Fall NEWSLETTER
2026

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MARKETING UPDATES

NO TRICKS JUST COFFEE GIVEAWAY

The October giveaway is for a $100 gift card to La Costa Coffee, hosted on the center website. It will be running from October 12-28. If you would like to contribute/participate in a future giveaway, please email Morgan Wilson, Marketing Manager, at mwilson@vestar.com

HALLOWEEN SPOOKTACULAR EVENT

Our Halloween Boo-Nanza event will be taking place on Saturday, October 17 from 10 am-12 pm in the upper courtyard. Join us for a morning of spooky fun! There will be balloon twisting, trick or treat stations, and more! We ask that you invite your customers to participate in this fun event. Costumes are encouraged! Thank you to tenants that have signed up to participate-emails with more info will be going out next week. Please email mwilson@vestar.com with any questions.

Q1 POSTER PROGRAM

Missed the Q4 poster program deadline? The emails for the Q1 program will be going out in December for Q1 display from January through March 2027. This is a great FREE way to showcase your businesses to center visitors.

HOLIDAY CENTER PROGRAMMING

This holiday season, we will be having a variety of holiday programming on weekends in December! Holiday carolers will stroll the center on December 5, 6, and 12 from 12pm to 2 pm. Santa will also park his sleigh for photos at the center. Exact dates and times will be released soon. More information will be sent separately in November.

HOLIDAY SALES AND SPECIALS SURVEYS

Keep an eye out for surveys with links to share your Thanksgiving weekend, Black Friday, and Christmas/NYE hours and specials!

FREE MARKETING OPPORTUNITIES

Don't forget to send us your upcoming specials, events, sales, or promotions! We will post them on our website and social media site to help spread the word about your store's happenings. Please click HERE to download the **2026 Marketing Opportunities packet** and reach out to Marketing Manager Morgan Wilson at mwilson@vestar.com with any questions or if you have any issues downloading the packet.

SUSTAINABILITY TIPS AND TRICKS

Plaza Paseo Real prides itself on its sustainability efforts and would like to share some tips and tricks with you to save energy and water at work and at home. Always report dripping faucets and running toilets to the management team, turn computers on power saver mode, or give your car a break by carpooling, biking, or walking to work when possible! For the full PDF, click here. Thank you for taking steps towards conservation!

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