



THE AVENUE AT WHITE MARSH FARMERS' MARKET

Fridays, 10:00am - 1:00pm
July through October

Location

Behind A.C. More and Staples

Demographic Information

	1 mile	3 miles	5 miles
POPULATION	8,352	89,943	226,915
MEDIAN AGE	35	38	40
HOUSEHOLDS	3,562	36,559	91,464
AVERAGE HOUSEHOLD INCOME	\$74,850	\$67,527	\$63,841

Daytime Employment
3 mile radius 46,162

Event Advertising

- On-site signage/collateral
- 5,000 Take Ones
- Website exposure on www.theavenueatwhitemarsh.com
- Calendar Listings (newsprint and online)
- Weekly e-blast campaign
- Facebook exposure on www.facebook.com/TheAvenueAtWhiteMarsh

For information on how to become a vendor at the Farmers' Market, contact Lisa Geiger, 410.931.0411, lgeiger@federalrealty.com.

APPLICATION TO EXHIBIT

FARMERS' MARKET

Company Name: _____

Contact Name: _____ Tel: _____ Fax: _____

Email: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

List ALL products/services to be displayed and featured: _____

Attach three (3) photographs of your product with your application (Not applicable if your website has images)

Requirements:

- All produce must be locally grown and farm inspected for compliance with Department of Agriculture.
- All participants are required to provide their own tables, chairs and signage for set up. Space location may change depending on frequency of attendance. Appropriately sized tents are suggested.
- Display set up must be approved prior to initial participation.
- Valid business tax I.D. number.
- All food vendors must prove proper licensing per health codes.
- Certificate of Insurance naming the shopping center as additional insured with the designated limits (see attachment).
- Payment of a monetary fee to be determined upon review and approval of application.

Please submit application by mail, email or fax to:

Lisa Geiger
8125 Honeygo Blvd
Baltimore, MD 21236
fax 410.931.0407
lgeiger@federalrealty.com

Confirm receipt of this application by calling: 410.931.0411, ext. 105

For office use only:

Date Application Received: _____ Location Assigned: _____

Assigned by: _____ Fee Requested: _____





FEDERAL REALTY - THE AVENUE AT WHITE MARSH TENANTS BASIC INSURANCE REQUIREMENTS

Worker's Compensation

In compliance with all statutes requiring such coverage in the state where the center is located, covering employees, volunteers, temporary workers and leased workers. Employer's Liability in a minimum amount of \$1,000,000 each accident, include all employees, volunteers, temporary and leased.

Comprehensive General Liability

- \$1,000,000 Products and Completed Operations
- \$2,000,000 General Aggregate
- \$1,000,000 Per occurrence for bodily injury and property damage

Additionally Insured

All insurance policies (except workers compensation) shall include the Landlord, its managing agent, and any other parties designated by Landlord as additionally insured. Demolition or construction may not commence until this statement is properly indicated on the insurance certificate.

Certificate Holder should read:

FRIT, THE AVENUE at White Marsh
8125 Honeygo Blvd.
Baltimore, MD 21236

NVI - Avenue, LLC, a Maryland Limited Liability Company, and
THE AVENUE at White Marsh Business Trust, a Maryland Business Trust,
and Federal Realty White Marsh Inc., a MD Corp., as tenants in common.

FREQUENTLY ASKED QUESTIONS

EVENT SPONSORSHIP OPPORTUNITIES

When working to reach a target audience, Shopping Centers can provide an excellent resource - especially when partnered with successful promotions or events. THE AVENUE at White Marsh extends this partnership opportunity in conjunction with our traditional community events. For more information about how your business can benefit from a sponsor partnership, contact:

Lisa Geiger
410.931.0411
lgeiger@federalrealty.com

THE AVENUE AT WHITE MARSH PARTY ON THE PLAZA CONCERT SERIES

WHAT: FREE outdoor concert series

WHEN: Every Friday & Saturday, Memorial Day Weekend through September, 7:00pm - 9:00pm

WHERE: THE AVENUE at White Marsh Plaza

Radio: WTMD- 89.7 FM

THE AVENUE AT WHITE MARSH TREE LIGHTING

WHAT: 13th Annual Tree Lighting Ceremony - estimated 3,500 in attendance

WHEN: Friday, November 18th, 2011; beginning at 6:00pm

WHERE: THE AVENUE at White Marsh Plaza

Radio: WPOC- 93.1 FM

THE AVENUE AT WHITE MARSH HOLIDAY PARADE

WHAT: 12th Annual Holiday Parade - estimated 7,500 in attendance

WHEN: Saturday, December 3rd, 2011; beginning at 10:00am

WHERE: THE AVENUE at White Marsh

Radio: WPOC- 93.1 FM



EVENT ADVERTISING:

Sponsor's name, logo to be displayed on the following deliverables:

Web: www.theavenueatwhitemarsh.com; 6,000 unique visitors per month

Eblasts: weekly e-blasts to databases of 2,000 customers - linked to sponsor's website

Facebook: posts to THE AVENUE at White Marsh profile page - in excess of 6,000 fans

Blog: Event details provided on THE AVE BLOG - linked to sponsor's website

On-site Signage/Collateral: Directory Signage, 5,000 event brochures, and A-frame signage

On-site visibility is negotiable.

