

# Freedom CROSSING

— at —

Fort Bliss

## 2021 INFORMATION DECK SPONSORSHIP & ADVERTISING OPPORTUNITIES

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## ABOUT US

### OUR MISSION

Freedom Crossing at Fort Bliss is a lifestyle center that enhances the lives of our authorized patrons by providing interactive and memorable experiences through shopping, dining, and entertainment in the greater El Paso community.

Located on the U.S Army's largest installation, Freedom Crossing is currently home to over 50 diverse stores and restaurants including several unique to the market concepts such as Smashburger, Under Armour, PLAYLive Nation, and more. Over 100 annual events take place at Freedom Crossing including St. Paddy's Fest, Let Freedom Sing, and Freedom Fest for soldiers and their families.

Freedom Crossing at Fort Bliss offers exceptional sponsorship opportunities that allow businesses the opportunity to share their message in experiential capacities that provide a meaningful connection with a variety of post affiliated audiences.

Boost your brand exposure, grow your customer base, and reconnect with existing clientele along the way. Join our diverse community and explore our comprehensive advertising options!







## A LOOK AT THE MARKET

### DEMOGRAPHICS

Our audience consists of a robust community, it truly is due to our location. A built-in audience exists on Fort Bliss which is centrally located in El Paso, Texas. This unique position brings us an opportunity to include the outside public (civilians), the citizens of the greater El Paso region and its surrounding communities.

### FORT BLISS

#### PRIMARY FCFB AUDIENCE

- Total supported Population: 165K
- Assigned Soldiers: 35K
- Dependents/Family Members: 50K
- Deployed: 5K
- Civilians/Contractors Employed: 11K
- Veterans Supported: 80K
- Sergeant Major Academy: 700 Annually
- Economic Impact: \$4.7B
- 46.8% Caucasian
- 25% Hispanic/Latino

### FREEDOM CROSSING STATISTICS

- Annual visitors for 2019: 4M
- Freedom Crossing 2019 Sales: \$37m
- Patron ages range from 18-44
- Highest percentage (41%) in the 21-39 range
- Approximately 70% female

### EL PASO & SURROUNDING AREAS

#### SECONDARY FCFB AUDIENCE

- Largest City in U.S. Ranking: 19th
- Annual Local Economic Impact: \$6.5B
- Population: +650k, Total Borderplex Region: 2.7M
- Borderplex Region: NM, AZ, other TX Cities
- Consistently ranked as one of the 'Safest' Cities in the U.S.
- Average number of annual sunny days: 330 (event-loving city)



# 2020 RENT COLLECTION STATISTICS

GRAPH A: Q1 2020  
RETAIL RENT COLLECTION

Freedom Crossing was above the national average by 3.3%.



GRAPH B: Q2 2020 RETAIL RENT  
COLLECTION DECREASE VS. Q1

Freedom Crossing was above the national average by 10.51%.



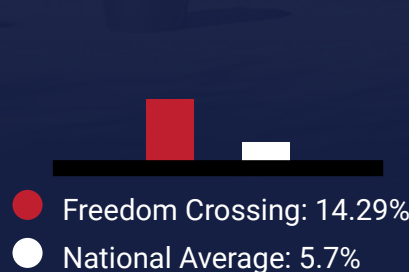
GRAPH C: Q3 2020 RETAIL RENT  
COLLECTION INCREASE VS. Q2

Due to COVID-19, Freedom Crossing fell below the national average by 16.7%.



GRAPH D: Q4 2020 RETAIL RENT  
COLLECTION INCREASE VS. Q3

Freedom Crossing rose above the national average by 8.59%.





# SPONSORSHIP PACKAGES

We operate an efficient omni-channel strategy that allows for us to offer a variety of effective advertising options. Take a look at our exclusive sponsorship Packages and choose the program that is most fitting to your business needs. Additionally, we are willing to discuss and design custom sponsorship packages. Simply reach out to our Marketing Team and make an appointment.

	Title \$60K	Salute \$45K	Freedom \$30K	Patriot \$15K
EVENTS				
Booth Space (10' X 10')	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Branded Photobooth	<input type="radio"/>	<input type="radio"/>		
Stage Announcements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Promotional Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsor Prominence	<input type="radio"/>			
DIGITAL PLACEMENTS				
Google Display Ads	<input type="radio"/>			
Social Media Paid Ads	<input type="radio"/>	<input type="radio"/>		
Social Media Organic Posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pre-roll / Video Ads	<input type="radio"/>			
Affiliate Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Homepage Banner Ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email Newsletter Inclusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TRADITIONAL				
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Print	<input type="radio"/>	<input type="radio"/>		
TV	<input type="radio"/>			
ONSITE SIGNAGE				
Golf Cart Wrap	<input type="radio"/>			
Vinyl Placement 10' X 12'	<input type="radio"/>	<input type="radio"/>		
Poster Stand 22" X 28"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flyer Advertisements - Grand Hall 10.5" X 28.5"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Marquee 13.8' X 4'	<input type="radio"/>	<input type="radio"/>		
Digital Screens 1280 X 720 px	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	



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## STANDARD ADVERTISING RATES

ITEM	UNITS	TIME LENGTH	COST
10 X 20 Banner (Under Armour Side)	1	Annual	\$ 20,000
10 X 20 Banner (Patriot Outfitters Side)	1	Annual	\$ 15,000
10 X 12 Banner (Under Armour Side)	1	Annual	\$ 12,000
10 X 12 Banner (Patriot Outfitters Side)	1	Annual	\$ 10,000
Bliss Now: Full Page Ad Space	1	Quarterly	\$ 1000
Bliss Now: 1/2 Ad Space	1	Quarterly	\$ 700
Bliss Now: 1/4 Ad Space	1	Quarterly	\$ 400
Grand Hall Poster Stands	1	Quarterly	\$ 400
Bliss Now: Logo Mention	1	Quarterly	\$ 250
Website Banner Ads	1	Monthly	\$ 500
Social Media Posts: Facebook	1	Per Post	\$ 150
Facebook Story	1	Per Post	\$ 100
Social Media Posts: Instagram	1	Per Post	\$ 100
Instagram Story	1	Per Post	\$ 100
Social Media Posts: Twitter	1	Per Post	\$ 75
Newsletter Inclusion	1	Per Newsletter	\$ 125
Grand Hall Tabling's	1	Daily 11am – 3pm	\$ 100

## MONTHLY DIGITAL MARKETING PACKAGES

WE UNDERSTAND THAT BUDGET CONSTRAINTS HAVE OCCURRED DUE TO UNPRECEDENTED CIRCUMSTANCES AND WE ARE HERE TO HELP!


PICK AND CHOOSE FROM THE VARIETY OF DIGITAL MARKETING SERVICES THAT WE OFFER TO HELP PROMOTE YOUR BUSINESS TODAY!



### RED PACKAGE

\$1,500

- Website Banner Ad ( \$500 Value )
- "BlissNow" Ad Space
- Organic Facebook Post
- Organic Instagram Post
- Organic Twitter Post
- Facebook Story
- Instagram Story



### WHITE PACKAGE

\$1,000

- "BlissNow" Ad Space
- Organic Facebook Post
- Organic Instagram Post
- Organic Twitter Post
- Facebook Story
- Instagram Story



### BLUE PACKAGE

\$550

- Organic Facebook Post
- Organic Instagram Post
- Organic Twitter Post
- Facebook Story
- Instagram Story



### CAMO PACKAGE

\$350

- Organic Facebook Post
- Organic Instagram Post
- Organic Twitter Post

## CALENDAR OF EVENTS



### FREEDOM FRIGHT FEST

OCT. 30, 2021 2PM – 6PM

Trick-or-Treat throughout Freedom Crossing! Enjoy fun activities for the family out on our promenade including live music, a costume contest and more!



### VETERAN'S DAY

NOV. 13, 2021 2PM – 6PM

Join us out in our Promenade for our First Annual Veteran's Day event on Saturday, November 13, 2021, from 2 PM- 6 PM. We'll have a DJ, face painting, inflatables, and more!



### TREE LIGHTING CEREMONY

NOV. 26, 2021 4PM – 8 PM

Welcome the holiday season with this memorable ceremony held in the middle of freedom crossing with live music, drinks, and more!



### HOLIDAY OF HEROES

DEC. 2021 11AM- 3PM

Welcome the holiday season with this memorable ceremony held in the middle of freedom crossing with live music, drinks, and more!



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## 2021 SPONSORS

