

Brand Activation on the Marketplace

Bring your brand to the heart of Burlington, VT





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

51,000+
social followers



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, go-out, and mingle



The Marketplace Visitor

DEMOGRAPHICS VIA SOCIAL MEDIA AND WEB

73%

of followes are women

63%

of followers are 25 - 44
years old

18%

of web visitors
are from greater
Burlington

8%

of web visitors
are from NYC

6%

of web visitors
are from Boston



CHURCH STREET
MARKETPLACE

Brand Activation Opportunities

BANNER PROGRAM

POP-UP ACTIVATIONS

STREET TAKEOVERS AND EVENTS

SPONSORSHIP



Banner Program

We offer 4 types of banners and signage to best meet your needs:

Intersection Banners

Capture cars and pedestrians alike with banners hung across our busy intersections.

Horizontal Banners... 3' by 20'

Vertical Banners..... four 58" x 28" banners per intersection

continued...



Banner Program

Lightpole Banners

Make your message clear with custom banners on up to 30 lightpoles throughout the Marketplace.

Each banner is 40" by 18"

Brick Stickers

Visitors will step right into your messaging (literally!) with up to 5 stickers per block on the bricks.

Stickers can be up to 2' x 2'





Banners in Action

Pop-Up Activations

Bring your brand to life and interact with potential customers directly with pop-up activations on the Marketplace.

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

We have 5 locations and can accommodate pop-ups up to 20' by 20' in size.



CHURCH STREET
MARKETPLACE



Pop-Up Possibilities

Street Takeover

Take advantage of our unique 4-block pedestrian walkway and **engage your audience with street-wide events.**

We can accommodate crowds of 1500+ and offer full electric hook up.





Taking Over the Bricks

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? We're here to chat!

Samantha McGinnis, Project + Event Manager

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CHURCH STREET
MARKETPLACE





People are talking...

With 4.5 stars from 5.5k 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



Get in touch

Ready to bring your brand to the Marketplace?
Our team is ready to assist you.

To chat... Banners + Pop Ups + Events

Jed Sass, Marketplace Coordinator

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To chat... Sponsorships

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