

# SANTANA ROW

PARTNERSHIP OPPORTUNITIES



Marketing Opportunities

Event Sponsorships

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Contact Information



MARKETING AT  
SANTANA ROW

## SANTANA ROW

With a prime location in a key market, proven shopping traffic, and targeted demographics, Santana Row is an ideal environment for consumer promotions. With 12 million visitors each year, Santana Row has a natural attraction to its fabulous shops, upscale restaurants, and Mediterranean-styled residential units. It continues to be the premier shopping and dining destination in Silicon Valley. In terms of sales per square foot, Santana Row is one of the highest ranking malls in the entire Bay Area.

Santana Row gives its partners, sponsors, and retailers the last chance to affect the buying decision at the point of purchase. This "last word" is invaluable since most shoppers make their final brand selection while they are at the mall.

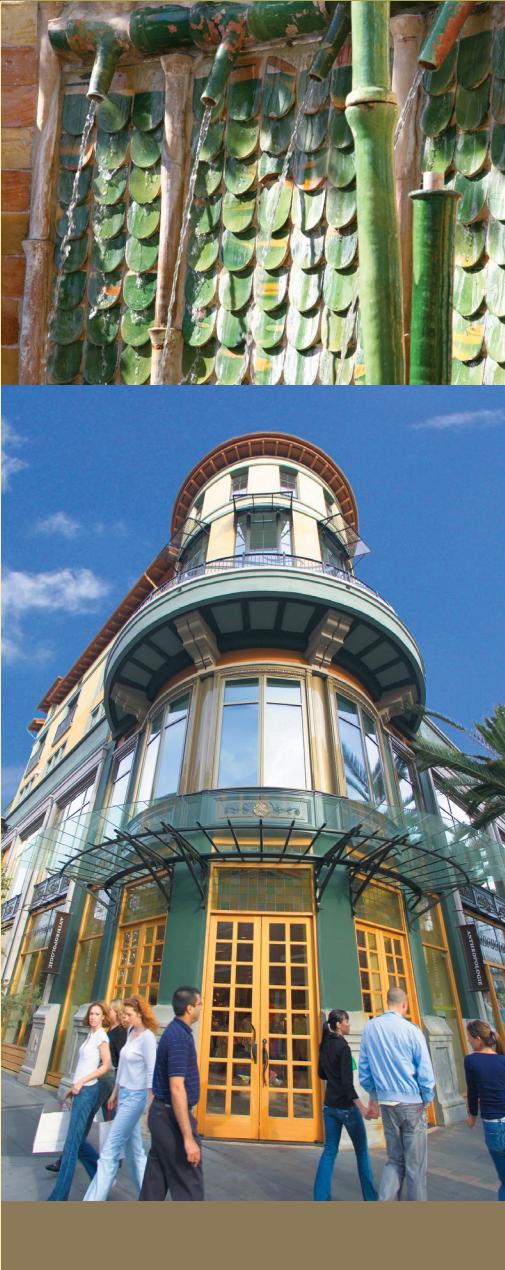
Santana Row offers a unique blend of partnership opportunities to assist in micro-targeting your business initiatives. Listed below are some of the opportunities currently available:

- Event Sponsorship
- Product Sampling
- Online Marketing
- Signage
- Car Partnership



## DEMOGRAPHICS

SIZE (leasable area)	645,000 sq. ft.
POPULATION	
3 miles	240,642
5 miles	561,300
HOUSEHOLDS	
3 miles	93,433
5 miles	207,861
AVERAGE HHI	
3 miles	\$90,808
5 miles	\$98,205
AVERAGE AGE (5 mile radius)	36
HOTEL VALENCIA GUESTS	
Total # of guests	76,500
% of business travelers	50%
% of group travelers	30%
% of leisure travelers	20%
RESIDENTIAL ON SITE	
Total # of residential units	834
Average occupancy	97%
Estimated # of residents	1,500
PARKING (existing spaces)	3,516



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## EVENT SPONSORSHIP OPPORTUNITIES



### EVENT SPONSORSHIP OPPORTUNITIES

Santana Row's exciting calendar of events, taking place at such a unique property, reach key Bay Area diverse demographics. Every sponsorship and co-marketing program is customized to fit the sponsor's needs and objectives. Listed below are a few of our signature events:

- Summer Fashion Shows (June, Sept)
- Mommy and Me Kid's Club
- Flavors of Jazz (June-July)
- Light Up the Row Annual Tree Lighting (November)



### PRODUCT SAMPLING



marketing partners to develop customized programs that will help them meet any business objective.

Brand sampling campaigns place trial-size samples and marketing materials in the hands of consumers creating a distinctive and lasting impression. Through experiential marketing, sampling, and live demonstrations, Santana Row gives brands the ability to speak to their consumers face-to-face. Santana Row's knowledgeable staff will work with

### ONLINE MARKETING OPPORTUNITIES

Santana Row offers a unique opportunity to broadcast your brand online through various vehicles. The following opportunities are currently available:

- SantanaRow.com: Averaging over 50,000 visits per month
- Email marketing: Over 8,500 subscribers
- Facebook: Over 46,000+ fans
- Twitter: Over 4,062+ followers

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## SIGNAGE OPPORTUNITIES



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#### Barricade Signage

Take advantage of this 16' billboard at the main entrance to Santana Row. Located next to two major shopping centers, this intersection is Silicon Valley's busiest retail intersection.

#### Back-lit Signs

These double sided back-lit kiosks are 39.125" (Tall) x 29" (wide) and are strategically placed in prominent positions along Santana Row.



#### Winchester Blvd. Windows

Your name, logo, and marketing message can be prominently displayed on one, two or all four windows. Located on busy Winchester Blvd. directly across from Century Theatres, these banners are 9ft wide X 15ft tall.

#### Banner Wraps

Most of the parking at Santana Row is available in parking garages. Be the first and last impression to our shoppers and visitors by placing garage signage throughout the property.

- DOMINANT BANNERS – 14' tall X 28' wide
- THREE DIVIDER BANNERS – 4'6" tall X 15' wide
- LARGE WALL BANNERS – 9'6" tall X 10' wide



#### 22x28 Signs & Collateral Distribution

Showcase your brand to Santana Row shoppers and visitors on 22X28" free standing signs strategically situated in high-traffic areas and poised at eye level for maximum attention. You can also utilize a 4X9" brochure holder attached to the sign to distribute marketing collateral.

#### Concierge Center Rack Card Display Unit

Reserve an 8.5X11" space in our Concierge Center display providing 500 flyers per month during length of agreement.

#### Light Pole Banners

Targeting pedestrians and vehicular traffic, our 24X72" light pole banners are the perfect addition to your advertising campaign. These double -sided banners are highly visible and located throughout Santana Row. We have a total of 130 light pole banners for campaigns, based on availability.

#### Santana Row Directories

Capture the attention of our shoppers by placing an ad or an insert in our directories. Santana Row's hand-held directories are printed quarterly with 15,000 copies per print. Shoppers can readily find directories on our 22x28" sign holders located along our sidewalks or at concierge center.

#### Santana Row Residential Newsletter

A 2.5" x 3" ad space featured in approximately 800 residential newsletters that will be hand-delivered, e-mailed or mailed to all Santana Row residents.



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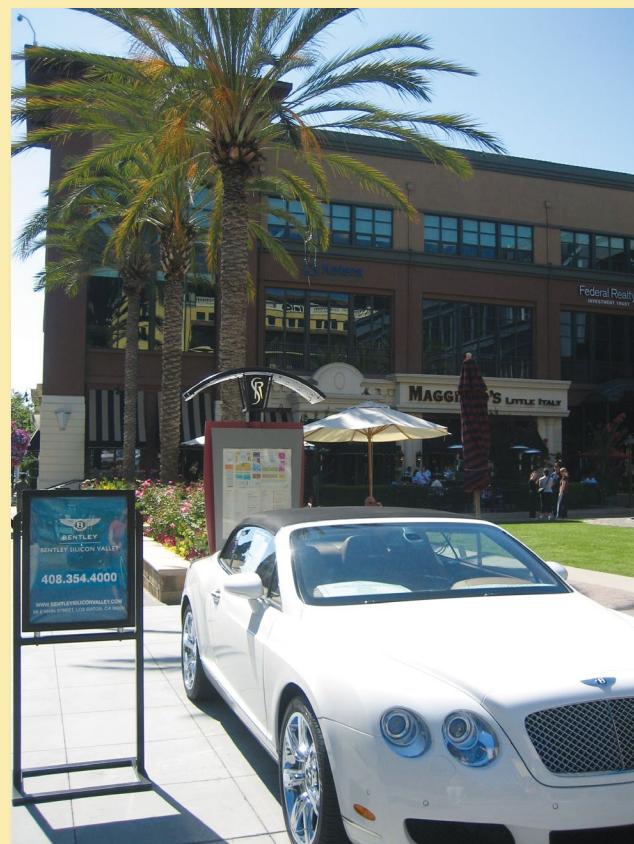
## CAR PARTNERSHIPS



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### CAR PLACEMENT THROUGHOUT SANTANA ROW

- Premium positioning of vehicles throughout Santana Row – seven locations
- Rights to signage and marketing collateral distribution next to vehicles
- Dominant exposure throughout the property



### VALET SPONSORSHIP

- Approximately 40,000 cars parked per annually
- Dominant signage exposure on the valet tent
- Car placement in front of valet tent
- Company Name and Logo on all valet tickets
- Marketing distribution rights to all vehicles



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Santana Row specializes in building and executing customized sponsorship packages that are strategically designed to maximize our partners' marketing results. Our wide range of special events, promotions and advertising target specific consumer groups to meet your business objectives. These channels are dynamic and entertaining, providing distinctive marketing opportunities for our partners. For customized advertising sponsorship opportunities contact:

Elizabeth Ybarra, Specialty Leasing  
EYbarra@federalrealty.com (408) 551-4603



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## SANTANA ROW

356 Santana Row, Suite 1005  
San Jose, CA 95128  
PH 408.551.4600  
[www.santanarow.com](http://www.santanarow.com)