

## Marketing Overview

- On-site signage throughout **THE AVENUE** at White Marsh
- 10,000 schedule cards available on directory signage and inside stores throughout the property, at local business offices, as well as the four White Marsh Hotels
- Promotional advertising on [www.TheAvenueAtWhiteMarsh.com](http://www.TheAvenueAtWhiteMarsh.com)
- Promotional advertising via monthly e-blasts to **THE AVENUE** at White Marsh website database of 3,000+ customers
- Promotional advertising via Facebook on [www.facebook.com/TheAvenueAtWhiteMarsh](http://www.facebook.com/TheAvenueAtWhiteMarsh)  
\*in excess of 8,000 fans
- Promotional advertising via exposure on Center's blog on [www.TheAvenueAtWhiteMarsh.com/blog](http://www.TheAvenueAtWhiteMarsh.com/blog)

**Estimated Attendance: 500**  
**(plus all shoppers and diners)**



**Beer Garden**  
hosted by  
**Red Brick Station and Brew Pub**

**THE AVENUE**  
AT • WHITE • MARSH<sup>SM</sup>  
A property of Federal Realty  
Investment Trust

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Baltimore, Maryland 21236

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[www.theavenueatwhitemarsh.com](http://www.theavenueatwhitemarsh.com)  
[www.theavenueatwhitemarsh.com/blog](http://www.theavenueatwhitemarsh.com/blog)  
[www.facebook.com/theavenueatwhitemarsh](http://www.facebook.com/theavenueatwhitemarsh)

**2012 Concert  
Series**

*Party on the  
Plaza*



**THE AVENUE**  
AT • WHITE • MARSH<sup>SM</sup>

[www.theavenueatwhitemarsh.com](http://www.theavenueatwhitemarsh.com)

**Find YOUR  
Customer Here!**

## Partnership Opportunities

### THE AVENUE at White Marsh 12th Annual

### Party on the Plaza Concert Series

This 19-week free outdoor event features some of the area's legendary, as well as new-to-the-scene musicians. Every Friday and Saturday Memorial Day weekend through September.

This premiere event is the only one of it's kind in the Baltimore County area. From Rock to Reggae... this series offers something for everyone!

### Event Co-Sponsor \$5,000

- Logo inclusion on signage to be displayed on stage at Main plaza
- Logo inclusion on Series schedule card
- Logo inclusion on Center's website [www.TheAvenueAtWhiteMarsh.com](http://www.TheAvenueAtWhiteMarsh.com)
- Promotional advertising via Facebook on [www.facebook/TheAvenueAtWhiteMarsh](http://www.facebook/TheAvenueAtWhiteMarsh)
- Inclusion on monthly e-blasts
- On-site representation at four performances during series

PLEASE NOTE: In order to fulfill Event Co-Sponsor package, sponsorship agreement must be completed by March 1, 2012.

### Event Friend \$2,500

- Logo inclusion on Series brochure
- Logo inclusion on Center's website [www.TheAvenueAtWhiteMarsh.com](http://www.TheAvenueAtWhiteMarsh.com)
- Inclusion on monthly e-blasts
- Promotional advertising via Facebook on [www.facebook/TheAvenueAtWhiteMarsh](http://www.facebook/TheAvenueAtWhiteMarsh)
- On-site representation at two performances during series

PLEASE NOTE: In order to fulfill Event Friend Sponsor package, sponsorship agreement must be completed by March 1, 2012.

### Per Event Exhibitor \$500

This option provides businesses the opportunity to be on-site for distribution of product/collateral on a per-event basis

*\*Federal Realty Investment Trust reserves the right to approve all on-site displays and giveaways. Distribution of product/collateral must include a register to win or giveaway component to enhance the overall experience of those visiting THE AVENUE at White Marsh. Roaming distribution of materials is prohibited.*

### Ready to join the Party?

For additional information, contact:  
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