

Tuscan Village Salem

**SPONSORSHIP
OPPORTUNITIES**

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SPONSORSHIPS

Media. & Experiences

Social Media | Live Music | Live Events | Pop-Up Displays | Directories | Banners



SOCIAL MEDIA

DEDICATED STORY POST \$75

5K+ VIEWERS

Static posts are exclusive to Tenants & Event Sponsors

DEDICATED EMAIL BLAST FOOTER \$250

63K SUBSCRIBERS

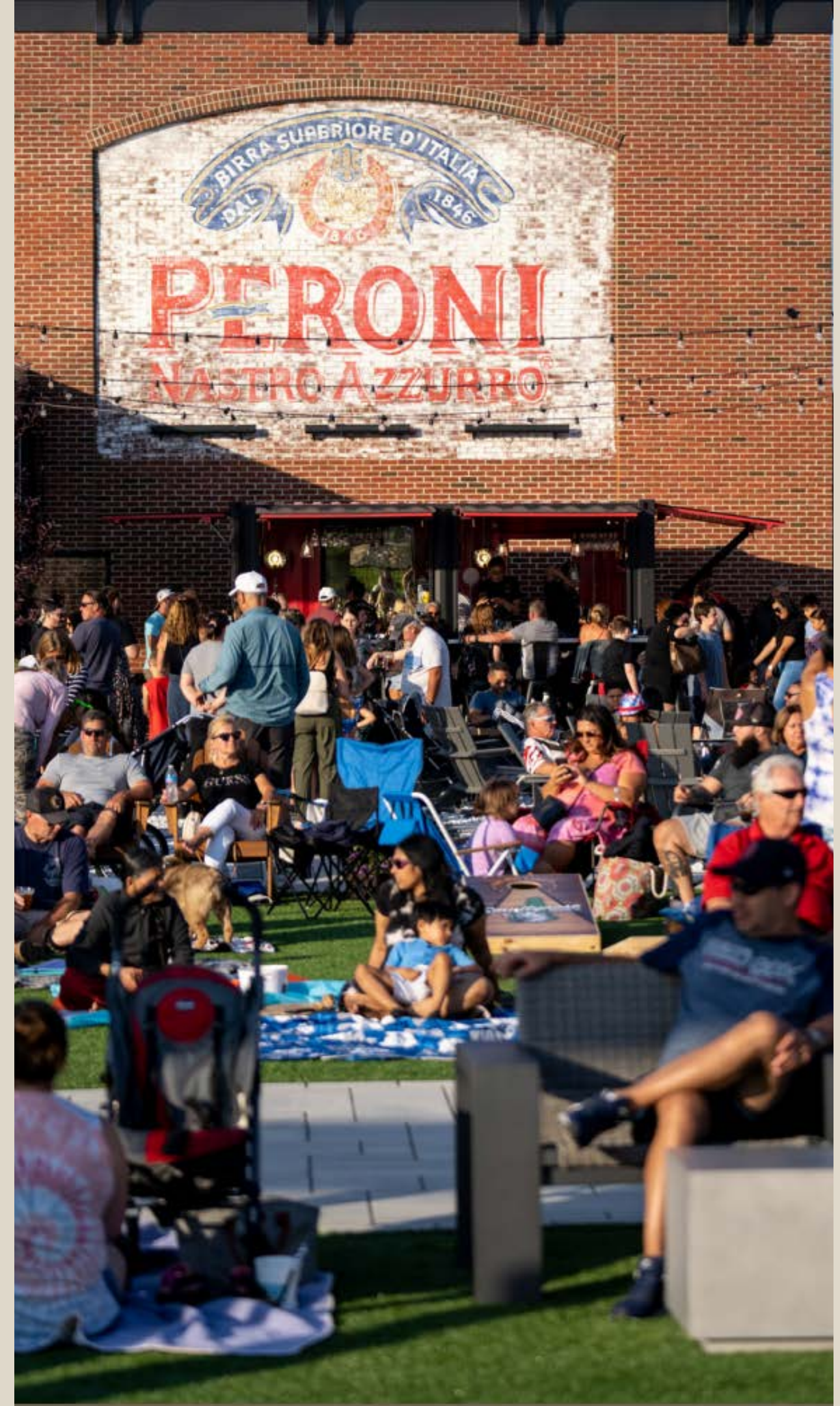
Dedicated eblast are exclusive to tenants & event sponsors

80% WOMEN

20 % MEN

2.9 MILLION REACHED

91K FOLLOWERS & SUBSCRIBERS



MEDIA: DIRECTORIES

January - April \$1000/month

May- December \$1500/month

- Price per directory (1 side)
- Minimum rental 4 weeks
- Maximum rental 12 weeks
 - 2 graphics required for a 6 week changeout
- Production fee \$300 each



DIRECTORIES LOCATION

Directory 1 at LL Bean

Directory 2 at Nike

Directory 3 at The Container Store

Additional directories will be added Fall 2023, including digital



MEDIA: AD WALLS

Dimensions -vary in size

\$2000- \$3000 based on size
(4 weeks)

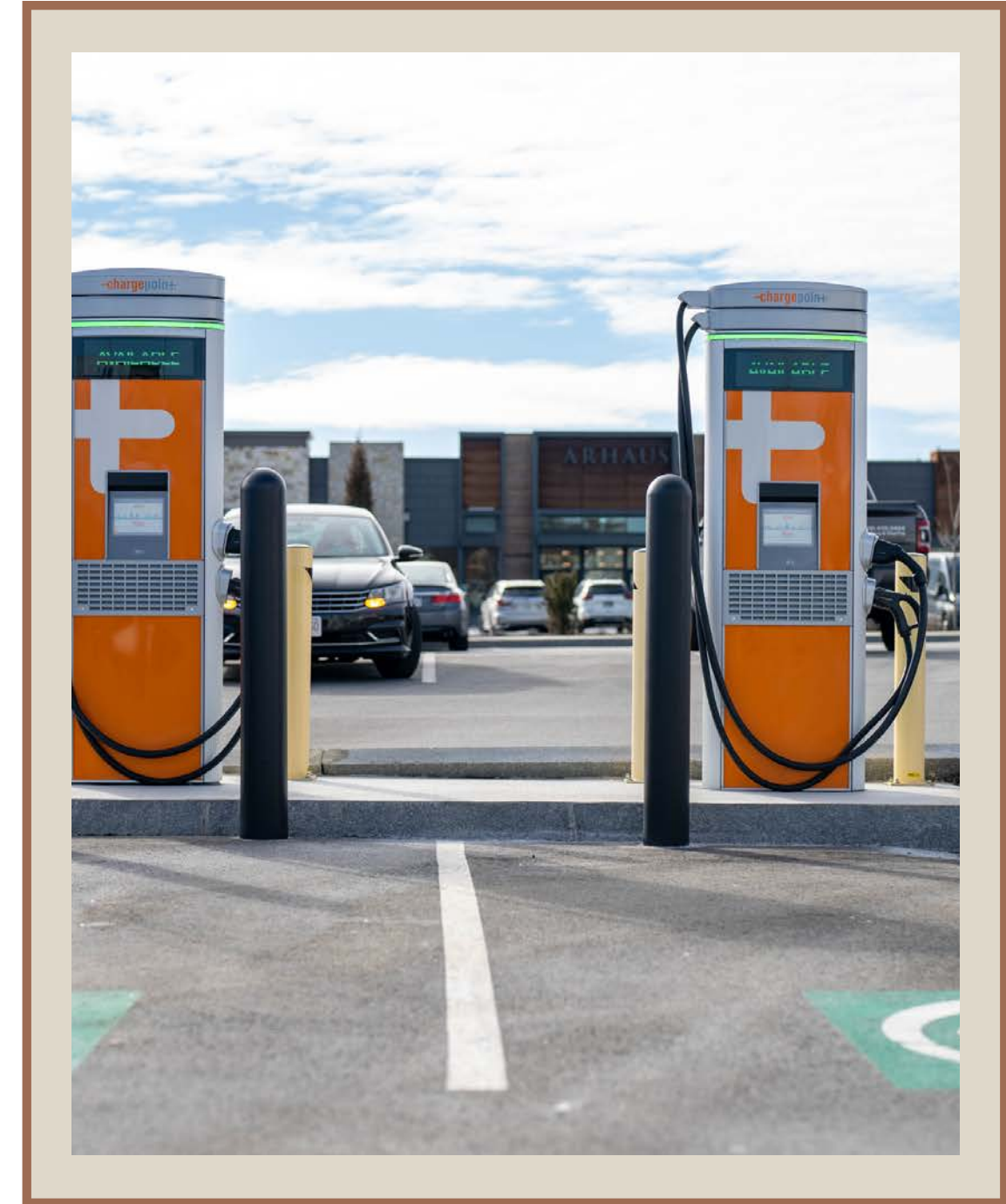
- Price per banner
- Minimum rental 8 weeks
- Maximum rental 16 weeks
- Production fee \$400 each



MEDIA: EV CHARGERS

\$500 (4 weeks)

- Price is for 30 second time slot, looping on screen on all 4 EV chargers in Tuscan Village
- Minimum rental 4 weeks
- Maximum rental 16 weeks
- Production fee \$300 which includes professional video footage, photography and composed video for EV Charger



EV CHARGERS LOCATION

(2) EV Stations next to Beach Plum

(2) EV Stations next to Williams Sonoma



SPONSORSHIP : EVENTS

CONCERT SERIES \$5,000+

10K+ WEEKLY VISITORS (MAXIMUM OF 3 SPONSORS)

- Logo on music schedule at Lake Park & Social Media
- Signage at Lake Park stage
- Tent activation every weekend allowed
- Company name mention before performance

MARKET STROLL \$1000+

5K+ EVENT VISITORS (6 OPPORTUNITIES AVAILABLE)

- Pop up shop with local makers & vendors showcase items at Lake Park.
- All event marketing to include company logo, welcome tent with company logo.
- Business vendor email registrants provided to company

YAPPY HOUR \$500

100+ VISITORS WITH PETS

- Guests & their pets visit Lake Park once a month for a complimentary beverage
- Event collateral with sponsor logo
- Emails provided to sponsor
- Pop up tent can be set up by sponsor



SPONSORSHIP : EVENTS

5K, MILE RUNS & MORE \$500+

UP TO 10K VISITORS

- Tuscan Village Annual 5K in May
- Italian Home for Children 5K in June
- Beer Mile in October
- Santa run in December

WEEKEND POP UP TENT \$500

5K+ EVENT VISITORS

(1 VENDOR PER DAY)

- 10x10 tent pop up at Lake Park for 8 hours
- Story mention on social media
- Additional charges will apply for dates with events & holidays

HAPPY HOUR \$750

100+ VISITORS

- Free beverage provided by sponsor
- Social post, story mention, tent pop up welcomed & logo on collateral



HOLIDAY SPONSORSHIPS

TREE LIGHTING WEEKEND \$3000

OVER 15K VISITORS (MAXIMUM OF 2 SPONSORS)

- Logo on music schedule at Lake Park & social media
- Signage at Lake Park Stage
- Tent activation entire weekend
- Company name mentioned before every performance
- Hot Cocoa Bar provided by Tuscan Market on your behalf
- branded tent activation

SANTA VISITS \$500

OVER 3K VISITORS

- Sponsor Santa for a day!
- Banner provided with company name
- 10x10 pop up tent is encouraged

WEEKEND POP UP TENT \$600

5K+ EVENT VISITORS

- Logo on music schedule at Lake Park & social media
- Signage at Lake Park Stage
- Tent activation entire weekend
- Company name before every performance





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