

A PROPERTY WITH PURPOSE

Health and Wellness have become significant components of Broadway Plaza and the everyday lives of our guests. That is why we are inviting you to integrate your brand into the **2024 Fall Into Wellness Fair**, which will offer increased visibility and direct consumer engagement.

FALL INTO WELLNESS FAIR

SATURDAY, SEPTEMBER 14, 2024

11AM-3PM

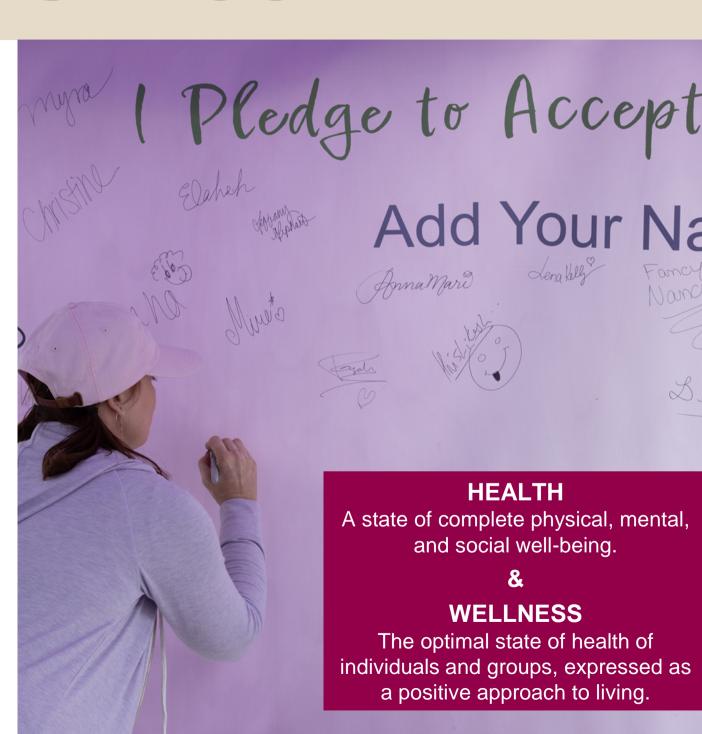
BROADWAY PLAZA, WALNUT CREEK

COMMUNITY PARTNERSHIPS

PRODUCT
DEMONSTRATIONS,
SAMPLING &
COUPONING

BRAND POP-UP & PROMOTIONAL DISPLAYS

WELLNESS SUPPORT FITNESS &
WELLNESS
ACTIVITIES



BROADWAY PLAZA

WALNUT CREEK, CA – San Francisco Bay Area's best-in-class retail destination

HIGHLIGHTS

- 1.2M population in the total trade area
- 1.1M average home value in the primary trade area
- 5.3M visitors to the property in 2023

Consistently one of the top centers in the Macerich portfolio for SPSF

Well-established brands founded in the Bay Area include Allbirds, Apple, Athleta, Boudin, Brilliant Earth, Tesla and Third love

30 first-to-market + 10 flagships = an unparallel retail mix: Macy's, Nordstrom, Apple, Bonobos, Life Time Walnut Creek, Lululemon, SoulCycle, Tesla, TravisMathew, Industrious; plus Pinstripes (opening 2024)

Curated dining options include Boudin, Cholita Linda, Nordstrom Marketplace Café, True Food Kitchen; plus Original Joe's (opening 2024)

A Growing Community of more than 20 Multi-Family residential projects with 1,500 units recently opened, under construction or planned





FITNESS & WELLNESS EXPO

MAKING A HEALTHY IMPRESSION

Participants will be able to interact and engage with shoppers and event attendees in a variety of ways.

- Health & Wellness Fair or Festival
- Pop-Up Fitness/Yoga/Bootcamp Classes
- Pop-Up Health and/or Wellness Workshops / DIY Activities
- Fitness Equipment/Product Demonstrations
- Food/Beverage Samplings
- Fitness Apparel/Athleisure Fashion Displays
- Fitness Apparel/Athleisure Fashion Show
- Panel of Industry Experts
- Influencer Event
- Wellness Pledge Drive
- Surprise & Delight or Random Acts
- Blood Drive
- Pet Adoptions / Education













LOCAL PARTICIPATION RATES

HEALTHY PARTNERSHIPS

There are several opportunities for Brands & Businesses, Retailers, and Community Partners, to interact and engage with shoppers and event attendees. Onsite event opportunities could include an information booth, sales platform and space for fitness classes/demonstrations.

SPECIFIC CENTER OPPORTUNITIES:

- Sponsorships
- Event Activation (wellness or fitness activity or demonstration)
- Exhibit Space (10'x10' sampling, product demonstrations)

RATES

- Sponsorships (Pricing Varies 3-Levels: Presenting, Participating, Display)
- Exhibit Space (10'x10', No Selling, Prospecting, Demonstrations, Sampling)

Outside Business: \$250 Non-profit Organization: \$150

• Exhibit Space (10'x10', Sales Permitted)

Outside Business: \$500 Non-profit Organization: \$250

