

Brand Activation on the Marketplace

Bring your brand to the heart of Burlington VT



CHURCH STREET
MARKETPLACE





Vermont's hub of economic activity

“**[The Marketplace]** is a must while visiting **Burlington**.

It's a great place to shop, people-watch, and grab a quick snack. There are so many shops that we didn't get to browse in all of them. **Burlington has so much to offer and it's a vibrant city.**”

–Marketplace Visitor, Trip Advisor

1.5 million
visitors annually

30+
events hosted annually

100+
businesses

56,000+
social followers



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The Marketplace Visitor

No trip to Burlington is complete without a visit to the Marketplace.

Local Shoppers

We are the shopping and dining hub for Northern VT

Tourists

We welcome visitors from across the globe

College Students

Burlington is home to 20,000+ college students

Melting Pot

We are the #1 community space for Burlington to shop, dine, and experience



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The Marketplace Visitor

73%

of followers
are women

63%

of followers are
25-44 years old

11%

of web visitors
are from greater
Burlington

10%

of web visitors
are from **NYC**

11%

of web visitors
are from **Boston**



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Brand Activation Opportunities

BANNER PROGRAM

POP-UP ACTIVATIONS

EVENTS AND FESTIVALS

SPONSORSHIP



Banner Program

We offer three types of banners to best meet your needs.

Horizontal Banners: Three 2.5' x 20' intersection locations
One 3' x 20' intersection location

Vertical Banners: Fourteen 58" x 28" intersection locations

Light Pole Banners: Thirty 40" x 18" light pole locations

Banners are designed by the client.



Banners in Action



Horizontal Banner



Vertical Banner

Light Pole Banner



Brick Stickers

Visitors will step right into your messaging...

With up to five (5) stickers per block on the bricks (20 total), and they *can be up to 2' x 2'*.

Stickers are designed by the client.



Pop-Up Activations

Bring your brand to life and interact with potential customers directly with pop-up activations,

From a simple booth to bringing a gondola to the street, the sky is the limit!

We have five locations and can accommodate pop-ups up to 20' x 20' in size.



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Pop-Up Possibilities

Events & Festivals

Take advantage of our unique 4-block pedestrian walkway to host **large-scale community events**.

Take over a block or the whole street for a one-of-a-kind experience.

Every event has unique needs; our expert staff will work with you to help realize your vision. Full electric hook-up is available and included in pricing.



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Past Events & Festivals

SPONSOR AN EVENT

Be part of the action by sponsoring an event on the Marketplace! We host multiple events throughout the year eligible for sponsorship.

Sponsor benefits differ per event but include recognition in marketing material, signage, and messaging.

Interested in learning more about sponsorships?

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Pricing

Banners

Horizontal Intersection Banners .. \$325 per intersection*

Vertical Intersection Banners \$400 for full street*

Light Pole Banners \$600 for full street*

Brick Stickers \$250 for 20 stickers or
\$75 for 5 stickers*

Pop-up Activations

Based on square footage and length of event

Starting at \$300

Events & Festivals

Based on number of blocks and length of event

Starting at \$600

**prices reflect a 2-week installation*



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Pricing (Non-Profit Rates)

Pop-up Activations

Based on square footage and length of event
..... Starting at \$150

Events & Festivals

Based on number of blocks and length of event
..... Starting at \$300



Sizing

Banners

Horizontal Intersection Banners..... 2.5' / 3' x 20'

Vertical Intersection Banners..... 58" x 28"

Light Pole Banners..... 40" x 18"

Brick Stickers..... up to 2' x 2'

Pop-up Activations

Pop-up spaces are up to 20' x 20'

Events & Festivals

Events are booked by block up to all four blocks



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People are talking...

With 4.5 stars from 6.6k reviews on Google, visitors are raving about the Marketplace.

"I LOVE Church Street Marketplace. I love the shops. I love the restaurants. I love the vibe." – Marketplace Visitor, Facebook

"Magical anytime of year" – Marketplace Visitor, Instagram

"Church Street is a very special spot in Burlington, Vermont. **There really isn't another place like it.**" – Marketplace Visitor, Google Reviews

Ready to bring your brand to the Marketplace?

Our team is ready to assist you.
Get in touch!

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