



October  
2023

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## PROPERTY UPDATE

**ESCAPOLOGY NOW OPEN-** Phoenix original premium real-life escape game experience has arrived at Tempe Marketplace! Up to 8 players can be challenged in this Escape Game by working together to find clues, solve puzzles, and unlock locks that will free them from the game room. They are located near Barnes and Noble.



## TEMPE MARKETPLACE EMPLOYEE DEALS

**LumberJaxes Axe Throwing Bar & Grill** - Tempe Marketplace employees can receive 50% off axe throwing and food at LumberJaxes. Great for a friend's night out, corporate events, birthdays, special occasions, and more!

If you'd like your offer added to our monthly newsletter, please email our Marketing Manager, Marlo Enrico, at [menrico@vestar.com](mailto:menrico@vestar.com).

## DISNEY JUNIOR LIVE ENTER-TO-WIN | OCTOBER 1 – 31

Tempe Marketplace is having a giveaway from October 1 - 31. Guests can enter for a chance to win a pair of tickets to see Disney Junior Live by signing up for our email database on our website at <https://tempemarketplace.com/disney>



## CREEPY CANDY CRAWL OCT. 18 | 5:30PM – 7:30PM

We will be having our annual Halloween event again this year. Shoppers and their kids will be trick-or-treating store to store around The District. We will be providing one 4lb bag of candy for each participating tenant. It is encouraged to hand out only one piece of candy to each trick-or-treater. We recommend purchasing 3 additional 4lb bags of candy to have on hand when you run out. Participating tenants in The District that will be handing out candy inside their store will have a balloons in front of their store to mark that they are participating. Tenants outside the District are welcome to have a booth on our District Street. If you'd like to participate, please email [hedge@vestar.com](mailto:hedge@vestar.com) or [menrico@vestar.com](mailto:menrico@vestar.com).



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## LIVE MUSIC UPDATE

Live music has officially returned. Local bands from around the valley will be performing every Friday and Saturday evening from 6pm-9pm until the end of November. We will have over 15+ community performances in the month of Dec.

## SIP N' WATCH OCTOBER – NOVEMBER

We will be showing select ASU and Cardinals games on our giant LED screen throughout the football season. Dave & Buster's will have their mobile bar available for customers to enjoy during our Sip N' Watch program.

## TREE LIGHTING | November 22 7PM-9PM

Guests from around the valley will come out to view our brand-new tree light up for the first time this holiday season during our Holiday Tree Lighting Ceremony. They will also enjoy our mobile bar, holiday décor, giveaways, complimentary pictures with Santa, photo ops, performers, and other holiday festivities.

## HOLIDAY PERFORMANCES | DEC. 1 - 31

Starting December 1<sup>st</sup>, live music will be put on hold and replaced with community holiday performances from local dance studios, high school bands and choirs, and more. Using our stage is complimentary and will be available to use during mall hours with a reservation. Availability is based on a first come first serve basis and dates are filling up fast.

To reserve our stage, please download our event request form on our website at <https://tempemarketplace.com/events/community-performances/>.

## MARKETING RECAP

### GUNS N' ROSES ENTER-TO-WIN | SEPTEMBER 1 - 30

Over 1,700 shoppers entered to win tickets to see Guns N' Roses by signing up for our email database.

### ARIZONA STATE FAIR ENTER-TO-WIN | SEPTEMBER 1 - 30

From September 1<sup>st</sup> through the 30<sup>th</sup> we gave away a family 4 pack of tickets to the Arizona State Fair on Facebook. Over 2,500 entered for their chance to win.



## NEW TENANTS

BOX LUNCH | 2024

HANDEL'S ICE CREAM | NOV 2023

LULULEMON | WINTER 2023

ROWAN | 2024

With More Tenants Soon To Be Announced!

## PR RECAP

- 158 media hits in September 2023
- Total of 40,086,800 impressions
- Total PR Value: \$1,024,642

FACEBOOK  
PAGE LIKES

61,437

TOTAL PAGE  
VIEWS ON  
WEBSITE

32,000

NEW VISITORS  
TO WEBSITE

97%

INSTAGRAM  
FOLLOWERS

24,453

TOTAL  
DATABASE  
NUMBER

102,460



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