

# BROADWAY PLAZA SUMMER CONCERT SERIES 2025





# SUMMER NIGHTS, AMPLIFIED

Broadway Plaza's Summer Concert Series is the ultimate community celebration, transforming Thursday nights into high-energy events packed with live music, vibrant crowds, and unforgettable experiences.

Drawing 2,500–3,000 attendees per show, this free concert series features top tribute bands, interactive vendor activations, and unbeatable visibility in the heart of downtown Walnut Creek. With strong marketing support and a prime outdoor venue, it's the perfect stage for sponsors to amplify their brand, engage with consumers, and be part of one of the most exciting events of the summer.





# 2025 CONCERT SERIES LINEUP

JULY 31

SWIFT NATION

AUGUST 7

RAGDOLLS

AUGUST 14

3 QUEENS OF MOTOWN







# YOUR BRAND, CENTER STAGE

Immerse your brand in the energy of Broadway Plaza's Concert Series—an engaging platform to connect directly with thousands of enthusiastic attendees. This event offers flexible sponsorship and activation opportunities to showcase your products, build awareness, and leave a lasting impression during one of the center's most high-profile seasonal events.

## **ACTIVATE & ENGAGE:**

- Product Demonstrations, Sampling & Couponing
- Brand Pop-Ups
- Experiential Displays & On-Site Activations



# LIVE MUSIC, BIG IMPACT

## SPONSORSHIP OPPORTUNITIES

### Spotlight Sponsor Benefits

- 10'x10' Exhibit Space (sampling, product demonstrations) at all concerts
- Sponsor Recognition in all event signage, digital and social media
- Logo inclusion in event stage banner display at all concerts
- Sponsor recognition in all event promotion to the media
- Live mention from presenting stage at all concerts

**Total Investment: \$5,000**

### Harmony Sponsor Benefits

- Sponsor Recognition in all event signage, digital and social media
- Logo inclusion in event stage banner display at all concerts
- Sponsor recognition in all event promotion to the media
- Live mention from presenting stage at all concerts

**Total Investment: \$3,500**

### Exhibit Space Only

- 10'x10' Exhibit Space (sampling, product demonstrations)

**Total Investment: \$500 per concert**

Email Tracy Dietlein at [Tracy.Dietlein@macerich.com](mailto:Tracy.Dietlein@macerich.com) to reserve your spot today!





# BROADWAY PLAZA

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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

5.8M visitors to the property in 2024

Well-established brands founded in the Bay Area include Apple, Athleta, Brilliant Earth, Madison Reed, Padis Jewelry, See's Candies, Tesla, and Third love

30 first-to-market + 10 flagships = an unparalleled retail mix: Macy's, Nordstrom, Apple, Bonobos, Life Time, Lululemon, Industrious, Pinstripes, SoulCycle, Tesla, and TravisMathew

Curated dining options include Boudin, Choluta Linda, Nordstrom Marketplace Café, Original Joe's, Pinstripes, Sipeos, and True Food Kitchen

Industrious, Life Time, and Pinstripes elevate the center's work-play experience

Daytime population of 124K and over 6,600 business within 3 miles of the center

A growing community of more than 20 multi-family residential projects recently opened, under construction or planned





MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS, INCLUDING  
CALIFORNIA, PHOENIX/SCOTTSDALE, PACIFIC NORTHWEST, GREATER NEW YORK AND WASHINGTON, D.C.