



GRAND OPENING MARKETING OPPORTUNITIES

We are thrilled to extend a warm welcome to the Bowles Crossing community! In the spirit of Vestar partnership, we are excited to provide you with the following complimentary marketing activations to support your upcoming Grand Opening. We will be in touch with specs and additional details as we approach the Grand Opening.

On Site Signage

Bowles Crossing will display up to 6 “Now Open” signs throughout the Center for a period of 30 days after your grand opening date.

Social

We will feature both “Coming Soon” and “Now Open” posts on the Bowles Crossing social media sites. The handles are IG: @BowlesCrossing and FB: BowlesCrossing

Additionally, once the store is open, we will host a social media Enter to Win featuring your store.

Website

Home Page Slider

A hero image of your storefront or product mix can be displayed on the shopbowlescrossing.com website for 30 days.

Store Directory

Prior to opening, your location will be listed as “Coming Soon” on the online directory. The directory includes the following details:

- Store address including suite number
- Hours of operation
- Store phone number
- Website link
- Brief store description
- Logo image

Ongoing Support

As a part of the Vestar community, we look forward to supporting you throughout the duration of your time at Bowles Crossing. We are happy to post open job positions, season specials, and in store events on the Bowles Crossing website and social media pages.

You are welcome to email those details to Serena Schultz sschultz@vestar.com

Contact Information

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Please note all Grand Opening efforts need to occur within 90 days of your store’s first day of operation.