



PARTNERSHIP OPPORTUNITIES

*two-thousand fifteen*

**MALL OF AMERICA.**



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**OUR GOAL IS SIMPLE:**

*to showcase your brand to over 40 million annual visitors to Mall of America®  
through an integrated marketing partnership that engages our guests.*

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# WELCOME TO MALL OF AMERICA®

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# STATS + HIGHLIGHTS

**ANNUAL VISITS**  
40 MILLION

**ANNUAL MALL SALES**  
OVER \$1 BILLION

**MALL OF AMERICA IS THE #1 RETAIL AND ENTERTAINMENT DESTINATION IN THE COUNTRY, AND THE #1 SHOPPING DESTINATION IN THE MINNEAPOLIS/ST. PAUL MARKET FOR ATTRACTING SHOPPERS WITH THE HIGHEST HOUSEHOLD INCOMES.**

*Source: 2014 Census Estimates*



## *Visitors Per Year*

MALL OF AMERICA  
40 million



TIMES SQUARE  
37.6 million



LAS VEGAS STRIP  
30 million



NATIONAL MALL + PARKS  
25 million



DISNEY WORLD  
<17.1 million



*Source: TIME Magazine*



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*#1 Shopping Destination in the U.S.*

*Travel + Leisure | U.S.A. Today | Time Magazine*

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# MOA™ SPONSORSHIP OPPORTUNITIES

## BECOME A PARTNER

Let us be your partner. Mall of America® has connected some of America's top companies to millions of consumers at the point of action through on-mall advertising, events, displays and samplings. Whether you're looking to engage consumers through product demonstrations or events, become an official Mall sponsor or simply advertise your brand through various signage opportunities, our team is here to help you meet your goals.

Looking for an opportunity that's off the beaten path? We're always open and willing to discuss any ideas and help find the perfect solution for your brand.





# MOA™ SPONSORSHIP OPPORTUNITIES

## OFFICIAL SPONSOR

When you become an Official Sponsor, Mall of America® develops a multi-year, integrated marketing strategy that will impact your bottom line. We work to ensure maximum brand exposure across all channels and campaigns that make the most sense for your brand.

## OFFICIAL SPONSORS RECEIVE:

- Access to the millions of consumers who visit Mall of America each year
- Development of unique, meaningful on-Mall programs designed to accomplish your marketing objectives
- On-site assistance from our highly experienced event staff, including event equipment, supplies and resources to support any branded events
- On-site public relations support to help create potential media opportunities
- Integrated marketing support including exposure on our website, social media channels and on-Mall signage
- A business tie with Mall of America if appropriate
- Category exclusivity

*The following is a sample of brands that are current Mall of America partners:*



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## **NAMING RIGHTS**

Extend your reach by taking advantage of one of our naming rights opportunities. As a naming rights sponsor, your brand will be ever-present on-Mall throughout the duration of the agreement. Attaching your brand name to one of our attractions or court spaces is an excellent opportunity to reach millions of visitors each year. Current opportunities include:

- Southeast Court Event Space
- Rides and Attractions (see pages 24-25 for more info)
- Theatres at Mall of America® (see page 27 for more info)
- 2015 Expansion (see page 29 for more info)





# ON-MALL SIGNAGE

With 4.2 million square feet of space and growing, Mall of America® has several opportunities for you to get your message in front of consumers who are in the mindset to buy. We offer both static and digital signage opportunities.

## DIGITAL SIGNAGE

- **Digital Hallway Signage** - This new system on the South, East and West sides of the Mall allows images to be digitally uploaded and easily changed out
- **Digital Skyway Banners** - Reach consumers as they enter and exit the Mall from the East and West parking ramps

## STATIC SIGNAGE

- **Door Clings** - Be the first impression as guests enter one of eight entrances
- **Floor Clings** - Make a statement as guests walk into the Mall from the two parking decks
- **Court Banners** - These large format double sided banners are hung in the atrium spaces in front of the anchor stores
- **Skyway Window Clings** - Catch the eye of consumers as they enter the Mall through the skyways
- **Food Court Murals** - Make a statement to a captive audience in the North food court with these 40' x 10' wall murals
- **Table Clings** - Graphics placed on table surfaces in either the North or South food court
- **Transit Vestibule Window Graphics** - Guests visiting MOA™ using light rail, bus, taxi, hotel shuttles or tour buses go through an enclosed vestibule area when entering or exiting MOA

## WEBSITE ADVERTISING

**525,000+ Unique Visitors/month**

MallofAmerica.com offers the perfect way to communicate with guests searching for information about their visit to the Mall.

Opportunities include:

- Homepage and Mobile Website Advertising
- Sidebar and Footer Ads





Table Clings

Digital Hallway Signage

Door Clings

Food Court Murals



# EVENTS + BRAND ACTIVATIONS

OUR GOAL IS TO WORK WITH YOU TO CREATE A  
CUSTOMIZED BRAND ACTIVATION THAT  
MAXIMIZES YOUR EXPOSURE, ALIGNS WITH YOUR  
COMPANY GOALS AND ULTIMATELY CONNECTS  
WITH OUR GUESTS

*Events - Tours - Samplings - Lounges*



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## PREMIER EVENT DESTINATION

Mall of America® hosts over 350 events annually. With six common area high traffic event spaces, including the 5,000 square-foot Rotunda, we will work with you to find a space that fits your needs. Events can last one day, a weekend or be part of a larger, long term program depending on what is right for your brand. Each event at Mall of America is supported with the following:

- Event calendar listing on MallofAmerica.com
- Access to event equipment (tables, chairs, staging, pipe & drape) that is set up and taken down by Mall staff
- Marketing, Public Relations and Social Media support to assist with promoting your event on-site, garnering local media for your event and interacting with our followers on Mall social channels
- Dedicated Mall of America event staff member to assist with logistics and on-site support of your event

Mall of America also has a large outdoor space perfect for mobile tours and ride and drive events. Connect with us to learn more and explore an option that's right for you.

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### *Mall of America on Social Media*

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**488,318+**

FACEBOOK FANS



**44,800+**

TWITTER FOLLOWERS



**15,000+**

INSTAGRAM FOLLOWERS

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# CELEBRITY APPEARANCES + THE WALL OF FAME

Mall of America® created the Wall of Fame to highlight the famous faces that have visited MOA™ throughout the years; and with over 100 celebrity events a year, it's quite the list! The Wall of Fame has become a must stop photo opportunity for MOA guests to take their picture in front of their favorite celebrity.

## **Sponsorship Opportunities:**

- Branded border around each section of the Wall of Fame
- Dedicated on-mall signage directing guests to the Wall of Fame that would include branding





Kendall + Kylie  
Jenner



Becky G



Little Mix



Rita Ora



Jamie Foxx



# ANNUAL PROGRAMS

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## TODDLER TUESDAYS

Toddler Tuesdays is a weekly event for children, providing family entertainment every Tuesday from 10 a.m. - noon. Averaging 250-600 kids per event, Toddler Tuesdays offers a great built-in program to engage families, increase brand awareness, sample products, generate a database, provide marketing materials and more throughout the entire year.

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## MALL STARS WALKING CLUB

The Mall Stars Walking Club is the official mall-walking club of Mall of America®. Members in the club receive a swipe-card to track walking hours, an incentive program, free monthly health and fitness seminars, a quarterly newsletter and a birthday party each November.

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## EASTER BUNNY PHOTOS

The Easter season happens during a key retail season (Spring) with many visitors stopping by on their spring break.

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## HALLOWEEN / BLACKOUT

The last three weekends in October, Nickelodeon Universe® is transformed into "Blackout," a unique Halloween event for the entire family that draws more than 45,000. This family-friendly event offers a Trick or Treating Trail for kids, allowing families a safe trick-or-treating alternative, costume contests, appearances by the Nickelodeon® characters and much more!

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## HOLIDAY

Be a part of the Mall's busiest season of the year—the holidays! Check out page 21 for more information on the various opportunities available to you this time of year.

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# HOLIDAY SEASON

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## **BLACK FRIDAY WEEKEND**

Over 250,000 people flood the Mall on Black Friday weekend seeking out the perfect gifts and deals. It's a weekend unlike any other all year long and is a great opportunity to engage with shoppers.

### **Sponsorship Opportunities:**

- High traffic, first floor location to showcase products and/or sample and interact with guests on the busiest shopping weekend of the year
- Participate in MOA™ Black Friday promotions including logo inclusion on promotional collateral and on-site presence

## **HOLIDAY MUSIC FESTIVAL**

Holiday Music Festival is an enjoyable music celebration where guests can take-in the sights and sounds of the season throughout the Mall while they shop. Various musical acts perform throughout the holidays in the Rotunda as well as other high traffic event areas. Every year, Holiday Music Festival attracts over seven million guests from late November through late December.

### **Sponsorship Opportunities:**

- Presenting sponsor of the Holiday Music Festival gives you presence in the Rotunda and other high traffic locations
- Product demonstration and sampling opportunities at performance stages located in high traffic, first floor event spaces
- Inclusion on event promotions including on-mall signage, website and social media
- Sponsor of décor pieces throughout the Mall including the two 44' trees placed in the main event space (Rotunda), large ornaments hung in the main court spaces and/or wreaths and lighting in both the Mall and Nickelodeon Universe®



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## **SANTA PHOTOS**

From mid-November until December 24, millions of families come to Mall of America to experience the Holidays at MOA. Photos with Santa play a large role in this Holiday experience, creating memories to last a lifetime. As a partner, you will be able to help create this experience, while showcasing your brand and products to the over seven million consumers that visit MOA during the Holidays.

## **NEW YEAR'S EVE BASH**

In addition to a night of thrilling rides, families are invited to ring in the New Year with Moonlight Circus, a fun-filled event that includes countdowns at 10 p.m. and midnight, airbrush tattoos, photos with Nickelodeon® characters, meet and greets and more!

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# NICKELODEON UNIVERSE® OPPORTUNITIES

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The most prominent Mall of America® attraction is Nickelodeon Universe®, the first-ever all Nickelodeon® theme park—home to seven acres of fun with more than 27 remarkable rides and attractions, a Hard Rock Cafe, a Zip Line, plenty of entertainment and an American Girl store! Nickelodeon Universe provides an outstanding opportunity to advertise your products and engage families.

## **NAMING RIGHTS / PRESENTING SPONSORSHIP**

Becoming a presenting sponsor of a ride in Nickelodeon Universe allows your brand to align itself with the iconic Nickelodeon brand and reach a family demographic in an exciting, thrilling way. Rides available for presenting sponsorships are:

- **Anchor Drop** - A spiral tube that intertwines from 56' in the air
- **Teenage Mutant Ninja Turtles Shell Shock** - A rider controlled experience from 70' in the air
- **SpongeBob SquarePants Rock Bottom Plunge** - This coaster lifts you up toward the surface, then turns you head over heels with intense loops, spirals and 90° turns
- **Log Chute** - The iconic water adventure that travels through a cavernous mountain ending with a 40' drop
- **Brain Surge** - This interactive, circular ride allows guests to be in control of their own movements. Spin round and round, upside down or backwards - each time you ride is different!
- **Barnacle Blast Zip Line** - Take in the view of Nickelodeon Universe as you fly high above





# NICKELODEON UNIVERSE® ATTRACTIONS

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## UNIVERSE OF LIGHT

This daily light show experience takes visitors on an emotional journey through music and lights. The nine-minute interactive light show features lights, music and smoke effects transforming the air space into a Technicolor dream. During the holidays, we switch to a holiday-themed show with some added seasonal flair.

### Sponsorship Opportunities:

- Naming rights of the Universe of Light show
- Inclusion in all marketing materials promoting the light show such as website, on-Mall signage and mentions on social media
- Opportunity to have a nightly on-site presence before, during and after the light show
- Your logo incorporated into the light show
- Additional on-Mall presence through a signage package and event space opportunities

## ADVENTURE UNIVERSE CLUB

“Adventure Universe Club” leads guests on an interactive, Nickelodeon-themed scavenger hunt throughout the entire park. Become a Presenting Sponsor, and your brand will receive some great benefits:

- A mention as a presenting sponsor on Mall of America® and Nickelodeon Universe websites
- Inclusion in appropriate advertising and promotional materials
- Connect with consumers through the online gaming piece of the adventure through advertising and branding
- Ability to have a display at the Adventure Universe Club point of sale area within Nickelodeon Universe
- Inclusion on the RFID cards and maps that guests use to complete their adventure







# THEATRES AT MALL OF AMERICA®

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As the #1 Independent Theatre in the market, the Theatres at Mall of America® features a unique blend of major motion pictures and independent films. Through original promotions, market specific events, community events and custom accommodations, these theatres break tradition. The renovated theatres feature comfortable high back rocker seats, digital projection and six 3D screens, real buttered popcorn and a one-of-a-kind experience in our 21+ theatre, which allows wine and beer purchased at our StarBar. Theatres at Mall of America offers a unique opportunity to tie in with movie premieres and promotions that are coordinated by the Mall's experienced event staff.

## **Sponsorship Opportunities:**

- Naming rights of Theatres at Mall of America, including logo on marquee that overlooks Nickelodeon Universe® and food court
  - Presenting sponsor of "Free Family Flicks" - a program that shows a free family friendly movie every Tuesday at 11 a.m. and Saturday at 10 a.m.
  - Presenting sponsor of the StarBar, a beer and wine lounge located in the lobby of Theatres at Mall of America
  - Concession food and alcohol beverage sponsor
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THEATRES  
MALL OF AMERICA®

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Bobby Cannavale , Quvenzhané Wallis + Jamie Foxx



Nicola Peltz + Jack Reynor



# PROFITABLE DEMOGRAPHICS

**55%**

OF MINNEAPOLIS/ST. PAUL  
RESIDENTS WITH  
**HHI \$150,000+** SHOP MOA

**78%**

OF **AFFLUENT SHOPPERS** CHOOSE  
MALL OF AMERICA® TO MAKE THEIR  
**LUXURY PURCHASES**

*62% of the Minneapolis and St. Paul metro shoppers consider Mall of America to be their primary destination for mall-oriented shopping*

*42% of non-residents choose Mall of America as their primary reason to visit the Twin Cities*

**MALL OF AMERICA IS  
PERCEIVED AS "BETTER"  
TO "MUCH BETTER"  
BY THE MAJORITY OF  
SHOPPERS FOR HAVING  
THE NEWEST STORES,  
BEST SPECIAL EVENTS,  
BEST ENTERTAINMENT  
AND BEING THE BEST  
MALL TO TAKE CHILDREN**



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**92%**

OF SHOPPERS MAKE A PURCHASE  
AT MALL OF AMERICA

**99%**

OF SHOPPERS ARE AWARE OF  
MALL OF AMERICA ADVERTISING

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*Source: FutureBrand Research*



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**NEW IN 2015: AN EXPANSION TO THE NORTH WHICH WILL  
INCLUDE 150,000 SQUARE FEET OF NEW, UNIQUE RETAIL,  
A JW MARRIOTT HOTEL AND THE OFFICES @ MOA™.**

*Learn more on page 29.*

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# MARKET DEMOGRAPHICS

## LOCAL DEMOGRAPHICS:

### MINNEAPOLIS/ST. PAUL MARKET DMA

<b>TOTAL POPULATION</b>	4,637,819
<b>TOTAL HOUSEHOLDS</b>	1,817,275
<b>AVERAGE HHI- DMA</b>	\$81,493
<b>AVERAGE HHI- MSA</b>	\$88,128
<b>ADULTS 25-54</b>	1,935,780

### 6 MILE RADIUS

<b>TOTAL POPULATION</b>	336,264
<b>TOTAL HOUSEHOLDS</b>	144,720
<b>AVERAGE HHI</b>	\$86,015

*Source: 2014 Census Estimates*

## DAY TRIP MARKET:

### 50-150 MILES

<b>TOTAL POPULATION</b>	2,788,992
<b>TOTAL HOUSEHOLDS</b>	1,135,203
<b>ADULTS 25-54</b>	1,048,563
<b>CHILDREN (0-17)</b>	633,062

## LOCAL MARKET

- Minneapolis/St. Paul ranks 5th among the 20 largest U.S. markets for annual retail sales by household
- 62% of Minneapolis and St. Paul metro shoppers consider Mall of America to be their primary destination for mall-oriented shopping
- 55% of Minneapolis/St. Paul residents with HHI \$150,000+ shop MOA
- 56% of affluent consumers with HHI \$250,000+ in Minneapolis/St. Paul shop MOA

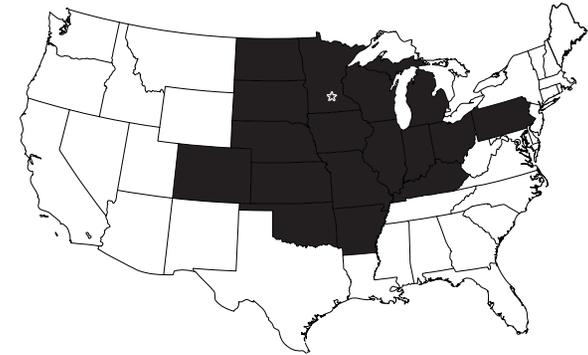
## MINNEAPOLIS/ST. PAUL MARKET DMA

- Total Population: 4,637,819
- Total Households: 1,817,275
- Average HHI
  - DMA: \$81,493
  - MSA: \$88,128
- Adults 25-54: 1,935,780

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## The 18 State Trade Area

*Arkansas - Colorado - Illinois - Indiana  
Iowa - Kansas - Kentucky - Michigan  
Minnesota - Missouri - Nebraska - North Dakota  
Ohio - Oklahoma - Pennsylvania  
South Dakota - Tennessee - Wisconsin*



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### DRIVE MARKET:

150-500 MILES

<b>TOTAL POPULATION</b>	25,649,460
<b>TOTAL HOUSEHOLDS</b>	9,958,352
<b>ADULTS 25-54</b>	10,400,895
<b>CHILDREN (0-17)</b>	6,148,682

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### FLY MARKET:

500+ MILES

<b>TOTAL POPULATION</b>	56,355,980
<b>TOTAL HOUSEHOLDS</b>	21,723,755
<b>ADULTS 25-54</b>	22,229,441
<b>CHILDREN (0-17)</b>	13,226,222





# TOURISM

**80 TRAVEL PACKAGES FROM 36 COUNTRIES  
ON 5 CONTINENTS**

- About 35-40% of visitors to Mall of America® are tourists, people who live outside the 150-mile radius of Minneapolis/St. Paul
- 42% of non-residents choose Mall of America as their primary reason to visit the Twin Cities
- Nearly 10% of visitors are from outside the United States
- More than 25 million people live within an easy day's drive of the Mall
- International tourists spend two-and-a-half times more than local residents
- 12,000 groups arrive by bus annually
- 36 Bloomington hotels offer free shuttle service to and from Minneapolis/St. Paul International Airport and Mall of America



## *Key International Markets*

Canada - Great Britain - France  
 Mexico - Germany - Scandinavia  
 Italy - Netherlands - Japan  
 China - Spain

## *Emerging International Markets*

Latin America - Russia - Brazil  
 Taiwan - Korea



*This map represents shoppers who made a purchase from across the USA during 2014 at MOA™.*





# MALL OF AMERICA® EXPANSION - OPEN LATE 2015

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## THE NEW GRAND ENTRANCE

The Expansion will become the signature entrance and new “front door” to Mall of America. Over 150,000 square-feet of retail space will provide an opportunity to attract new tenants, further enhancing the merchandise mix already available at the center. The merchandising strategy for the expansion will focus on new retail concepts and unique dining experiences, including upscale full service restaurants and fast casual options.

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*750,000 sq. ft. of mixed use*

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### EXPANSION COMPONENTS:

*Unique Retail Concepts - Restaurants  
JW Marriott Luxury Hotel (350 rooms)  
Valet - International Tourism Center  
Meeting Facilities - Event Atrium*

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### NAMING RIGHTS AND MARKETING OPPORTUNITIES AVAILABLE FOR:

- Food Hall & Studio Kitchen
  - Roof Top Terrace
  - Office Park
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# MALL OF AMERICA® PARTNERSHIP CONTACTS

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## **MIKE TVRDIK**

Vice President of Strategic Alliances, Sponsorships  
952.883.8676  
mike.tvrdik@moa.net

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## **KEVIN ROBB**

Strategic Alliance Manager  
952.883.8910  
kevin.robb@moa.net

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## **NICOLE FARRELL**

Partnership Account Executive  
952.883.8999  
nicole.farrell@moa.net

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