



Desert Ridge Marketplace is Arizona's trademark lifestyle and entertainment center with over 70 retailers, 30 eateries, and multiple entertainment venues including: AMC 18 Movie Theater, Dave and Buster's, a live entertainment stage, music, video games, and bowling. Desert Ridge Marketplace is a place where people shop, meet friends for lunch, and gather in the unique outdoor "living room" with its fireplace and fountain. People of all ages come to enjoy the entertainment, movies, and weekly live performances and activities as they spend over 3 hours on an average trip. Situated directly across from 950-room JW Marriott Desert Ridge Resort, the largest conference resort in Arizona that has been over 95% occupied since its grand opening in 2002, Desert Ridge Marketplace appeals to both local residents and visitors from around the world. Other features include The District Stage, free Wi-Fi, interactive fountains, an extensive misting system and a children's play area. Desert Ridge Marketplace attracts over 700,000 cars per month which translates into more than **21.5 million visitors** every year.

The Audience:

- Families with "Gen Y" Teens
- Thirty-Somethings
- Upper / Middle Class Adults
- Second-Home Seasonal Residents

The Buying Power:

- Avg. HHI \$100,000+**
- Average expenditure is over \$100/visit**

The Attitude:

- Savvy consumers with a predisposition to buy
- Cutting-edge focus
- Ahead-of-the-trends attitude

**data collected in 2005 by the Research Shop



Marketing partnership promotional opportunities and consumer interaction points include some of the following:

- Advertising in Vacant Windows and/or Barricades
- Back-to-School Partnerships
- Category Exclusivity
- Concert Series / Events / Holiday Presenting Packages
- Consumer Research, Database Collection and Development
- Contests / Sweepstakes
- Corporate / Client / Employee Hospitality Privileges
- District Stage
- Floor Graphics
- Graphic Panels / In Mall Signage
- LED Video Wall Advertisements
- Living Room and Fireplace Gathering Area
- Muzak Messages
- Naming / Presenting / Title Rights
- On-Location Productions
- On-Site Presence : Displays / Sampling / Sales
- Product Promotion / Launches / Introductions
- Seasonal / Holiday Exposure
- Signature Event Sponsorships
- Vehicle Displays
- Water Fountains
- Website / E-Blasts



For more information please contact
 Kristina Merten
 Director of Marketing, Desert Ridge Marketplace
 Office – 480.513.7586
 E-mail – kmerten@vestar.com

A DISTINCTIVE OPPORTUNITY FOR A MARKETING PARTNERSHIP