



Hello,

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

The Fountains is an open-air center located in Plantation, FL. The Fountains features a mixed-use area with 860 acres of offices, retail shops, restaurants, and medical services. The center is positioned near several major corporations, including American Express, Aetna, Motorola, DHL, Tradestation, and National Beverage.

The Fountains' trade area services over 158,000 households with an average household income of \$71,000. Due to its diverse shopper base, The Fountains is the perfect place to advertise your business. 56% of The Fountains patrons come from Fort Lauderdale, 23% come from Hollywood, Pompano Beach and Miami, making our shoppers your target audience.

Our shoppers come from a wide range of backgrounds. Our highest shopper density comes from "Singles and Starters," young singles and starter families in diverse urban communities (13%), "Suburban Style," middle-aged, ethnically-mixed suburban families and couples earning upscale incomes (12%), "Booming with Confidence," prosperous, established couples in their peak earning years living in suburban homes (12%), and "Power Elite," the wealthiest households in the U.S., living in the most exclusive neighborhoods (10%).

We have a highly engaged, established audience with 3,600 Facebook followers, 1,500 Facebook check-ins and over 2,000 email subscribers for any sponsors to take advantage of.

The Fountains will be hosting five events in 2019: Easter, Business Expo, Halloween Moonlit Movies, Wine Walk, and Santa Saturdays.

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.

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## AT A GLANCE

**158K**

HOUSEHOLDS

**\$71K**

AVG. HH INCOME

**10%**

POWER ELITE SHOPPERS

**3.6K**

FACEBOOK FOLLOWERS

