

# SPONSORSHIP OPPORTUNITIES



THE  
**RETAIL BUS TOUR<sup>®</sup>**

“Thinking Outside the Office”



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

## WHAT IS IT?

The Retail Bus Tour is an all-day mobile venue that connects shopping center supply to tenant demand through networking property owners, brokers, retailers and service providers. Specifically designed for the shopping center industry, The Retail Bus Tour provides an opportunity to market your property, company or service to your target audience.

Approximately 150 attendees tour 20-30 major retail properties and receive a first-hand glimpse at the region's hottest retail landscapes. Two industry professionals serve as moderators on each tour bus and share relevant information and trends about the market, the retail properties and expected retailer growth plans – all while encouraging an interactive and fun networking environment for the attendees.

## WHO ATTENDS?

- property owners + developers (22% of attendees)
- retail brokers (62% of attendees)
- property managers
- retailers
- restaurants
- vendors
- product + service providers

Approximately 150 industry professionals – **25% have 5-10 years of experience and 51% have 10+ years in the industry** – ride three luxury coaches to tour major retail properties in the market. The fun, casual atmosphere brings colleagues and friends together for a day of networking, fun and education. All attendees receive a Tour Bag filled with promotional items provided by the sponsors plus a Tourbook that includes market information, property data, contact information for many expanding retailers and an attendee list. Tourbooks are typically kept as a desk reference for months after the tour.



## BENEFITS OF SPONSORSHIP

### **If you own a retail property ...**

- Leases are signed. Many brokers, owner/developers and retailers have successfully completed transactions as a direct result of The Retail Bus Tour.
- Audience is captive. The Tourbook puts valuable information in the hands of your target audience – approximately 150 industry professionals that make deals happen.
- Time to show-off your property. Hundreds of eyes will see first-hand your property's prime market position, redevelopment initiatives and tenant opportunities.
- Minimal investment. The Retail Bus Tour is the most cost effective medium to market retail properties and inform local dealmakers about opportunities and incentives.

### **If you provide a service or product to the retail real estate industry ...**

- Deals completed. Many service providers find their next client as a direct result of The Retail Bus Tour.
- Extended awareness and visibility. No other industry event offers 8 hours of face time with your target audience, personal networking opportunities and enhanced visibility in the Tourbook.
- Be recognized. Stand-out from your competition by being involved with the fastest-growing industry marketing and networking event in the United States.
- Personal interaction. This is your opportunity to shake hands with those prospective clients or customers that won't return phone calls. Say a personal "hello" and have a connection next time you call ... "I sat next to you on the bus."
- Minimal investment. No other industry event gives you captive hand-shake access and extended brand exposure to reach the ones that count.



## PROPERTY SPONSORSHIP OPPORTUNITIES

### **PROPERTY STOP:** (2 available; mid-morning + mid-afternoon)

- 30-45 minute networking session at the property
- 3-5 minute property “welcome” (by host)
- full-page property description in Tourbook
- full-page (2-sided) property flyer in Tourbook
- “on-board” moderator-led property description

### **DRIVE THROUGH:**

- slow/gradual-paced drive through property for full overview
- full-page property description in Tourbook
- full-page (2-sided) property flyer in Tourbook
- “on-board” moderator-led property description
- 5 property photos for “on-board” video presentation

### **DRIVE BY:**

- brief stop in front of property
- full-page property description in Tourbook
- full-page (2-sided) property flyer in Tourbook
- “on-board” moderator-led property description
- 2 property photos for “on-board” video

### **SPOTLIGHT:**

- full-page (2-sided) property flyer in Tourbook “Spotlight Properties” section

\* All sponsors are invited to include a promotional item in the Tour Bag.



## SUPPORTING SPONSORSHIP OPPORTUNITIES

### **TOUR HOST:** (1 available)

- logo included on front cover of Tourbook
- logo (1-color) imprinted on Tour Bag
- full-page (1-2-sided) ad in Tourbook “Sponsor” section
- recognition by moderators as the Tour Sponsor and snack provider
- 3 complimentary tour registrations
- 5 property/promotional photos for “on-board” video presentation

### **WATER BOTTLE:** (1 available)

- logo displayed on water bottles (240) provided to attendees
- full-page (1-2-sided) ad in Tourbook “Sponsor” section

### **BUS:** (3 available)

- logo displayed in bus front window
- full-page (1-2-sided) ad in Tourbook “Sponsor” section

### **LANYARD:** (1 available)

- logo (1-color) displayed lanyard rope provided to attendees
- full-page (1-2-sided) ad in Tourbook “Sponsor” section

\* All sponsors are invited to include a promotional item in the Tour Bag.



## **TOURBOOK ADVERTISING OPPORTUNITIES**

### **VENDOR:**

- full-page (1-2-sided) ad in Tourbook “Marketplace” section

### **INSIDE FRONT COVER:**

- full-page ad in Tourbook

### **OUTSIDE BACK COVER:**

- full-page ad in Tourbook

### **INSIDE BACK COVER:**

- full-page ad in Tourbook

\* All sponsors are invited to include a promotional item in the Tour Bag.



## CONTACT US

If you are interested in any of the sponsorship and advertising opportunities, please contact the Regional Directors for a sponsorship/advertising form and additional information:





"Thinking Outside the Office"

# Sponsorship/Advertising Agreement

Company \_\_\_\_\_

Tour Date \_\_\_\_\_ Amount \_\_\_\_\_ Ad Terms \_\_\_\_\_

- Properties:** Drive Thru  Drive By  Property Stop
- Sponsorship:** Tour Host  Bus  Water Bottle  Lanyard
- Advertising:** Marketplace Ad  Inside Back Cover  Outside Back Cover  Spotlight Property

Property Name: \_\_\_\_\_ Property Owner: \_\_\_\_\_

Property Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Property Contact: \_\_\_\_\_ Property Contact Phone: \_\_\_\_\_

Property Contact Email: \_\_\_\_\_

Marketing Contact: \_\_\_\_\_ Marketing Contact Company: \_\_\_\_\_

Marketing Contact Phone: \_\_\_\_\_ Marketing Contact Email: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

[Form of Payment: M/C \\* VISA \\* AMEX \\* or Check payable to The Retail Bus Tour, Inc.](#)

Name on Card: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

or Invoice to: Name \_\_\_\_\_ Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Email: \_\_\_\_\_

I have read and agree with the terms and conditions listed herein. I further agree that I have the authority to enter into any of the above advertising opportunities on behalf of the company listed above. In case of any act of God, natural or manmade disaster that precludes The Retail Bus Tour event from occurring, and should The Retail Bus Tour, Inc. be required to forfeit any or all advance fees, payments or deposits related to the day of the event, The Retail Bus Tour, Inc. shall be held harmless and not held responsible for either refunds or rescheduling of the event at a future date.

**Please fill out and submit payment to:**

**The Retail Bus Tour, Inc. 7251 W. Palmetto Park Rd. | Suite 207 | Boca Raton | FL | 33433**  
**Fax: (561) 447-8862 | Phone: 561-353-0151 | [admin@retailbustour.com](mailto:admin@retailbustour.com)**

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| Office use only |            |            |
| A _____         |            |            |
| LBCC _____      | GBAC _____ | GBIN _____ |