



August
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RETAILER NEWS

Lululemon Private Shop AUGUST 11 | 9am – 11am

Lululemon is hosting a private shopping event for Tempe Marketplace employees on Sunday, August 11th. Join them for a free yoga session at The District Stage, followed by an exclusive shopping experience complete with refreshments and a giveaway! Every TMP employee that spends \$60+ will be entered into a raffle for a \$100 lululemon gift card, a belt bag and key chain.

Please share this exciting opportunity with your employees! RSVPs are strongly encouraged via lululemon's Event Brite [LINK](#). If you would like the link to share, please email Jess at jkosaric@vestar.com.



JULY RECAP

Splish Splash Parties

TMP hosted three family-focused parties at The Splash Pad in July, featuring water games, free food & refreshments and lots of fun toy giveaways. Handel's Homemade Ice Cream, Churro Nest and Slices were our participating retailers for these events. Attendance for the three events totaled 500 people. If you would like to participate in future events please email jkosaric@vestar.com.

Nike WNBA Pop-Up + Sip & Watch

Nike United opened an interactive WNBA pop-up experience July 18-20. Tempe Marketplace was excited to support the women's basketball league by hosting the WNBA All Star game on The District Stage screen for a Sip & Watch. Dave & Buster's had a mobile bar for the event and we gave away a \$100 Nike gift card on social media for participants who posted their attendance.



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MARKETPLACE

It's Happening Here

UPCOMING EVENTS/PROMOTIONS

Pink Paradise

ON DISPLAY THRU AUG 30

Our newest summer art installation is now on display! Step into the shade and experience the splendor of gradient pink waves fluttering across the sky hung above The Splash Pad and throughout The District Street. Tag your snapshots @tempemarketplace & #itshappeninghere

Waymo Partnership

AUGUST 2024 – JANUARY 2025

We are excited to announce our 6-month marketing partnership with Waymo, the world's first self-driving transportation service, starting this August. Waymo will be included in our upcoming relaunch of the ASU Deals program, Sip & Stroll and other monthly activations. We are excited to grow and continue this partnership in 2025. If you have a fun and creative way to include Waymo in your business' marketing plans, please email Jess at Jkosaric@vestar.com.

ASU Happenings

DORM ROOM GLOW UP ENTER-TO-WIN

AUG 1 - 17

Tempe Marketplace welcomes new and returning ASU students with an exciting enter-to-win! Students can enter to win a \$1,000 shopping spree at TMP featuring lunch and a round trip Waymo ride. The prize includes gift cards to Target, Marshalls, Michael's, Nordstrom Rack and other retailers to create a fresh new dorm room for one lucky student.

ASU PHOTO OPPORTUNITY INSTALLS

The District sign at the fountain entrance located next to Thirsty Lion is a getting an ASU makeover! Along with signage, a jumbo pitchfork and other dazzling elements will be added to the fountain area. Behind the fountain, next to Barnes & Nobles, an ASU decorated photo box is being installed.

ASU DEALS PROGRAM RELAUNCH

AUG 15

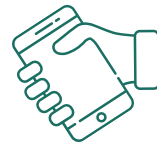
We would like to thank all of the participating retailers included in the relaunch of the successful ASU Deals program! With a complete rebrand and inclusion of Waymo, the program will be a great attraction for TMP. If you would like to be added to this program with a special offer or discount for ASU students & staff, please email Jess at Jkosaric@vestar.com.

NEW BRANDS COMING SOON



HAPPY
BEAUTY

FACEBOOK
PAGE LIKES



61K

TOTAL PAGE
VIEWS ON
WEBSITE

57,377

NEW VISITORS
TO WEBSITE

23,508

INSTAGRAM
FOLLOWERS

26.4K

TOTAL
DATABASE
NUMBER

106,453

Enter to win
a \$1000
dorm
glow up!



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