



Hello,

We would like to take this opportunity to not only thank you for your interest, but also to share some information about our shopping center and how it may fit your target audience and advertising needs.

Birkdale Village is an open-air center located in Huntersville, NC, a city which Forbes magazine just named one of America's 25 best places to move. Birkdale Village is a mixed-use community center with numerous upscale restaurants, boutiques, cafes, apartments, townhomes and houses.

Birkdale Village's trade area services over 33,000 households with an average household income of \$110,000.

Due to its diverse shopper base, Birkdale Village is the perfect place to advertise your business. With an average of 270,000 customers visiting the center every month, we cater to many types of shoppers. 60% of Birkdale Village patrons come from Charlotte, Huntersville, Mooresville, Cornelius, Concord, Denver, Davidson and Statesville, making our shoppers your target audience.

The added benefit you receive from sponsoring and advertising with Birkdale Village is to not only take advantage of our diverse customer base, but also to reach the residents who reside at Birkdale Village.

Our shoppers come from a wide range of backgrounds. Our highest shopper density comes from "Power Elite," the wealthiest households in the U.S. living in the most exclusive neighborhoods (15%), "Flourishing Families," affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles (13%), and "Singles and Starters," young singles starting out (11%).

We have a highly engaged, established audience with over 19,400 Facebook followers, 47,000 Facebook check-ins and over 11,300 email subscribers for any sponsors to take advantage of.

Birkdale Village will be hosting eight events in 2019: Battle of the Badges, Mingling on the Greens, Art Festival, 4th of July, Taste of Birkdale, Health and Wellness Fair, Santa's Arrival and Tree Lighting, and Breakfast with Santa.

With these numerous events and advertising opportunities, we believe we can fit your advertising needs. We would love to work with you and your company and to help you better grow your business through sponsorships at our property. Please see our sponsorship proposal attached.

AT A GLANCE

33K

HOUSEHOLDS

\$110K

AVG. HH INCOME

15%

POWER ELITE SHOPPERS

270K

MONTHLY VISITS

19.4K

FACEBOOK FOLLOWERS

