



THE ORCHARD

ALWAYS IN BLOOM

2020 MARKETING

ONGOING MARKETING INITIATIVES



Social Media and Digital Marketing

The Orchard's Current Social Media Following



Orchardtc
18,000



@Orchardtowncenter
1,000



@Orchardtc
750

From the latest center news to upcoming events, The Orchard is always looking for fun facts and happenings from retailers to share with our followers. Build buzz for your store or restaurant and help keep shoppers in the know through The Orchard's social sites. **Please fill out our Social Media Form with any:**

- News
- Events
- Specials
- Promotions

If your store or restaurant has its own social pages, please let the marketing team know so The Orchard can like/follow your page and share relevant posts on The Orchard's feeds.

What Platform is Best for My Content?

Facebook	Twitter
Major Store Events: grand openings and in-store events	Store News Operational/ Construction updates
Instagram Stories	Instagram Feed
Store Events Store Sales Store Promotions	Major Store Events Professional Photos

Social Media Giveaways & Contests

Social media giveaways on the Orchard's Instagram are a great way to create social engagement on your page, increase traffic to your digital channels and attract more followers. Essentially, giving away something for free results in free marketing!

When participating in a social media giveaway, we request a gift valued at \$50 or more to maximize results of these promotions. Take a peek at The Orchard's Instagram to see examples of our giveaways.

Tenants must fill out the Instagram Giveaway Form with the following information:

1. Products/Services you wish to donate (\$50 or more in value)
2. Any photos you would like to include in the post
3. Preferred month for posting

Website Promotions

www.theorchardtowncenter.com offers the latest center information including an interactive directory, store and restaurant descriptions, events, sales, promotions, job postings and more. Approximately 25,000 people visit website every month!

You can submit

- Store events
- Store promotions/sales
- Job Postings
- Updates to your store page (hours/description homepage)

Tenants must fill out the Website Promotion Form with the following information:

1. Name of Event/Promotion
2. Text or information about the Event/Promotion
3. Dates for the promotion to run

PAID MARKETING OPPORTUNITIES



Website Homepage Hero Advertisements

\$1,000/month

The Orchard Town Center's homepage features upcoming events and promotions. Website banners are featured on the homepage and will be linked to a webpage of your choosing. The Orchard's homepage has over 14,000 views a month. That means over 14,000 views to your promotion! On average there will be 2-4 website banner ads in rotation each month.

Tenants must fill out the Website Banner Form with the following information:

1. Image that is 1920 pixels wide x 450 pixels high in .jpg format
2. Text for the banner
3. Preferred month for advertisement

Custom Merchant E-Blast

\$500/E-Blast

With a database of over 6,500 people e-blasts are a great way to showcase a seasonal offer or highlight a special event or promotion. Tenants may provide an image and copy for the marketing department to design for them or submit a pre-created ad. Advertisements should not exceed 600 pixels wide.

Tenants must fill out the E-Blast Form with the following information:

1. Pre-created ad OR image and accompanying text
2. Preferred date for the E-blast
3. Email image 600 pixels wide x 700 pixels high

Submitting Marketing Materials

Please submit all marketing materials and forms to the Marketing Coordinator, Paige Jeschke at pjeschke@vestar.com. The preferred method of submission is via email. Please note that all materials are subject to approval and based on availability.



PAID MARKETING OPPORTUNITIES

THE ORCHARD PRESENTS
**CRAFT
BEER
& WINE
FEST
2019**
Benefiting The Marc Jr. Foundation

SEPTEMBER 21, 2019 | 4 - 8 PM
The Orchard's Town Center
Live Music | Beer, Wine & Food Tasting | Exclusive Discounts
Purchase a wristband at www.theorchardtowncenter.com

Poster Signage

\$500/month

Free standing 22" x 28" signage is displayed throughout the center to promote events and happenings. Tenants may choose of 1 month (some months may be subject to an increased fee) to display six posters for \$500 per month.

Specifications:

- **22" x 28" Signage Art:**
 - » high resolution (300dpi minimum),
 - » visual opening of sign holder is 21" wide x 27" tall (for best visibility vital graphics and text should be kept within 20" x 26")
- **Printing:**
 - » .040 styrene is recommended. .060 styrene and 2mm Coroplast are also acceptable.
 - » Fade and water-resistant ink (UV-curable, solvent, or pigment based) recommended.

Tenant is responsible for printing six posters or paying for print cost. Must give a 45-day notice prior to the preferred month. Placement is based on availability and The Orchard Town Center reserves the right of final advertisement approval. Please fill out the Poster Signage Form.

Restroom Mirror Clings

\$500/month

Restroom Mirror Clings are displayed in The Orchard's seven public restrooms (3 Family Restrooms, 2 Women's Restrooms, 2 Men's Restrooms) and the main door of building B to promote events and happenings. Tenants may choose of 1 month (some months may be subject to an increased fee) to display eight clings.

Specifications:

- **8" x 10" Cling Art:**
 - » high resolution (300 dpi minimum)
- **Printing:**
 - » Low-tack removable vinyl or polypropylene recommended. Window cling material is also acceptable.
 - » Graphics should be laminated for ideal durability.

Tenant is responsible for printing eight clings or paying for print cost. Must give a 45-day notice prior to the preferred month. Placement is based on availability and The Orchard Town Center reserves the right of final advertisement approval. Please fill out the Restroom Mirror Cling Form.

Submitting Marketing Materials

Please submit all marketing materials and forms the Marketing Coordinator, Paige Jeschke at pjeschke@vestar.com. The preferred method of submission is via email. Please note that all materials are subject to approval and based on availability.

Cooperative Advertising

Blue Outdoor

Backlit directory signs are strategically located at high-traffic points throughout The Orchard and are available on a monthly basis through Blue Outdoor. Buy an ad and impact consumers as they are about to make their purchasing decisions!

For more information contact Blue Outdoor: Daniel Reback

E: Daniel.reback@blueoutdoor.com
P: 212.759.0200 | F: 212.759.0229

ORCHARD TOWN CENTER INFO



Guest Services

The Orchard Town Center offers guests a central on-site location to obtain information at The Orchard Guest Services kiosk located in Town Center Square. Guest Services provides guests with the following shopping, dining and entertainment amenities:

- Store Directories
- Restaurant Menus
- Employment Listings
- Stamps
- Strollers & Wheelchairs
- Taxi Assistance

Gift-with-Purchase & Enter-to-Win Programs

Throughout the year we will partner with local entertainment venues, sports teams and popular attractions in order to create traffic driving promotions.

Through these partnerships, we create enter-to-win and gift with purchase programs. Enter to win programs can be held on-site at Guest Services, Orchard events, or through our social media channels and website. Ultimately, the goal is to increase traffic to the Orchard Town Center website, increase our e-mail database, engage and increase our social media fan base and generate traffic and sales on the property.

During the months when we have a gift with purchase, we encourage you to educate and inform your customers about the current promotion. This is a great way to thank loyal customers by offering a free gift if they have already met the spend amount, and this is an opportunity to up sell a customer who is close to the spend amount.

Public Relations & Special Events

The Orchard Town Center will distribute press releases on behalf of tenants for grand openings and promotional events, as well as provide guidance to stores when interacting with radio, TV and print media. When planning any event on property, The Orchard Town Center can assist in promoting the event and securing necessary approvals. Please contact the marketing department to assist with coordination and the approval process of your next special event or promotion.

Live Music/Community Performances

Live Music & Entertainment: In 2020, in addition to its summer concert series, The Orchard will periodically feature live music and other entertainment on its built-in entertainment stage located in Town Center Square.

Community Performances: Local schools, dance groups and theaters will have the opportunity to book the stage to hold their performances and are encouraged to invite family and friends to come watch.

Check the monthly events calendar or www.theorchardtowntowncenter.com for event listings.

ORCHARD TOWN CENTER INFO



Town Center Hours

Fall/Winter Hours (Early Fall to Late Spring)*

Monday - Thursday 10am-8pm

Friday - Saturday 10am-9pm

Sunday 11am-6pm

Summer Hours (Late Spring to Early Fall)*

Monday - Saturday 10am-9pm

Sunday 11am-6pm

2020 Minimum Holiday Hours**

New Year's Day January 1 11am-6pm

Easter April 12 Closed

Memorial Day May 25 10am-6pm

Independence Day July 4 10am-6pm

Labor Day September 7 10am-6pm

Thanksgiving November 26 Closed

Christmas December 25 Closed

New Year's Eve December 31 10am-6pm

**The Orchard management office will send a memo to all tenants prior to the change of seasonal hours.*

***The Orchard management office will provide holiday operating hours in mid-October, including times for Black Friday, Christmas Eve and general extended holiday hours for late November to late December.*

Contact Information

Management Office

14697 Delaware Street, Suite 850

Westminster, CO 80023

Phone: (303) 450-8610

Hours: Monday - Friday 8:00am – 5:00pm

Location: Between Bitto Bistro and 3 Margaritas

Kiandra Hazlewood

Administrative Assistant

Phone: (303) 450-8610

Email: khazlewood@vestar.com

Property Management

Ilima Lua-Lokan

Assistant Property Manager

Phone: (303) 450-8610

Email: iLua-lokan@vestar.com

Marketing Department

Paige Jeschke

Marketing Coordinator

Phone: (303) 450-8608

Email: pjeschke@vestar.com



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