



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 Shops at Midtown Miami is an open-air shopping center located in the heart of downtown Miami, FL. The Shops at Midtown Miami features the largest critical mass of value-oriented retailers in the city of Miami. This center has helped spark the revival of the Midtown District by creating a link between the Design District and the Wynwood Arts District.

The Shops at Midtown Miami's trade area services over 246,000 households with an average household income of \$72,000. Due to its diverse shopper base, The Shops at Midtown Miami is the perfect place to advertise your business. 66% of The Shops at Midtown Miami patrons come from Miami, Miami Beach and Fort Lauderdale, 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 (15%), "Family Union," mid-scale, middle-aged families living in homes supported by solid blue-collar occupations (15%), 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 10,700 Facebook followers, 27,000 Facebook check-ins and over 4,500 email subscribers for any sponsor to take advantage of.

The Shops at Midtown Miami will be hosting 27 events in 2019: "Midtown Moves" fitness events (12), "Meet Me at Midtown" music and movie events (12), Taste of Midtown, and Photos with Santa (2).

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

**246K**

HOUSEHOLDS

**\$72K**

AVG. HH INCOME

**10%**

POWER ELITE SHOPPERS

**10.7K**

FACEBOOK FOLLOWERS

