

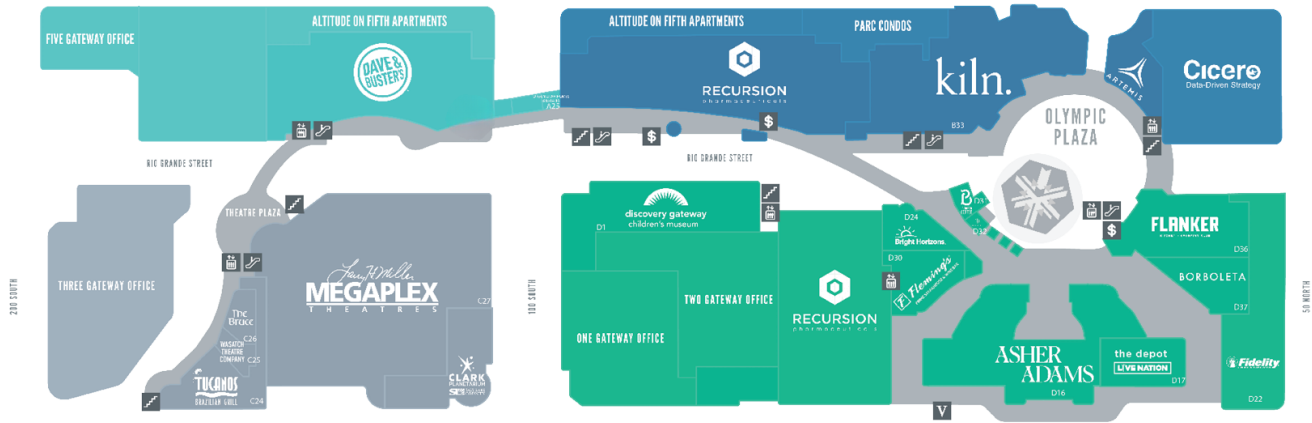
THE GATEWAY

2024 TENANT MARKETING PACKET



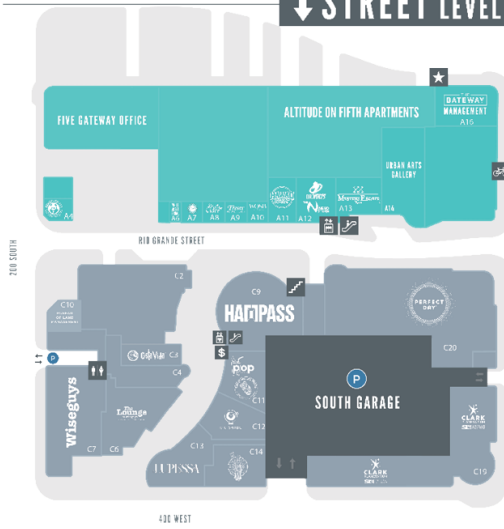
THE GATEWAY

Directory



↓ STREET LEVEL

↑ UPPER LEVEL



Public Restroom
Elevator
Escalator
Stairs
GREENbike Station
Bus Stop
Valet Parking
ATM
Security Office
Parking Office
Parking Garage

EAT

- RESTAURANTS & MORE**
- C26 The Bruce Pub 801.456.4252
 - C3 Costa Vida 801.456.8432
 - A22 Dave & Buster's 385.285.7320
 - D36 Flanker Kitchen & Sporting Club 801.683.7070
 - D30 Fleming's Prime Steakhouse & Wine Bar 801.355.3704
 - C13 Lupessa 385.281.8373
 - C9 HallPass Food Hall 801.415.9886
 - Beer Zombies Draft Room
 - BlaZe of Thunder
 - Lamb & Feta
 - Colossal Lobster
 - Hog & Tradition BBQ
 - SkinnyFATS
 - Cereal Killerz
 - C12 Mr. Shabu 801.456.0273
 - A4 Panda Express 801.214.7900
 - C11 Sweet Rolled Tacos 801.702.8610
 - B2 The Store, Fine Foods Market & Deli 385.213.7900
 - C24 Tucanos Brazilian Grill 801.456.2550
 - C14 Neptune's Palace **COMING 2025**
- DRINK**
- BARs**
- C26 The Bruce Pub 801.456.4252
 - A22 Dave & Buster's 385.285.7320

- D36 Flanker Kitchen & Sporting Club 801.683.7070
 - D30 Fleming's Prime Steakhouse & Wine Bar 801.355.3704
 - C9 HallPass Food Hall 801.415.9886
 - Beer Zombies Draft Room
 - C13 Lupessa 385.281.8373
 - C14 Neptune's Palace **COMING 2025**
 - D32 Seabird Bar & Vinyl Room 801.456.1223
 - A8 Six Sailor Cider 435.535.1627
 - C6 The Lounge at Wiseguys 801.532.5233
 - C7 Wiseguys 801.532.5233
 - D17 The Depot by Live Nation 801.456.2800
- COFFEE & MORE**
- D31 La Barba Coffee 385.429.2401
 - A7 Pearl Milk Tea Club 801.918.1018
 - B2 The Store, Fine Foods Market & Deli 385.213.7900
 - A8 Six Sailor Cider 435.535.1627
- PLAY**
- MUSEUMS**
- C19 Clark Planetarium & IMAX® 3D Theatre 801.456.7827
 - D1 Discovery Gateway Children's Museum 801.456.KIDS
- EXPERIENCES**
- A22 Dave & Buster's 385.285.7320
 - C11 Dreamscapes **COMING SOON**

- A11 Hawaii Fluid Art 855.419.8221
 - C27 Megaplex at The Gateway 801.325.7500
 - D17 The Depot by Live Nation 801.456.2800
 - A13 Mystery Escape Room 385.322.CLUE
 - C25 Wasatch Theatre Company 801.518.5273
 - C7 Wiseguys Comedy Club 801.532.5233
- SHOP**
- D8 AT&T 385.283.8200
 - A12 The Nerd Store & Dr. Voits Comics 801.485.6114
 - D1 Red Balloon Toy Store 801.456.5437
 - B2 The Store, Fine Foods Market & Deli 385.213.7900
 - A9 Tresor Jewelers 801.456.0575
 - A14 Urban Arts Gallery 801.661.3937
 - A6 White Agent Bridal Boutique 801.516.9055
 - A10 WOSB Boutique 786.603.8838
 - D2 Mestizo Institute of Culture & Arts 281.793.4260
- SERVICES**
- D37 Borboleta 385.429.6600
 - D24 Bright Horizons Daycare 385.279.2934
 - A16 The Gateway Management 801.456.0002
 - A25 Urban Utah Homes & Estates 801.201.8824
 - D7 Laced 385.295.4230

STAY

- D16 Asher Adams Hotel 801.895.3195
- OFFICE**
- B17 Artemis/Nomi Health 801.865.6862
 - B18 Cicero Group 801.456.6700
 - D22 Fidelity Investments
 - B33 Kiln Coworking Space 801.889.5237
 - C10 Bureau of Land Management 801.539.4001

EXPLORE

Over 35 art installations from local and internationally recognized street artists.

Splash Pad

Olympic Legacy Plaza

For Customer Service or Lost & Found please call **801.456.0000**



Scan for full directory and store hours—plus, check out our full calendar of community events



atthegateway.com

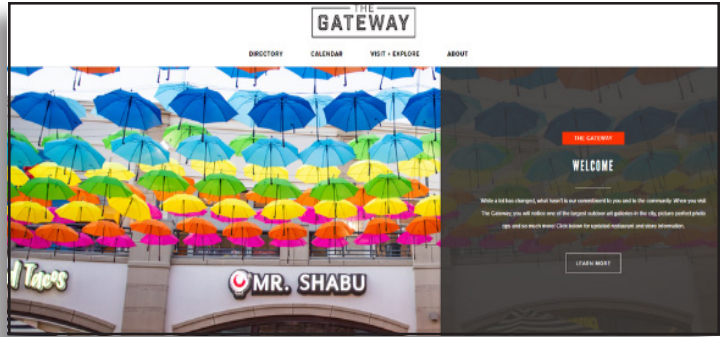
@atthegateway

Ongoing Marketing Initiatives

Website

atthegateway.com offers the latest center information, including an interactive directory, store and restaurant descriptions, hours, events calendar, sales, promotions and more!

Below are some opportunities to feature your store or restaurant on atthegateway.com at no cost (unless otherwise noted)



- **Home Block:** Home blocks are featured on the lower portion of the home page, perfect for time sensitive promotions and special offers. To be featured on a home block, contact Julissa Breslin at jbreslin@vestar.com
- **Events Calendar:** Have something special going on? Let us know about it so we can add you to our Gateway Events Calendar. To get your event listed email Julissa Breslin at jbreslin@vestar.com
- **Sales & Promotions:** Store sales, promotions and special events are featured here. Send artwork (if available) and dates valid to Julissa at Jbreslin@vestar.com.

Also, please check your store or restaurant information (including phone number, hours and description) featured on atthegateway.com to ensure all content is correct. If any changes are needed, email updated information to Julissa at jbreslin@vestar.com.



E-Mail Blasts

At the beginning of each month, The Gateway sends an email featuring upcoming events, specials and other center happenings to a database of more than 50K contacts. A call-out and hyperlink to view The Gateway sales and promotions page as well as the Event Calendar is featured. Please send store and restaurant sales, promotions and events to Julissa Breslin (jbreslin@vestar.com) by the 20th of the month.



Enter-to-Win Promotions

To grow our database, The Gateway creates special themed packages for our patrons to win. Shoppers must submit a valid email address for their chance to win. All submitted email addresses are then added to the The Gateway database. Shoppers can also sign-up for center news on atthegateway.com.

We encourage tenants to participate in these promotions to spread awareness and capture additional business. If you are interested in participating please contact Julissa Breslin, at jbreslin@vestar.com for details.



Ongoing Marketing Initiatives

Social Media

The Gateway reaches thousands of people each day through social media. Center happenings, tenant sales, events, promotions and more are posted every day. The Gateway social handles and stats are below.



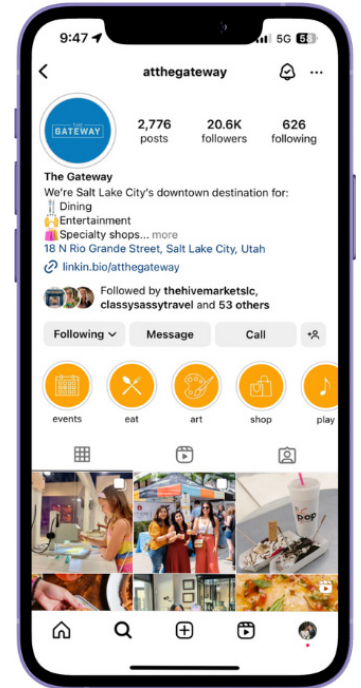
facebook.com/atthegateway (26,000+ Likes and 300,000+ reached)



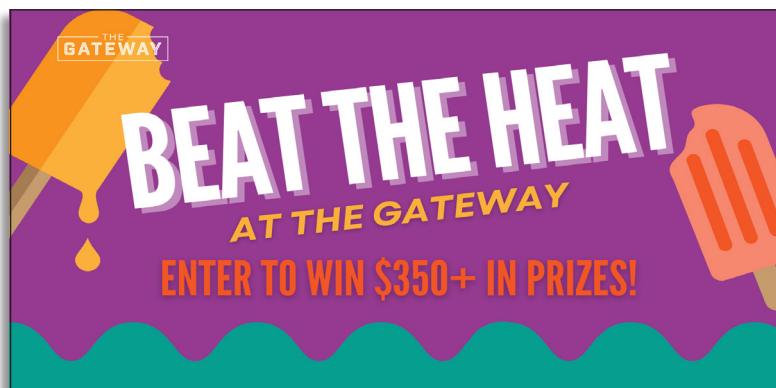
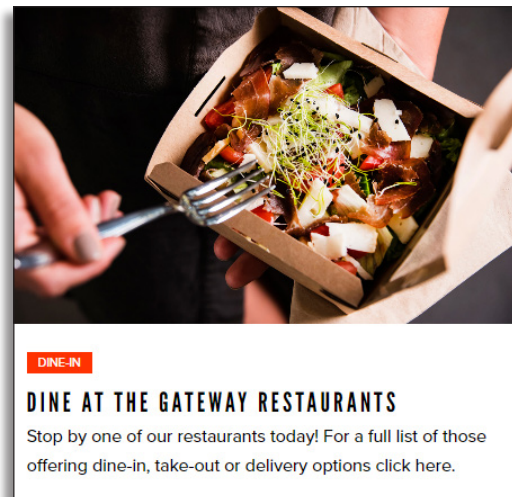
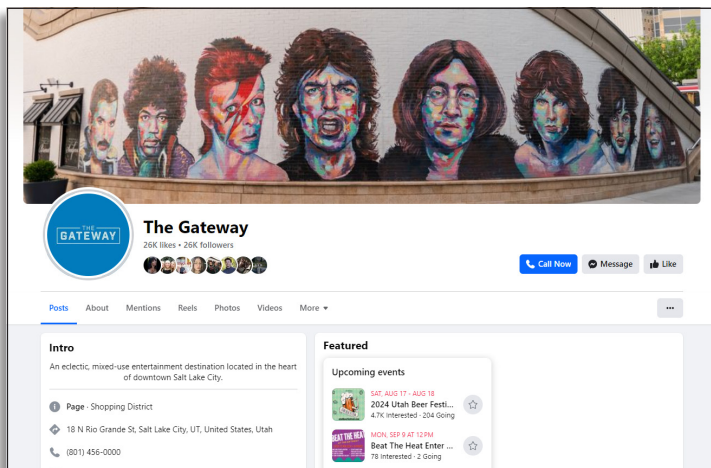
tiktok.com/@atthegatewayslc (2700+ Followers and 24,800+ likes)



instagram.com/atthegateway (20,600+ followers)



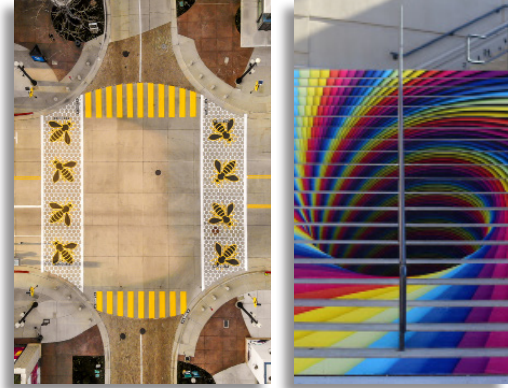
Help keep us in the know and gain more exposure for your store or restaurant by sending news, events, promotions, etc. to Julissa Breslin at jbreslin@vestar.com.



Ongoing Marketing Initiatives

Events & Art Installations

Each year, The Gateway hosts hundreds of free events and public art installations, encouraging attendees to visit our restaurants and shops. These events are marketed heavily through our website, email blasts, on-property signage, social media, paid digital ads. We encourage tenants to participate in these events by sampling food, showcasing products, hosting a game or activity or by offering discounts and specials to attendees. If you would like to participate, please email Julissa Breslin at jbreslin@vestar.com. Please also look out for emails from The Gateway marketing department for opportunities to capitalize on an event.



Community Events: The Gateway hosts a full calendar of premier events, including favorites like the St. Patrick's Day Parade and Siamsa, Festa Italiana, The Urban Arts Festival and more. Along with our own curated signature events including The 4th of July Celebration and NYE countdown to fireworks. These signature events bring in thousands of customers to the property.



Holiday Programming: From Thanksgiving through New Years Eve, we offer guests the opportunity to stroll down Rio Grande and take in the sites of the season with Art Strolls and festive art installments. We also hold a tree-lighting event in the Olympic Plaza to kick off the holiday season with live performances, food, and beverages. To cap off the holiday season, we host the Last Hurrah, welcoming 20,000+ attendees to the Plaza to ring in the new year with live music, food, drinks, and a fantastic fireworks show at 12am. All activations are put on to encourage guests to capture and make merry holiday moments.

Tourism

Although the local community is The Gateway's primary focus, tourism plays an integral part of the center's marketing efforts. Located centrally in downtown Salt Lake City and directly on the Trax line to the airport The Gateway is primely positioned to capture the millions of tourists coming through Salt Lake.

Complimentary Advertising Opportunities

Gateway Local Discount – (See page 5 for form)

Marketing Target: Residents, Gateway Offices and Tenant Staff.

The Gateway Local card is offered to the more than 3,000 residential units surrounding the property as well as the thousands of employees working at The Gateway. To participate, offers must be a significant perceived value (example 15% off, 2 for 1 offer, free appetizer or dessert). Please include ALL terms associated with your offer. Offers will be posted in our Gateway Local landing page. To redeem, local's will present their Gateway Local card at time of purchase.



Utah Jazz/Utah Hockey Club/Delta Center Concert Coupons – (See page 6 for form)

Marketing Target: Delta Center Event Attendees

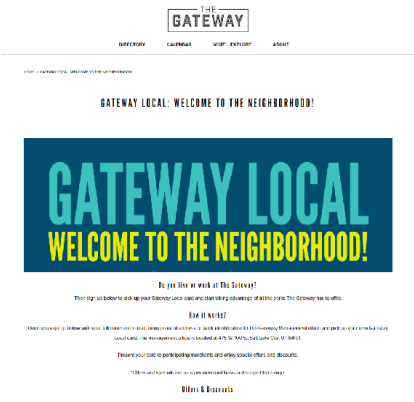
The Delta Center sees hundreds of thousands of concert goers each year, while the Utah Jazz and the Utah Hockey Club host 20,000 fans, each game. The Delta Center is located directly across the street from The Gateway. Through a partnership with the arena we provide parking for Delta Center events, and our merchants have the opportunity to capture those crowds by offering special offers and discounts. To participate email Julissa Breslin at jbreslin@vestar.com. These coupons are printed every few months so please inquire with Julissa when you're ready to be included on when the next print run will be.

**Please complete the participation forms accompanying these information sheets and return to Julissa Breslin, Marketing Director, to confirm your participation. Placement is based on availability and The Gateway reserves the right of final advertisement approval. Julissa Breslin, jbreslin@vestar.com 801.456.0009*



2024 Gateway Local Participation Form

Offer – FREE



STORE NAME:

CONTACT PERSON:

CONTACT PHONE:

E-MAIL ADDRESS:

(required for proofing)

THE OFFER IS AS FOLLOWS:

RESTRICTIONS:

See below for primary disclaimer that will be included on the Gateway Local website. Please list additional restrictions (if any) you'd like added below your offer that are not already included in the primary disclaimer. Due to the limited space available on the lunch card, please keep your additions as brief and concise as possible.

PRIMARY DISCLAIMER: Valid at The Gateway locations only, Mon.-Fri., 11am-3pm unless otherwise indicated. Must present card to receive discount. Tax, alcohol and gratuity not included. Not valid with any other offer, coupon, discount, exchanges, prior purchase or purchase of gift cards. One discount per guest, per visit. Other restrictions may apply. See restaurant for details.

Please contact the The Gateway Marketing Department if you have any questions regarding this program.

Julissa Breslin
jbreslin@vestar.com 801.456.0009
Kenzie McFarlane
kmcfarlane@vestar.com 801.456.0003

2024 Delta Center Coupons

Offer – FREE

WITH ALL OUR BARS, RESTAURANTS, & ENTERTAINMENT... WE JUST MADE IT REALLY EASY FOR YOU

\$10 OFF	FREE KIDS POPCORN WITH PURCHASE
11% OFF ON FOOD	20% OFF ON FOOD
10% OFF ANY FOOD ITEM	15% OFF
10% OFF	\$5 OFF PURCHASE OF \$30+
10% OFF	25% OFF ON FOOD
BUY \$20 IN GAMEPLAY GET \$20 FREE	

THE GATEWAY Valid at The Gateway location only. Not valid with any other offers or discount. Limit one per person. Offer has no cash value. EXPIRE DATE: Through the NBA & NHL Seasons.

MARKETING TARGET

Arena concert goers, NBA, and NHL fans.

IMPORTANT DATES:

Please, check in with the Marketing Department on when the next print run will be. These are printed on a seasonal basis.

STORE NAME:

CONTACT PERSON:

CONTACT PHONE:

E-MAIL ADDRESS:

(required for proofing)

THE OFFER IS AS FOLLOWS:

RESTRICTIONS:

Please contact the The Gateway Marketing Department if you have any questions regarding this program.

Julissa Breslin
jbreslin@vestar.com 801.456.0009

Kenzie McFarlane
kmcfarlane@vestar.com 801.456.0003

Advertising Opportunities

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. If you are unable to find an answer, please reach out to Julissa Breslin at 801.456.0009 for confirmation. LRA tenants can choose four of the following options to participate in throughout the year. If you are not an LRA tenant, these opportunities may still be available but costs may apply.

Digital Tower Displays (choice of 1 month)

Tenants have an opportunity to participate in digital advertising through the Digital Tower located in the Olympic Plaza. This digital display runs year round cycling content for The Gateway's guests to see. Because of the specific licensing of the Digital Tower through Salt Lake City, the topic and artwork of these displays will be coordinated with the Marketing Department to best fit those needs. Also, please be advised that there are a limited number of spots for digital display ads throughout the year, and they will be offered on a **first come, first serve basis**.* This is an exciting opportunity to speak directly to customers visiting The Gateway.

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

Audio MOOD messages play throughout the center and are a creative way to speak directly to customers visiting The Gateway. Tenants may provide 75-80 words (30 seconds worth of copy) for the Marketing Department to produce, or provide a pre-produced MP3 audio file. The script to create an audio file must be provided a minimum of 3 weeks in advance to official start of the run time. A minimum of 1,000 messages will be played during each month, beginning on or around the first day of the selected month.*

Custom Tenant E-Blast (choice of 1 date)

Looking for a direct way to advertise to more than 50,000 people? Then, the tenant specific e-blast is the perfect opportunity for you! In the e-blast, tenants may include a seasonal offer or highlight a special event or promotion. All graphic design production and coordination will be handled by the Marketing Department.*

atthegateway.com Home Block (choice of 1 month)

Home blocks are featured on the lower portion of the home page, perfect for time sensitive promotions and special offers. Please include a 960x640 image and short description that you want included. To be featured, contact Julissa Breslin at jbreslin@vestar.com.



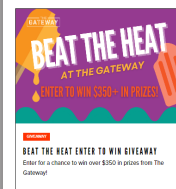
Join W.O.S.B. Collective this Saturday to meet Santa and get your Christmas shopping done!



WELCOME TO THE GATEWAY.

The Gateway is Salt Lake City's downtown destination for dining, entertainment, community-driven events, urban living, and creative office space. With direct access to public transit, The Gateway serves up a one-of-a-kind blend of unique retail, hip nightlife, a cutting-edge arts and culture scene, an innovative technology hub, and more. There's no place quite like The Gateway, and there's no rush more on the way.

SEE IT NOW



Advertising Opportunities

Poster Signage (choice of 1 month - (4) 22" x 28" signs)

Poster signage is displayed throughout the center to promote on-site events, promotions, sponsors and tenants. There are a total of 12 free standing 22x28 signs displayed throughout The Gateway. Placement is available on the 1st of each month.

Specifications:

- 22" x 28" Signage Art – high resolution (100 dpi minimum), visual opening of sign holder is 20" wide x 26" tall – for best visibility, vital graphics and text should be kept within 19" x 25".
- Art must be submitted to Marketing for review and approval prior to print.
- 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 posters or paying for print cost.



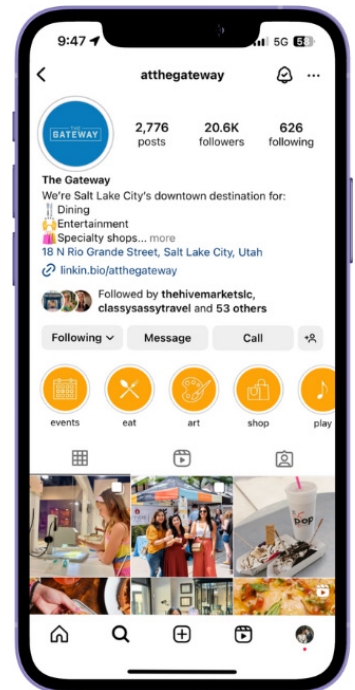
Boosted Social Media Post (choice of 2 week boost)

Please provide Julissa Breslin with a special, sale, or new offering you would like to promote, and the graphics needed to promote said offering for approval. The post will be scheduled to post on The Gateway's Instagram (@atthegateway), and will be boosted for 2 weeks.

Specifications:

- 1080 pixels x 1080 pixels.
- Art must be submitted to Marketing for review and approval prior to posting.

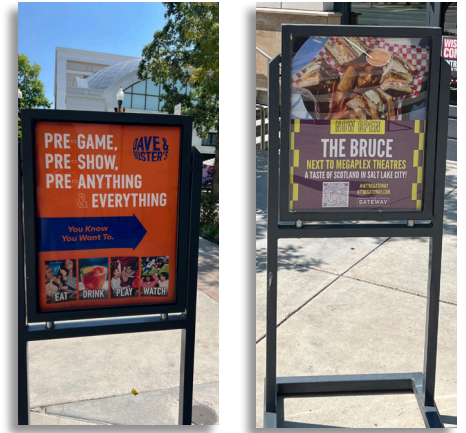
**These opportunities are free for LRA tenants. Non-LRA tenants may incur costs at tenant's expense for these opportunities. Please complete the attached participation form and return to Julissa Breslin in The Gateway's Marketing Department to confirm your participation and select the schedule for when your opportunity will go live. Email: jbreslin@vestar.com, Phone 801.456.0009. Placement is based on availability and The Gateway reserves the right of final advertisement approval*



The Gateway Advertising Spec Sheet

Poster Signage

- Final trim size: 22 inches wide x 28 inches tall (1" bleed required on all sides).
Visual area: 19 inches wide x 25.5 inches tall.
- Material: 1/16 in. on styrene, double-sided.
- Tenant responsible for cost of printing.
- Deadline: Due 2 weeks prior to requested display date
- Printing: Once artwork is final, we will submit to West Wind Litho (local print vendor) for print, unless otherwise noted. Advertiser is responsible for the cost of printing. Please submit the appointed name and address for the invoice.



Home Block on Website

- 960x640 graphic and short description of event, offering, discount, etc.
- Deadline: 1 week prior to post



DINE-IN

DINE AT THE GATEWAY RESTAURANTS

Stop by one of our restaurants today! For a full list of those offering dine-in, take-out or delivery options click here.

Digital Tower

- When building and planning content it is important to understand the dimensions of the display. Of course, the video display at The Gateway Tower is unique in that it wraps around the tower; in effect, this creates four video screens. This means that content can specifically be built to project onto each side. Or it can be built to wrap around the screen.

Each of the 4 panels is 480x780; panels can be combined so long as the entire composition is 1920x780. Final designs should be rendered at 1920x780 and placed in the upper left-hand corner of a 1920x1080 black comp.

Due to the specific licensing of the Digital Tower, content of graphics must consist of 80% art or images, and only 20% text. Please send Digital Tower graphics to the Marketing Department for approval.

- Deadline: 1 week prior to requested run date



Email Blast

- 600 px wide x no more than 900 px high.
- Deadline: 1 week prior to requested send date

MOOD (Overhead Center Audio Ads)

- 70-80 words OR a pre-produced 30 second MP3 audio file
- Deadline: 3 weeks prior to agreed upon start date.

Social Media Post

- 1080 px wide x 1080 px high.
- Deadline: 1 week prior to requested post date



NEW TENANT!

HAWAII Fluid Art

A Place to Create!

NOW OPEN AT THE GATEWAY!

Hawaii Fluid Art is a one-of-a-kind art experience you won't find anywhere else. The art studio welcomes people of all ages, no experience necessary. Perfect for date nights, family nights, ladies nights, church groups, team-building, and much more. Come discover your inner artist!

Paid Advertising

Cooperative Advertising Through Universal Media

Backlit directory signs are 47.5"x68.5" in size and strategically located at high-traffic points throughout The Gateway and are available on a monthly basis through Universal Media. Buy an ad to impact consumers as they are about to make their final purchase decisions.

This opportunity is not managed by The Gateway Marketing Department. For more information on this advertising opportunity, contact Universal Media:

Todd Cohen

Chief Digital Officer

Universal Media

Direct: 435-503-1488

Email: todd@universalmediaus.com

www.universalmediaus.com



2024 Advertising Opportunities Participation Form

Fill out this form if you are an LRA tenant only. Refer to pages 7 and 8 for a full description of each opportunity.

If you are unsure of your LRA tenant status, please refer to Article 29C of your lease agreement, or contact Julissa Breslin at 801.456.0009 if you have further questions.

STORE NAME: _____

CONTACT PERSON: _____

TELEPHONE: _____ FAX: _____

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

Select One: LRA Tenant _____ Non-LRA Tenant _____

Please choose which opportunities you want to participate in and return to Julissa Breslin:

___ Overhead Center Audio Ad Messages (choice of 2 consecutive months) - costs may apply for non-LRA tenants

Preference of months requested _____ and _____

___ Center Digital Tower Ad Messages (choice of 1 month, running 2x per hour for 15-30 seconds) – costs may apply for non-LRA tenants

Preference of month requested _____

___ Custom Tenant E-Blast (choice of timing for one E-Blast) - costs may apply for non-LRA tenants

Preference of month requested _____

___ AttheGateway.com home block (choice of 1 month) – costs may apply for non-LRA tenants

Preference of month requested _____

___ 22" x 28" Center Signage (choice of 1 month) – costs may apply for non-LRA tenants

Preference of month requested _____

___ Boosted Dedicated Social Media Post (choice of 2 week boost on The Gateway’s Instagram) – costs may apply non-LRA tenants

Preference of 2 weeks requested _____

Financial Responsibility and Terms

- LRA tenants are billed monthly on your rent statement.
- Slow and partial payments will result in tenant’s account being placed on “Credit Hold” by Property Management team.
- 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 Gateway LLC.

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.

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 Gateway Marketing Department:
ATTN: Julissa Breslin & Kenzie McFarlane
jbreslin@vestar.com
kmcfarlane@vestar.com



THE GATEWAY

Contact Information

Management Office

475 W. 100 S.
SLC, UT 84101
Phone: 801.456.000
Hours: Monday-Friday, 8:30 am-5:30 PM

Property Management

Bryan Hill
General Manager
18 N. Rio Grande, SLC, UT 84101
Phone: 801.456.0001

Keri Stephens
Assistant General Manager
Phone: 801.456.0004

Security

Gateway Security
117 S. 500 W. SLC, UT. 84101
Phone: 801.456.0040
j.curtis@marksman.services

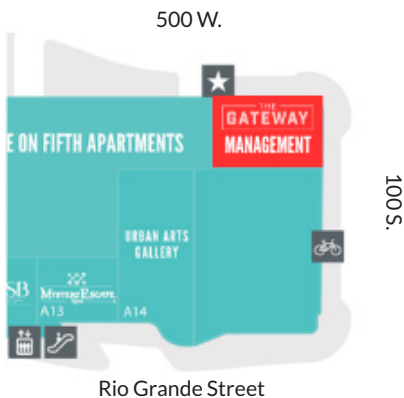
Marketing Department

Julissa Breslin
Marketing Director
475 W. 100 S. SLC, UT 84101
Phone: 801.456.0009
jbreslin@vestar.com

Kenzie McFarlane
Marketing Manager
475 W. 100 S. SLC, UT 84101
Phone: 801.456.0003
kmcfarlane@vestar.com

Maintenance

U.S. Diversified Services
For maintenance inquiries, please contact Security Dispatch at 801.456.0040. They will coordinate with U.S. Diversified Services.



Located on the south side of the property, across 100 S. and just west of The Store

Important Phone Numbers

Security	801.456.0040
Management	801.456.0000
Maintenance Office - Please call security to have them radio maintenance staff.	

