

THE ORCHARD

GRAND OPENING

MARKETING OPPORTUNITIES

Welcome to the Orchard Town Center! In the spirit of partnership, we are excited to provide you with the following complimentary marketing activations to support your upcoming grand opening. The specs for the creatives are listed on the last page and we will be in touch with additional details as we approach the grand opening.

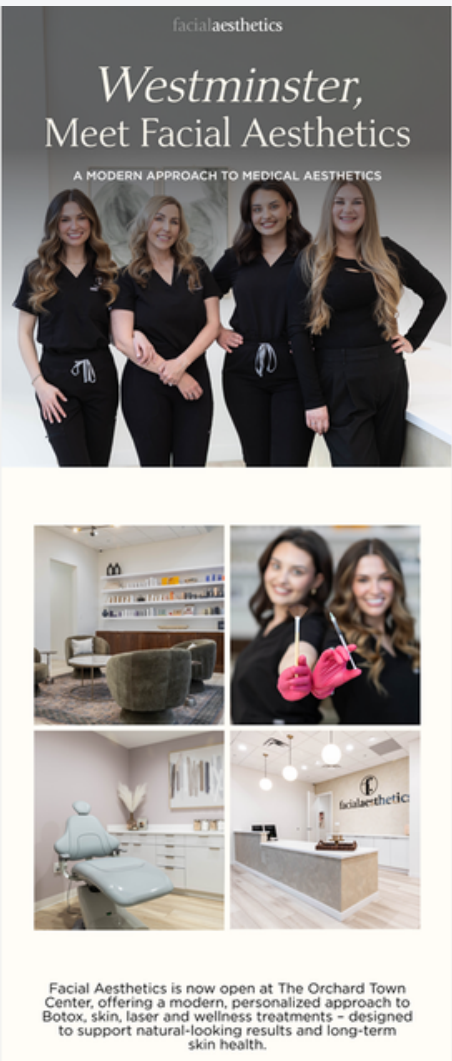
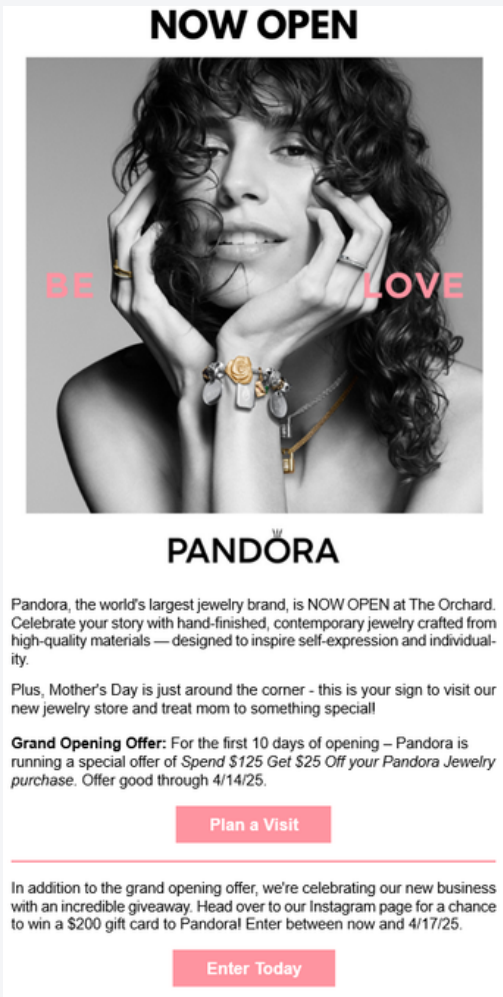
On Site Signage

Orchard Town Center will display up to 6 “Now Open” signs throughout the Center for a period of 30 days after your grand opening date. In addition, we will print the signs at no cost to you. To allow adequate time for review and printing of the 22×28 signs, we recommend submitting sign graphics to our team at least two weeks prior to the opening date. We recommend including a location callout on your 22×28 sign to help customers easily find your space. This is especially helpful for new openings and improves overall guest navigation within the center. Below are examples for reference.



Email

We will add your business as a “coming soon” or “opening soon” feature in our monthly Happenings email leading up to your open date. Our emails are sent to our community with a distribution list of 25K. In addition, we will send a dedicated email to our customer base in conjunction with your grand opening. You’re welcome to provide copy, including but not limited to promotion or location specifics. The copy can be placed on the image or provided to our team as an added text block in the email. Below are examples for reference.



Social

We will feature both “Coming Soon” and “Now Open” posts on the Orchard Town Center social media sites. The handles are Instagram: @orchardtowncenter and Facebook: OrchardTC

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

Website

Home Page Slider

A hero image of your storefront or product mix can be displayed on the Orchard Town Center website for 30 days. The image can just be a plain photo (no text or logo), and we'll add the messaging on our end. Our sliders have an overlay on the left side so please create your design accordingly. See image on page 3.

Store Directory

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

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

Blue Outdoor

Blue Outdoor is an advertising opportunity in the hardscape directories and pedestrian flag banners along Town Center Drive. Please note there is a cost associated with this placement. Please reach out to Laura for additional details or to request a quote. Her email is laura.walden@blueoutdoor.com.

Westminster Chamber of Commerce

We encourage our businesses to consider joining the Westminster Chamber of Commerce to help grow their business and build connections within the local community. Chamber membership offers valuable networking opportunities, business advocacy, increased credibility, and promotional support. The Chamber also assists with grand openings and ribbon cuttings to help generate visibility for new businesses. Membership fees apply, and businesses should contact the Chamber directly for additional details and pricing.

Ongoing Support

As a valued member of the Vestar community, the Marketing team looks forward to supporting you. We are happy to post open job positions, season specials, and in-store events on the Orchard Town Center website and social media pages. Please email the details of your announcements and special activities to Serena Schultz at sschultz@vestar.com and Jessica Cowden at jcowden@vestar.com.

Additional Resources & Recommendations

The Aloft Hotel by Marriott is located within walking distance of the center, offers a convenient lodging option and conference room for your team, corporate partners, or visiting guests. The hotel provides preferred rates for Orchard Town Center businesses and their corporate teams. [Click here for more details.](#)

If you are planning a grand opening celebration, we've seen strong results from incorporating elevated details to enhance the overall guest experience. Orchard Flower Design has been a preferred partner for floral arrangements, adding a polished and welcoming touch to events. For catering, there are several excellent catering options within the Orchard Town Center, including Postino, 3 Margaritas, Lazy Dog, Panera, Windfall, P.F. Chang's, and much more that offer a variety of high-quality food and shareable snack options that are ideal for grand openings and special events.

Creative Specs

For creative production, your team is welcome to build and send assets. We also have design resources we can deploy in the event you would like help creating the assets listed below. To ensure adequate time for review and production, we kindly request that all assets be submitted at least two weeks prior to your opening date.

On Site Signage:

- Finished size - 22" x 28" // Visible space - 19.5" x 25.25"
- File type - High resolution (150+ dpi) JPEG, PDF, or PNG

Social Posts:

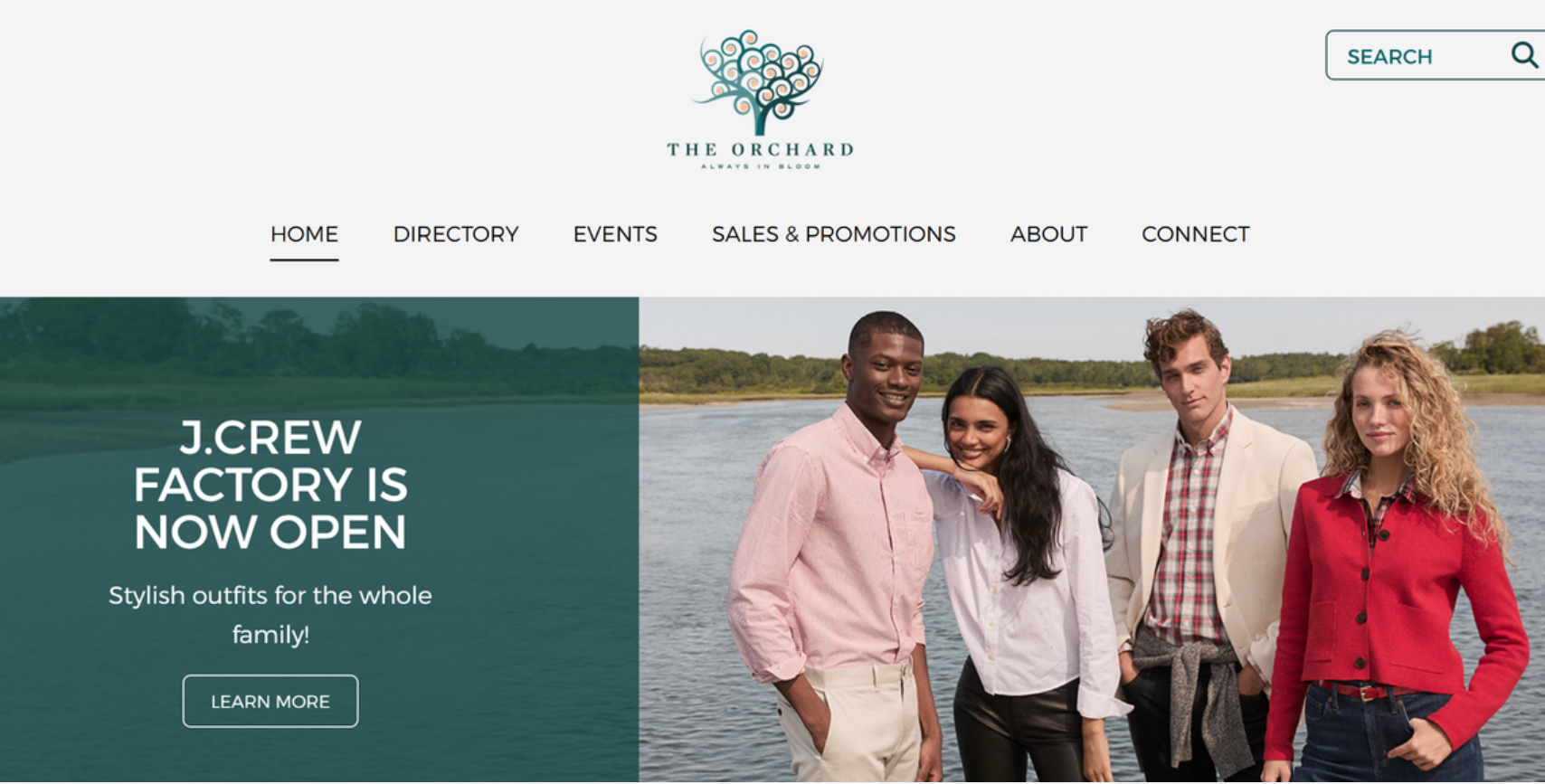
- 1080 x 1350px (4:5 ratio)
- File type - JPEG or PNG

Email:

- 600 x 700px
- File type - JPEG or PNG

Website Slider:

- 1920 x 605px
- File type - JPEG or PNG
- Our sliders have an overlay on the left side so please create your design accordingly. See image below.



Orchard Town Center Marketing Team Contact Information

Jessica Cowden, Marketing Director jcowden@vestar.com 303-450-8630	Serena Schultz, Marketing Manager sschultz@vestar.com 303-450-8604
--	--

****Please note all grand opening efforts need to occur within 90 days of your store’s first day of operation. If you are planning a grand opening or promotional event, please coordinate with either Jessica or Serena in advance. This allows us to align on logistics, approvals, and marketing support to ensure a successful and well-executed event.**