



FALL INTO WELLNESS



BROADWAY PLAZA

WALNUT CREEK

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



HEALTH

A state of complete physical, mental,
and social well-being.

&

WELLNESS

The optimal state of health of
individuals and groups, expressed as
a positive approach to living.

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 unparalleled 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

