



Advertising & Brand

PARTNERSHIP OPPORTUNITIES

 IRVINE COMPANY

Partnership Marketing

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Introduction

YOU'RE IN GOOD COMPANY

Since 1864, Irvine Company has been one of California's largest landowners, known for its commitment to long-term ownership and management of a high-quality real estate portfolio — the breadth and quality of which is unmatched in the industry.

This document provides a unique opportunity for like-minded brands to partner with the Irvine Company and gain unparalleled access to the most aspirational shoppers/consumers in the country.



A hand holding a smartphone displaying a social media feed for #fashionisland. The background is a night view of a shopping center with palm trees and lights.

Introduction

UNPARALLELED EXPOSURE

With over 90M annual visitors to the shopping centers and more than 1M cars passing every day, only Irvine Company retail properties can offer the attention and prestige your brand deserves.



Introduction

THE OPPORTUNITY

Irvine Company presents an unmatched opportunity in the heart of Orange County to access a unique audience through every aspect of life.



AUDIENCE

Focused high profile demographic with refined needs

BRAND

Curated experience delivered at the highest level

CATEGORY

Comprehensive voice across living, office, entertainment and retail

Unlock the OC



*Unlock
the*

OC



Unlock the OC

THE OC IS THE MOST DESIRABLE COUNTY IN AMERICA

There truly is no place like Orange County. With the world's greatest climate, idyllic beaches and landscapes, and a rapidly growing economy - there's no wonder the country's most affluent residents reside here.



#1 Ranked county in average household income in the United States

#1 In retail sales per capita

#4 In total number of households earning \$100K

#6 Most populous county





Unlock the OC

AMERICA'S MOST COVETED CONSUMER

Orange County's 3.2 million residents boast one of the highest per capita incomes in the country. They are young, diverse, highly educated, and seeking brands they can trust.

With a strong appreciation for ultra-premium brands and products, these consumers over-index on spending across all major categories.



Unlock the OC

WE ARE THE OC

If there is one company that truly embodies the spirit of Orange County, it is the Irvine Company.

With a dominant position across all property classes, Irvine Company is recognized as the leader in timeless design, impeccable service, and high quality throughout Orange County and California.

Irvine Company's footprint in Orange County

9M Square feet of premium retail property to leverage

28M Square feet of premium retail property to leverage

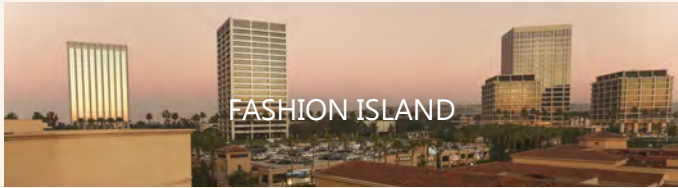
42k Apartment units

1,100k Resort and hotel rooms



Unlock the OC

YOU WANT IT. WE HAVE IT.



FASHION ISLAND

An ultra premium, al-fresco retail experience, silhouetted against the iconic coast of Newport Beach.

15M Annual visitors

\$191 Spend per visit (80% higher than industry average)

45+ Special events annually



IRVINE SPECTRUM CENTER

Based in the rapidly growing tech-hub of Irvine, ISC offers a vibrant palette of retail, dining, modern wellness and entertainment.

17M Annual visitors

#1 Shopping & dining destination in OC 4 years running

#1 Fastest growing large city in America



THE MARKET PLACE

One stop shop for everything you need. Something for everyone, for every shopper.

12.5M Annual visitors

135+ Stores and restaurants

8.8 Monthly visits (160% higher than industry average)



Brand Partnership

OPPORTUNITIES



Experiential Marketing

LEGO Escape Room

Irvine Spectrum Center

Location #2

Palm Court - Dave & Busters



Individual Brand Events

McLaren Unveiling

Fashion Island – Bloomingdale's Courtyard



Signature Event Sponsorship

Style Week OC Presented with SIMPLY

Fashion Island



Advertising

OPPORTUNITIES



Mediums – Digital Media

Pylon

- 2 – Double sided digital pylon signs: I-5 and I-405 freeway adjacent at Irvine Spectrum Center.
- All 4 screens run the same 10 spot loop, each spot is 8 seconds.
- Rates can be prorated for a week-long or single-day display term at a premium.
- Pylon content must promote a store, product, service, or event on-site. All content is subject to Irvine Company discretion.



Irvine Spectrum Center

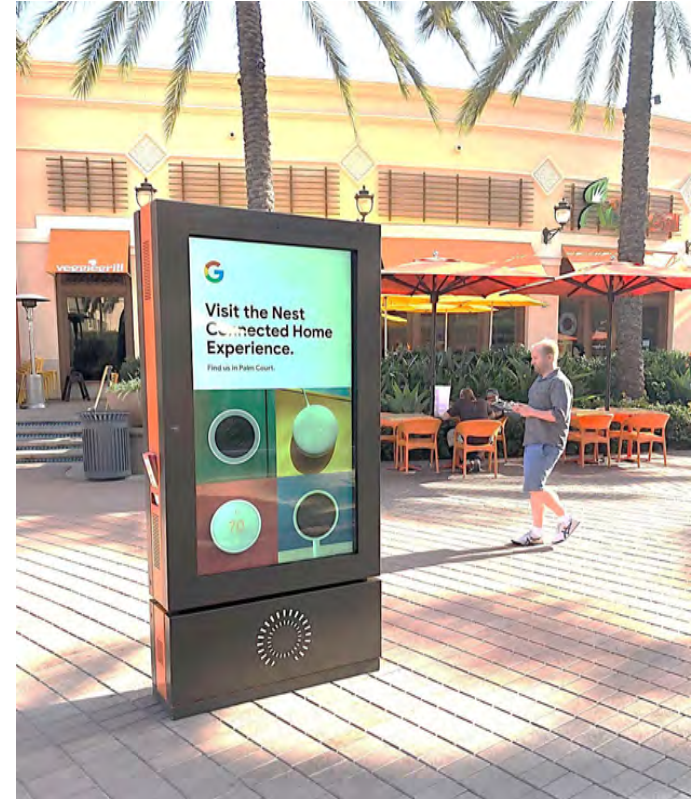
Pylon Locations



Mediums – Digital Media

Directories

- Three networks, seven digital screens in each network at Irvine Spectrum Center.
- All seven screens run the same loop per network. The loop contains 12 spots, each spot is 10 seconds.
- Rates can be prorated for a week-long or single-day display term at a premium.
- Content allowed to promote off-site brands, products and services. All creative content is subject to Irvine Company discretion.



Mediums – Digital Media

Directories at University Center

- Six digital screens placed around the common areas
- All six screens run the same loop. The loop contains 12 spots, each spot is 10 seconds.
- Content allowed to promote off-site brands, products and services.
- All creative content is subject to Irvine Company discretion.



Digital Directory Network Locations



University Center

Digital Directory Locations



Mediums – Large Format Static Media

Wall Murals & Mesh Banners

- Dimension: Wall Murals 12'H x 24'W
 - Mesh Banners vary in size by location
- Wall Murals available at Fashion Island and Irvine Spectrum Center. Mesh Banners available at Irvine Spectrum Center and The Market Place.
- Locations are subject to availability
- All creative is subject to Irvine Company discretion.



Mediums – Large Format Static Media

Interior Parking Spectaculars

- Sizes vary by location
- Available at Fashion Island and Irvine Spectrum Center
- Locations subject to availability
- All creative is subject to Irvine Company discretion



Mediums – Large Format Static Media

Sky Murals

- Dimensions: 12'W x 6'H
- Each sky mural is double-sided, with an option to display the same or different creative on each side.
- Available at Fashion Island, Irvine Spectrum Center and University Center
- Locations are subject to availability
- All creative is subject to Irvine Company discretion



Fashion Island

Wall & Sky Mural Locations



Irvine Spectrum Center

Wall, Mesh Banner & Sky Mural Locations



Mediums – Static Media

Light Pole Banners

- Sizes vary
 - Exterior banners: 2'W x 12'H
 - Interior banners: 2'W x 4'6"H
- Locations subject to availability
- All creative is subject to Irvine Company discretion
- Light pole banners available at all locations including the neighborhood and community centers.



Mediums – Static Media

Backlit Panels

- Sizes vary by location
- Available at Fashion Island, Irvine Spectrum Center and The Market Place.
- Locations are subject to availability
- All creative is subject to Irvine Company discretion



Mediums – Static Media

Trilon

- Dimensions: 2'W x 8'H
- Each trilon is three-sided, with the option to display the same or different creative on each side.
- Trilons available at all locations except The Market Place
- Locations are subject to availability
- All creative is subject to Irvine Company discretion



Mediums – Static Media

T-Sign

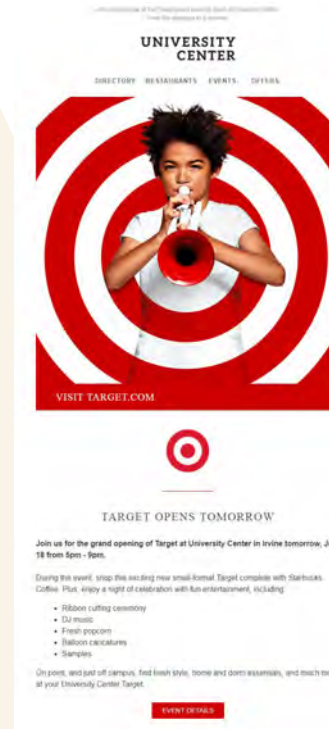
- Dimensions: 22"W x 28"H
- Each t-sign is two-sided, with an option to display the same or different creative on each side
- All creative is subject to Irvine Company Discretion
- Locations are subject to availability
- T-Signs are available at all locations including the neighborhood and community centers.



Mediums – Digital

Web & Social Media

- Website banner ads (Not available on FashionIsland.com)
- Customized email campaigns
- All content is subject to Irvine Company discretion



CONTACT

For additional information, rates and availability, contact:

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THANK YOU

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