Don't miss the latest offerings from retailers, restaurants and more!



Social Media

Happy Valley Towne Center reaches thousands of people through Facebook and Instagram. From the latest center news to upcoming sales and promotions, we're always looking for fun facts and happenings to share with our followers. Help keep us in-the-know and build buzz for your store or restaurant through the center's Facebook and Instagram pages. Please send news, specials, events, promotional copy and images (if available) to Melissa at mgonzalez@vestar.com. Keep in mind we will only post professional photos without text and graphics on our social media pages.



Complimentary Advertising Opportunities

Seasonal Direct Mail Coupons

Happy Valley Towne Center will create and promote special coupons through direct mail and online. The mailer will be distributed to 15,000 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	mid-July	June 1st
Holiday	mid-November	October 1st

Please complete the participation forms by the designated due dates. For details, contact Melissa at mgonzalez@vestar.com or (602) 553-2713. Happy Valley Towne Center reserves the right of final approval.



Seasonal Website and Social Media Advertisements

Happy Valley Towne Center will create and promote your store and restaurant offerings through the Happy Valley Towne Center website and social media pages. The website and social media pages can reach an estimated 20,000 viewers through targeted demographics. All stores and restaurants are invited to include an offer at NO cost.

Season	Posted	Deadline to Confirm Participation
Mother's Day	May 1st	April 1st
Father's Day	June 1st	May 1st

Please complete the participation forms by the designated due dates. For details, contact Melissa at mgonzalez@vestar.com or (602) 553-2706. Happy Valley Towne Center reserves the right of final approval.

Advertising Opportunities

Custom 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.* Happy Valley Towne Center continues to grow their database through monthly Enter-to-Win promotions that require guests to submit their name and email to be considered.

- 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 click through 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

Ads are served up to Facebook and Instagram users based on user activity, demographic information, device use information, advertising and marketing partner-supplied information. Ads are different from an average Facebook or Instagram post. Space is based on availability. Tenants must provide an image and copy for the advertisement. Artwork must be submitted two weeks prior to ad run date. Artwork must be high-resolution and saved as .jpg or .png. To get the most exposure from your ad and to ensure your ad gets approved to run through Facebook and Instagram, please limit text on the image to less than 20% and instead include the text in the description/caption.*

- Specs for Facebook: Headline: 45 characters. Description: 30 characters. Image size: 1200 x 628 pixels. Image ratio: 1.9:1
- Specs for Instagram: Caption: up to 125 characters. Image size: 1080 x 1080 pixels or 1200 x 628 pixels (the typical Facebook ad image size). Max. file size: 30 MB

*The cost to participate is \$500 plus tax per option. Tenants who participate in Lease Required Advertising are entitled to 4 advertising opportunities per year at no additional cost. For details, contact Melissa at mgonzalez@vestar.com or (602) 553-2713. Happy Valley Towne Center reserves the right of final approval.



Advertising Opportunities For Purchase

22" x 28" Signage (choice of 1 month – includes (4) one-sided posters)

Free standing signage is displayed throughout the center. Contact the marketing department for details. 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.



ShopHVTC.com Web Banner Advertisement

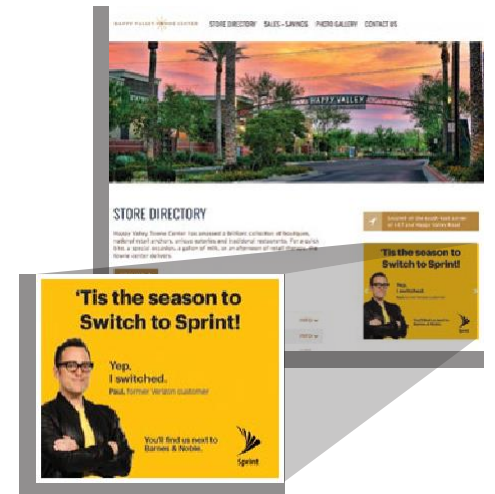
(choice of 3 consecutive months)

Rotating web banners appear on every page of ShopHVTC.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.*

Overhead Center Audio Ad Messages

(choice of 2 consecutive months)

Audio messages can be heard throughout the center and are a creative way to speak to customers. Tenants may provide 75-80 words of copy for the marketing department to produce or a pre-produced mp3 audio file.*



*The cost to participate is \$500 plus tax per option. Tenants who participate in Lease Required Advertising are entitled to 4 advertising opportunities per year at no additional cost. For details, contact Melissa at mgonzalez@vestar.com or (602) 553-2713. Happy Valley Towne Center reserves the right of final approval.

Contact Information

PROPERTY MANAGEMENT

Kathy Schiller

General Manager

2415 E. Camelback Rd.

Suite 100

Phoenix, AZ 85016

Phone: (602) 553-2717

Email: kschiller@vestar.com

Rebecca Mckinney

Assistant General Manager

2415 E. Camelback Rd.

Suite 100

Phoenix, AZ 85016

Phone: (602) 553-2626

Email: bmckinney@vestar.com

MARKETING

Melissa Gonzalez

Marketing Manager

2415 E Camelback Road,

Suite 100 Phoenix,

Arizona 85016

Phone: (602) 553-2713

Email: mgonzalez@vestar.com



Vestar

HAPPY VALLEY TOWNE CENTER

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 Melissa Gonzalez.

____ Custom Merchant Email Blast (choice of one send date) – \$500 plus tax

Send date requested _____

____ 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

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

Month requested _____

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

Months requested _____, _____ and _____

Overhead Center Audio Ad Messages (choice of 2 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 AZ XXXI, LLC, Vestar AZ XLVII, 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:

Melissa Gonzalez, Marketing Manager

Subject Line: HVTC LRA Form

21001 N. Tatum Blvd, Suite 46-1515, Phoenix, AZ 85050

Phone: (602) 553-2713, Email: mgonzalez@vestar.com



HAPPY VALLEY TOWNE CENTER



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

Lease Required Advertising Program Participation Form

Merchant 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 Melissa Gonzalez.

(You may choose the same option multiple times to count towards your 4 for the year)

____ Custom Merchant Email Blast (choice of one send date)

Send date requested _____

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

Month requested _____ Facebook only Instagram only Both Facebook and Instagram

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

Month requested _____

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

Months requested _____, _____ and _____

____ Overhead Center Audio Ad Messages (choice of 2 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 AZ XXXI, LLC, Vestar AZ XLVII, 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.

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