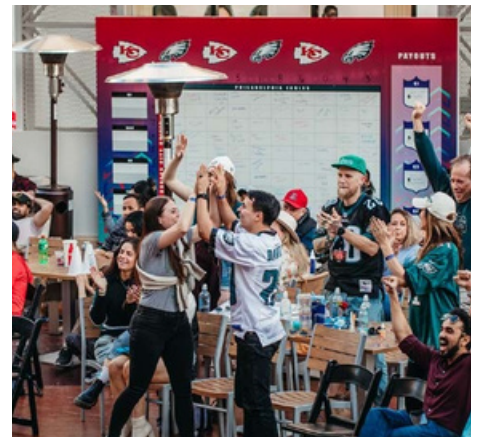


DESERT RIDGE MARKETPLACE

MERCHANT MARKETING

2024 - 2025



DESERT
RIDGE
MARKETPLACE



Ongoing Marketing Initiatives

Website

shopdesertridge.com offers the latest center information, including an interactive directory, store and restaurant descriptions and hours, events, sales and promotions and more. YTD, the website has seen over 962,300+ page views (as of August 2024). Below are opportunities to feature your store or restaurant on shopdesertridge.com at no cost (unless otherwise noted). Please email updates to Katie Hauptman at khauptman@vestar.com.

- Website featured image spec: 1200 pixels x 800 pixels. No text around edges as the website auto fits the image size based on screen. If a featured image is not provided, the marketing team will source one for the listing.
- Jobs: If your store or restaurant is hiring, send the position title(s) along with job description(s), requirements and how to apply to Katie at khauptman@vestar.com.
- Events: Highlight upcoming activities happening inside your space. Share event date(s), time(s), costs if they apply and general details.
- Happy Hour & Specials: In addition to the dining page, your restaurant is invited to feature your current happy hour, specials and other time-sensitive promotions here.
- Sales & Promotions: Store sales, promotions and special events are featured here. Send artwork (if available) and dates valid to Katie at khauptman@vestar.com.

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

E-Mail Blasts

At the beginning of each month, Desert Ridge Marketplace sends an email featuring upcoming events, specials and other center happenings to a database of more than 55,000 contacts (As of September 2024). Special dedicated emails are also sent throughout the month regarding center happenings. If your store or restaurant is interested in sending a special subject email, contact Katie at khauptman@vestar.com for details. (Costs may apply. Opportunities based on current schedule and specific promotion.)

E-Mail Blasts

The Marketing team also sends important event, promotion and tenant happenings through text messages to a database of over 14,700+ contacts (as of September 2024).

Enter-to-Win Promotions

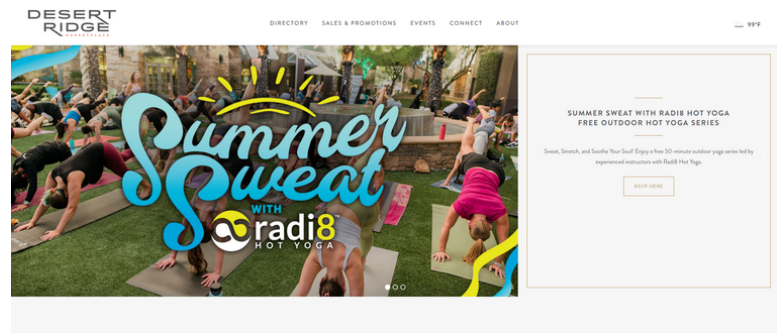
To grow our database, Desert Ridge Marketplace offers gift card giveaways and partners with local concert venues, sports teams and popular Valley attractions to secure giveaway prizes for special enter- to-win promotions. Shoppers must submit a valid email address for their chance to win. All submitted email addresses are then added to the Desert Ridge Marketplace database. Shoppers can also sign-up for center



Gift-with-Purchase

During the year, Desert Ridge Marketplace partners with popular Valley attractions as well as Desert Ridge Marketplace tenants to offer special gift-with-purchase promotions. These promotions are designed as an incentive to shop, dine and play at Desert Ridge Marketplace. It's also our way of saying "thank you" to our loyal patrons by rewarding them with free gifts. We encourage tenants to utilize these offers as an incentive to upsell to shoppers. If your store or restaurant is interested in participating in a gift-with-purchase promotion, please contact Katie at khauptman@vestar.com for details.

WWW.SHOPDESERTRIDGE.COM



Ongoing Marketing Initiatives

Social Media

Desert Ridge Marketplace reaches thousands of people each day through social media. Center happenings, tenant sales, events, promotions and more are posted every day. Desert Ridge Marketplace social handles and stats are below.. Help keep us in the know and gain more exposure for your store or restaurant by sending news, events, promotions, etc. to Katie Hauptman at khauptman@vestar.com. All it takes is a quick email and some tenants just forward their promotion notifications straight to us.



www.facebook.com/DesertRidgeMarketplace 37,328 likes



www.instagram.com/DesertRidge 24,700+ followers



www.tiktok.com/@shopdesertridge 1,728 followers

FEATURED REELS & TIKTOK CONTENT:
WE WANT TO PROMOTE YOUR BRAND THROUGH REELS ON INSTAGRAM AND TIKTOK. IF YOUR BRAND HAS VIDEOS THAT YOU WOULD LIKE FEATURED ON OUR PAGE, SEND THEM OVER FOR APPROVAL AND SCHEDULING.



Ecoblooms Sustainable Art Reel
Views: 5.1K



Jimmy John's Firecracker Reel
Views: 5.1K



Bob's Discount Furniture Reel
Views: 7.1K



Backyard Tequila Day Reel
Views: 19.8K



Fly Bye 4th of July Reel
Views: 1.9K



Foley Ranch Rising Stars Reel
Views: 8.5K



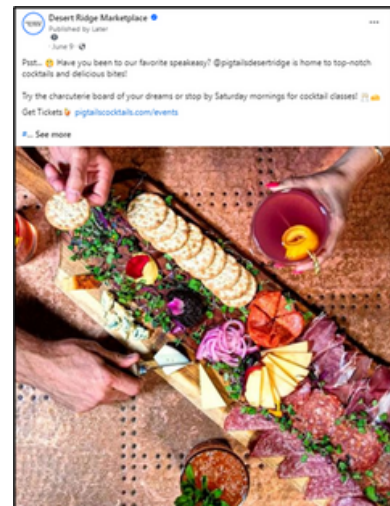
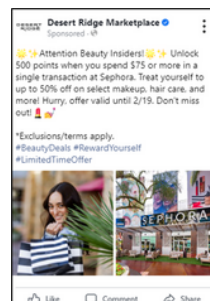
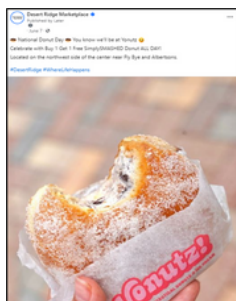
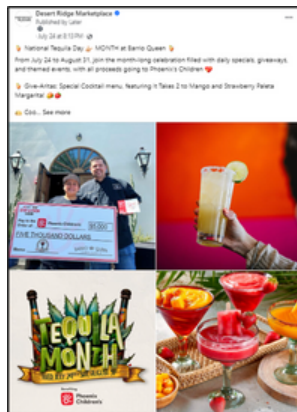
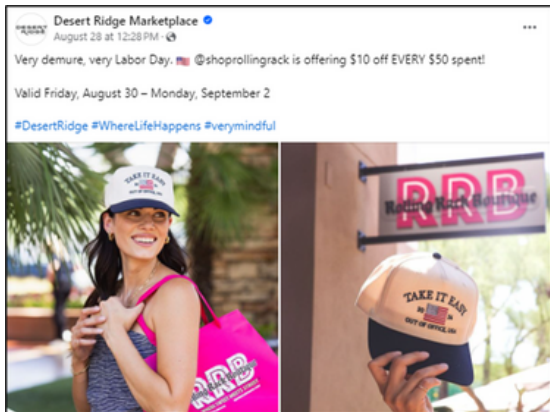
Copper Blues Happy Hour Reel
Views: 4.1K



Sip & Stroll Promo Reel
Views: 14.4K



Slices Lunch in The District Reel
Views: 1.9K



Ongoing Marketing Initiatives

Events

Each year, Desert Ridge Marketplace hosts free events for the community with the goal of driving traffic to the center and your brand location. All onsite events are heavily marketed through a variety of outlets, including on our website, email blasts, on-mall signage, social media and paid digital advertisements. Your brand is encouraged to participate in these events by providing an interactive activity for guests, showcasing new products and/or menu items, offering discounts, etc. to a captive audience. Upcoming events will be included in our monthly Tenant Newsletter distributions and email outreach. Desert Ridge Marketplace will provide you with a table and branded linen cover to make this process as easy as possible on your team. Just bring your promotional items. Please email khauptman@vestar.com for information on how your brand can get involved.

Did you know that your brand can also sponsor a property event? If you are interested in being more heavily featured and/or have a fun event idea for 2024, please email khauptman@vestar.com for more information.

Upcoming 2023 Events

Live Music
Select Fridays & Saturdays | 6-9PM



Pumpkin Patch
October 16 - October 27 | Daily



Creepy Candy Crawl
Thursday, October 17 | 5:30-7:30PM



Paul's Car Wash
October 21 - October 25 | Daily



I Recycle Phoenix
Saturday, October 19 | 7AM-12PM



Maker's Hive Market
Saturday, October 26 | 11AM - 4PM



Fashion Week 4 Kids
Saturday, November 16 | 10AM-4PM



Annual Holiday Tree Lighting
Monday, November 25 | 6-8:30PM



Holiday Dome Art Installation
November 8 - January 5



Ongoing Marketing Initiatives

Upcoming 2023 Events (continued)

Free Photos with Santa
Select Dates this Season



12 Days of Snowfall
December 13-24 | Shows at 7PM & 8PM



Christmas Angel Tree
Select Dates This Season



Looking ahead to 2024

Super Bowl Viewing Party • Yappy Hour • Final Four Viewing Party • Earth Day • New Spring Festivals • District Splash Days Summer Series • Art Installations • and so much more!

Art Installations

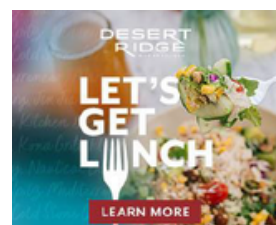
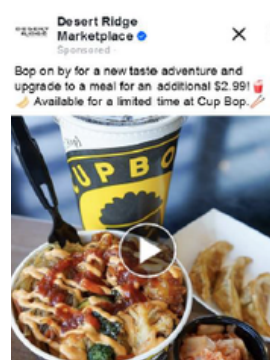
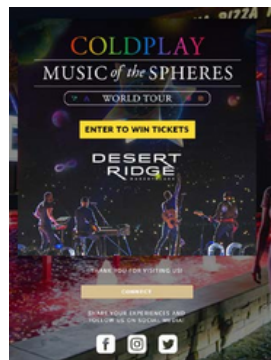
Desert Ridge Marketplace will continue to drive traffic and social engagement for the center with engaging public art installations like custom photo booths, murals, hanging art and so much more. All art installations are heavily promoted through many outlets, including on our website, email blasts, on-mall signage, social media and paid digital advertisements.



WiFi & Targeted Digital Ads

Desert Ridge Marketplace offers guests free, high-speed WiFi throughout The District. The WiFi allows us to capture data from WiFi users and to serve ads to users that promote center happenings and tenant specials. Information collected from these ads can include name, email, phone number and zip code..

Additionally, Desert Ridge Marketplace runs strategic geo- and behaviorally-targeted digital display and social media ad campaigns monthly, highlighting center activations and tenant offerings, and more.



Advertising Opportunities & Spec Sheet

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.

Digital Display Ad

Tenants have an opportunity to participate in a digital advertising campaign that will geo- and behaviorally-target customers through partner websites. Digital display ads reach thousands of people across the internet. 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 to

LRA tenants only.

- Specs: 300 pixels x 250 pixels, 728 pixels x 90 pixels, 320 pixels x 50 pixels

Social Media Ad

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 to LRA tenants only.**

- Specs: 1080 pixels x 1080 pixels (Facebook, less text/20% rule)
- Provide copy and URL
- Deadline: 2 weeks prior to run date

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 marketplace. 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. A minimum of 1,000 messages will be played for an entire month.*

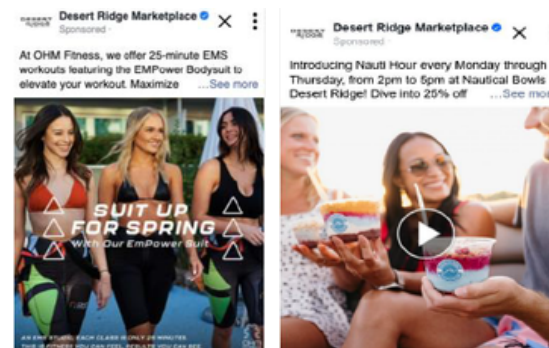
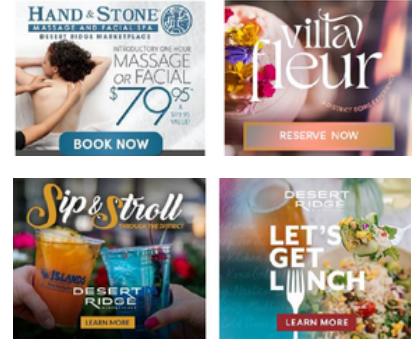
- Specs: 70-80 words OR a pre-produced 30 second MP3 audio file
- Deadline: 15th of each month to run the following month

LED Video Wall Ad Messages (choice of 1 month)

Located in The District between Dave & Buster's and Barnes & Noble, this 14'h x 21'w LED video wall is an eye-catching source of entertainment for shoppers. Tenants may provide images and copy to be produced by our team or provide a high quality (.jpg) still image or 30 second pre-produced video advertisement (QuickTime, MPEG2, .mp4) that will be played for the entire month.*

LED Video Wall ads should be produced with the following specifications:

- Video: 1920 pixels wide x 1080 pixels high. Length: 30 seconds. Format: MP4 Video
- Still Image: 1920 pixels wide x 1080 pixels high, 72 dpi, RGB. Format: JPEG (maximum quality)



Advertising Opportunities & Spec Sheet

Custom Tenant E-Blast (choice of 1 date)

Looking for a direct way to advertise to more than 38,000+ people? Then, the specific e-blast is the perfect opportunity for you! Tenants may include a seasonal offer or highlight a special event or promotion.*

- Specs: 700 pixels wide x no more than 1000 pixels high, 72 dpi, jpg format

Poster Signage

(choice of 1 month - (4) 22" x 28" signs or (2) 30" x 70" signs)

Poster signage is displayed throughout the center to promote on-site events, promotions, sponsors and tenants. There are a total of 6 free standing 30" x 70" signs and 23 free standing 22" x 28" signs throughout The District and surrounding common area. Placement is available on the 1st of each month and includes 4, 22" x 28" sign locations or 2, 30" x 70" sign locations.*

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".
- 30" x 70" Signage Art – high resolution (100 dpi minimum), visual opening of sign holder is 28" wide x 68" tall – for best visibility, vital graphics and text should be kept within 27" x 67".
- 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.



Cooperative Advertising

Blue Outdoor

Backlit directory signs are 48" x 70" in size and strategically located at high-traffic points throughout Desert Ridge Marketplace and are available on a monthly basis through Blue Outdoor. Buy an ad to impact consumers as they are about to make their final purchase decisions.

For more information contact Mall Media US:

Daniel Reback | Blue Outdoor | sales@blueoutdoor.com



2025 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 Melissa Gonzalez if you have further questions.

Tenant understands that their participation in this program will apply toward Desert Ridge Marketplace 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 options below and return by November 30, 2023 (Refer to pages 7 and 8 for full description.)

___ Digital Display Ad (choose start date) – Preference of month requested _____

___ Social Media Ad (choose start date) – Preference of month requested _____

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

Preference of months requested _____ and _____

___ Center LED Video Wall 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 _____

___ 30" x 70" Center Signage (choice of 1 month) – Does not include the cost of printing

Preference of month requested _____

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."
- 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 Desert Ridge Marketplace.
- 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 Desert Ridge Marketplace and Vestar Development, L.L.C., and its agents and representatives from any claim arising from approved advertising. In the event of a material error by Desert Ridge Marketplace, 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.

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

Authorized Signature: _____ Date: _____

Please return to the Desert Ridge Marketplace Marketing Department

ATTN: Melissa Gonzalez
21001 N. Tatum Blvd. Suite 46-1515
Phoenix, AZ 85050
602.553.2713
mgonzalez@vestar.com



New Tenant Grand Opening Package

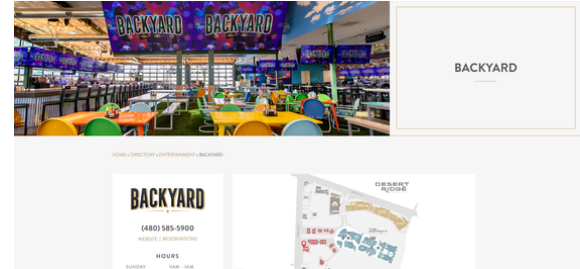
Desert Ridge Marketplace is excited to welcome your brand to the shopping center. We have a variety of complimentary marketing opportunities that we invite you to take advantage of leading up to your opening and beyond.

Website Listing

Every tenant at Desert Ridge Marketplace has a dedicated landing page on the centers website that features hours of operations, a description of your brand, specials and important information.

We need the following items to populate this page:

- High resolution transparent logo
- 1200 pixels wide x 800 pixels tall Featured Header Image
- Approved Copy for Brand Description
- Estimated Opening Timeline



Coming Soon Window Graphics

In your signed lease, you will find a section regarding Coming Soon signage. We do require new tenants to place coming soon window graphics within 10 days of taking possession of the space.

Please provide size of graphics and artwork proof to Katie Hauptman at khauptman@vestar.com for Management approval.



Stakeholder Coming Soon Eblast

Desert Ridge Marketplace distributes an internal eblast that announces your brand as Coming Soon and/or Now Open to key Vestar executives, leasing partners and the internal property team. We will creative the artwork and send over for your approval.

Coming Soon & Now Open Advertising

A full grand opening package has been created to support your Coming Soon and Now Open initiatives. We recommend utilizing the Coming Soon signage 1 month prior to opening and the Now Open signage during your opening month.

- 22" x 28" Center Signage
- Custom Tenant E-blast
- LED Video Wall Ad
- Overhead Center Audio Messaging
- Social Media Features



Vestar Tenant Services

As a reminder, VESTARTENANTSERVICES.COM, is your one-stop resource for everything you need to open and operate your location in a Vestar managed shopping center. You'll find everything from Construction resources to important reminders from Property Management and Marketing.



2025 Advertising Opportunities for Purchase Participation Form

Refer to pages 7 and 8 for a full description of each opportunity.

STORE NAME: _____

CONTACT PERSON: _____

TELEPHONE: _____ FAX: _____

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

Please choose which opportunities you want to participate in and return to Melissa Gonzalez:

___ Overhead Center Audio Ad Messages (choice of 2 consecutive months), costs may apply

Preference of months requested _____ and _____

___ Center LED Video Wall Ad Messages (choice of 1 month) – costs may apply

Preference of month requested _____

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

Preference of month requested _____

___ 22" x 28" Center Signage (choice of 1 month) – costs may apply

Preference of month requested _____

___ 30" x 70" Center Signage (choice of 1 month) – costs may apply

Preference of month requested _____

All opportunities are subject to space availability.

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."
- 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 Desert Ridge Marketplace.

Except as provided below, tenant agrees to indemnify and hold harmless Desert Ridge Marketplace and Vestar Development, L.L.C., and its agents and representatives from any claim arising from approved advertising. In the event of a material error by Desert Ridge Marketplace, liability will be limited to the cost of the advertising space containing the error.

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

Authorized Signature: _____ Date: _____

Please return to the Desert Ridge Marketplace Marketing Department

ATTN: Melissa Gonzalez
21001 N. Tatum Blvd. Suite 46-1515
Phoenix, AZ 85050
602.553.2713
mgonzalez@vestar.com



Contact Information

Management Office

21001 N. Tatum Blvd. Suite 46-1515
Phoenix, AZ 85050
Phone: (480) 513-7586
Hours: M-F, 8am-5pm
drreception@vestar.com

Property Management

Tim Ray
General Manager
21001 N. Tatum Blvd. Suite 46-1515
Phoenix, AZ 85050
Direct: (602) 553-2703
tray@vestar.com

Shannon Zubert
Assistant General Manager
21001 N. Tatum Blvd. Suite 46-1515
Phoenix, AZ 85050
Direct: (602) 553-2663
szubert@vestar.com

Lauren Farnsworth
Administrative Assistant
21001 N. Tatum Blvd. Suite 46-1515
Phoenix, AZ 85050 Direct:
(480) 513-7586
drreception@vestar.com

Marketing Department

Katie Hauptman
Marketing Director
21001 N. Tatum Blvd. Suite 46-1515
Phoenix, AZ 85050
Direct: (602) 553-2708
khauptman@vestar.com

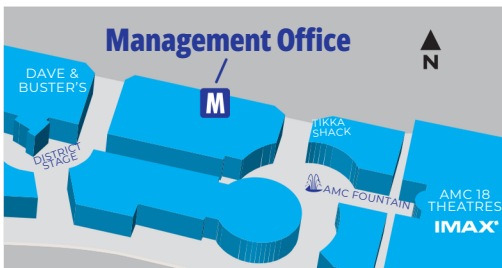
Melissa Gonzalez
Marketing Manager
21001 N. Tatum Blvd. Suite 46-1515
Phoenix, AZ 85050
Direct: (602) 553-2713
mgonzalez@vestar.com

Security

Desert Ridge Marketplace Security
Marksman Security Corporation
21001 N Tatum Blvd.
Phoenix, AZ 85050
Phone: (480) 419-8101

Maintenance

U.S. Diversified Services
Phone: (480) 538-8603



Located on the north side of The District
between Dave & Buster's and LensCrafters

Important Phone Numbers

Security Dispatch (24 Hours)	(480) 419-8101
Management Office (8am-5pm)	(480) 513-7586
Maintenance Office	(480) 538-8603