

2022

# ADVERTISING GUIDE





# WHY AVALON PARK

- A-Rated Schools with Approximately 10,000 Student Stations
- Over 150 Businesses located in the Downtown
- 25 Minutes to Orlando International Airport & 15 Minutes to Medical City
- Anchor Tenants: Subway, Pizza Hut, 711, CVS, Publix

## Demographics & Location

### Population

- 1 Mile Radius: 14,126
- 3 Mile Radius: 46,049
- 5 Mile Radius: 109,678

### Population with College Education

- 1 Mile Radius: 67.59%
- 3 Mile Radius: 66.40%
- 5 Mile Radius: 62.29%

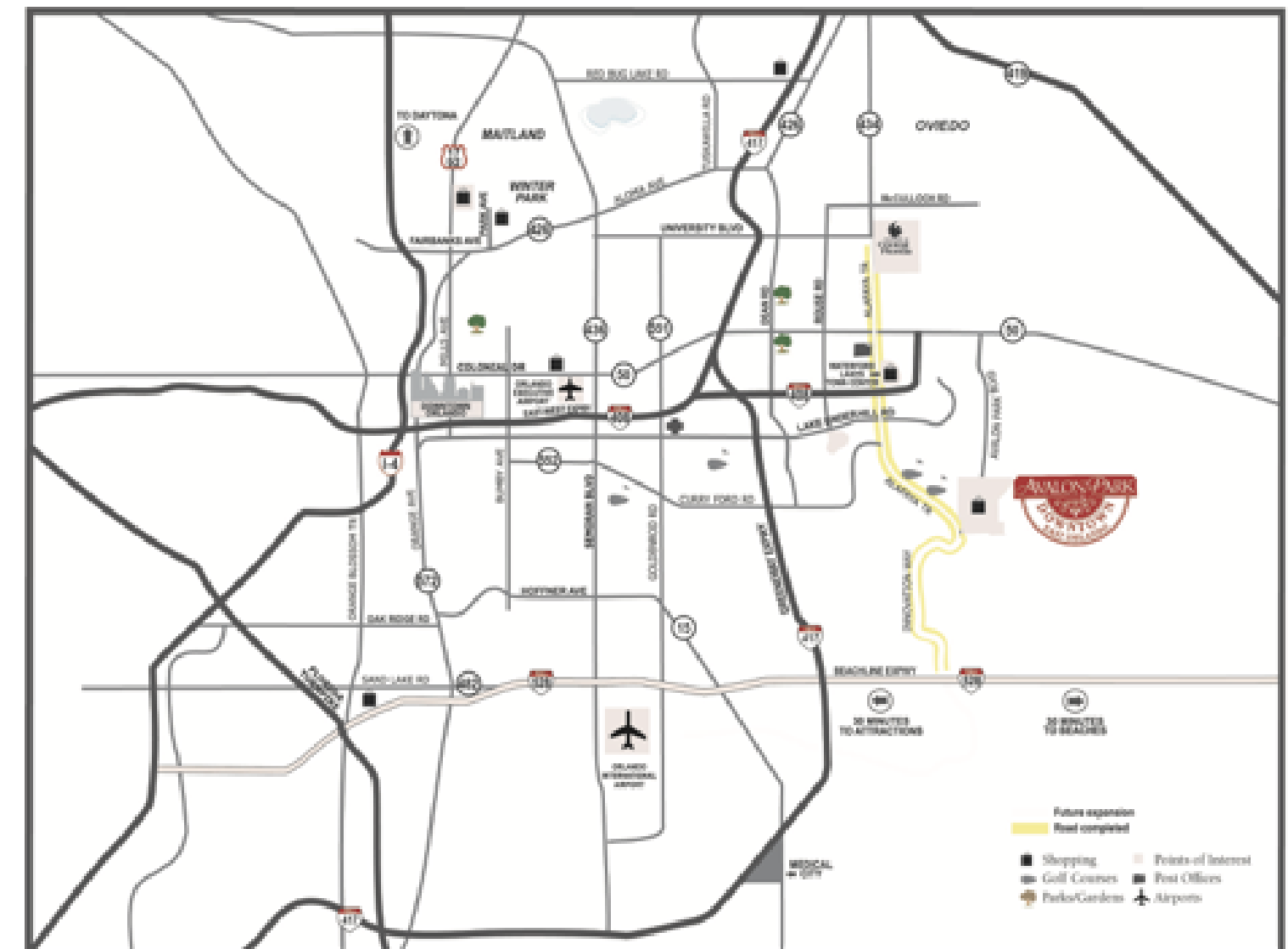
### Households

- 1 Mile Radius: 4,337
- 3 Mile Radius: 14,800
- 5 Mile Radius: 35,130

### Average Household Income

- 1 Mile Radius: \$106,001
- 3 Mile Radius: \$99,797
- 5 Mile Radius: \$82,310

\*Source: U.S. Census Bureau Data USA



# COMMUNITY EVENTS

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Downtown Avalon Park hosts large community festivals each year with both vendor and sponsorship opportunities.

Oktoberfest: October 7-8, 2022

Spooktacular: October 29, 2022

Fall Craft Fair: November 12, 2022

Avalon Aglow: December 3, 2022

NYE: December 31, 2022

Movie Under the Stars: 4th Fridays Monthly (September-April)

Food Truck Nights: 3rd Sundays Monthly

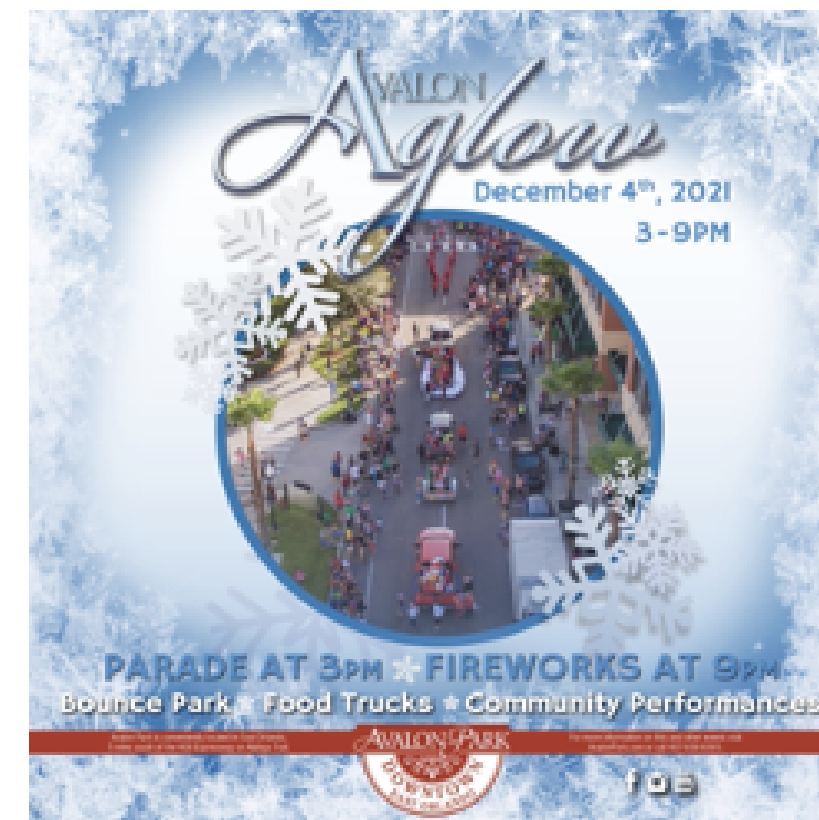
Night Market: February, May, August

Sidewalk Sale: March, June, September

Christmas in July: July 23, 2022

Additional Events May Be Added

# COMMUNITY EVENT FLYERS





# AVALON PARK SUN NEWSLETTER

## The Monthly Community Newspaper:

- Business Directory
- Informative Articles
- Avalon Park Event Calendar and Notices
- Business Advertisements

## Distribution Includes:

- Print:
  - Full-Color Newspaper 2 Times per Year (Spring & Fall)
  - Direct mailed to 10,000 Avalon Park and East Orlando Residents
- Online:
  - E-mail: To over 70,000 subscribed email addresses
  - Downtown Avalon Park website link: 10,000+ impressions monthly



ORLANDO  
**AVALON PARK** **SUN**

KEEPING THE NEWS LOCAL & THE COMMUNITY CONNECTED.

SEPTEMBER 2021 VOLUME 2 EDITION 9

**LIVE**



PAGE 2

**LEARN**



PAGE 7

**WORK**



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**PLAY**



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**COMMUNITY UPDATES**

### Marketplace at Avalon Park Food Hall, General Store and Gathering Kitchen to Open in Downtown Avalon Park

*Grand Opening Date Set for September 18th, 2021, Noon-8:00 pm*



Marketplace at Avalon Park food hall will celebrate its grand opening event on Saturday, September 18th, 2021, Noon - 8:00 pm.

Marketplace at Avalon Park occupies approximately 7,500 square feet of the ground floor of the Avalon Innovation Center, located at 3801 Avalon Park East Boulevard. The food hall is comprised of 9 eatery bays with indoor and outdoor seating to accommodate over 200 patrons, a commissary kitchen, live entertainment and event space, a general store, indoor/outdoor bar and a gathering kitchen. The 9 eatery bays include: Rosso Specialty Coffee, Sip 'N Roll, Cheese to Share, Pico de Gallo, KBBQ Kitchen, NOLA Avalon Park, Brazas Chicken, Lemonshark Poke, BBQ50. The indoor/outdoor bar is owned and operated by Bowigens Beer Company. Avalon General also joins the line-up as a purveyor of provisions, with shopping features including high quality wine, local makers, and artisans.

Marketplace at Avalon Park food hall will celebrate its grand opening event on Saturday, September 18th, 2021, Noon - 8:00 pm.

latest food and artisan creations in the heart of Downtown Avalon Park allows for the entire community to enjoy unique culinary creations while supporting local artisans and innovators."

Beginning September 7th, The Marketplace will hold a series of private soft opening events before the grand opening date. After the grand opening event, the operating hours will be Sunday - Thursday, 11:00 am - 9:00 pm and Friday - Saturday, 11:00 am - 10:00 pm.

"My vision for Downtown Avalon Park has always been that it is a place where residents, neighbors, friends and family can come together to connect in a place they feel like they belong," says Beat Kahl, CEO, Avalon Park Group, "and the Marketplace adds another element to the city center for people to be able to do just that."

For more information visit [www.MarketplaceAtAvalonPark.com](http://www.MarketplaceAtAvalonPark.com) or contact [Info@MarketplaceAtAvalonPark.com](mailto:Info@MarketplaceAtAvalonPark.com) or 407-730-3515.

"The offering at the Marketplace brings a multi-cultural diversity in dining all in one place," says Derek McCracken, General Manager, Marketplace at Avalon Park. "Featuring the

**MARKETPLACE**  
AVALON PARK



# AVALON PARK SUN SPECS

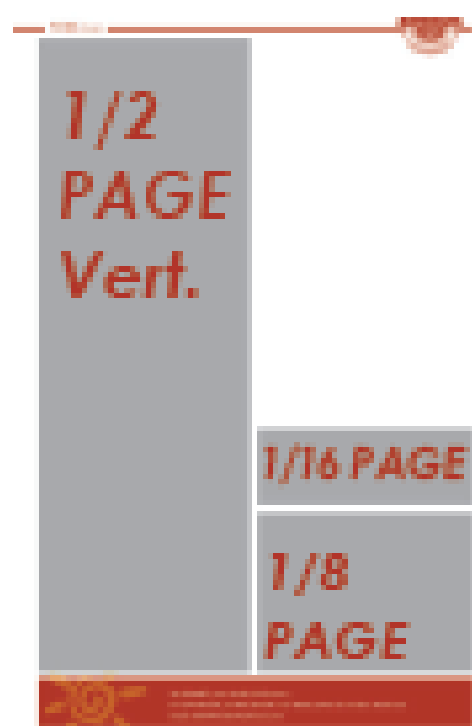
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## Advertisement Specs (Digital & Print)

- Full Page.....10.5w x 16h(in).....1008w x 1536h(px)
- 1/2 Page Vertical.....5.25w x 16h(in).....504w x 1536h(px)
- 1/2 Page Horiz.....10.5w x 8h(in).....1008w x 768h(px)
- 1/4 Page.....5.25w x 8h(in).....504w x 768h(px)
- 1/8 Page.....5.25w x 4h(in).....504w x 384h(px)
- 1/16 Page.....5.25w x 2h(in).....504w x 192h(px)
- Front Page Banner...8.5w x 1.5h(in).....816w x 144h(px)\*

Our Digital versions can be found here: [issuu.com/avalonparkgroup](http://issuu.com/avalonparkgroup)

*Digital Advertisements are due the last week of each month.  
Print Advertisements are due 1 month before the print date.*





# AVALON PARK SUN PRICING

## Print Advertisement Rates

- Full Page.....\$1,500
- 1/2 Page Vertical.....\$700
- 1/2 Page Horiz.....\$700
- 1/4 Page.....\$400
- 1/8 Page.....\$250
- 1/16 Page.....\$125
- Front Page Banner...\$1,000
- Back Cover.....25% Premium

*10% Discount on total cost if you run in both print editions.*

## Digital Advertisement Rates

- Full Page.....\$800
- 1/2 Page Vertical.....\$400
- 1/2 Page Horiz.....\$400
- 1/4 Page.....\$200
- 1/8 Page.....\$100
- 1/16 Page.....\$50
- Front Page Banner...\$250
- Front Page.....\$1,000
- Back Cover.....25% Premium

Weekly E-blast Feature & Social Media posts...\$500

*10% off for 3 inclusions  
15% off for 6 inclusions  
20% off for 9 inclusions  
25% off for 12 inclusions*

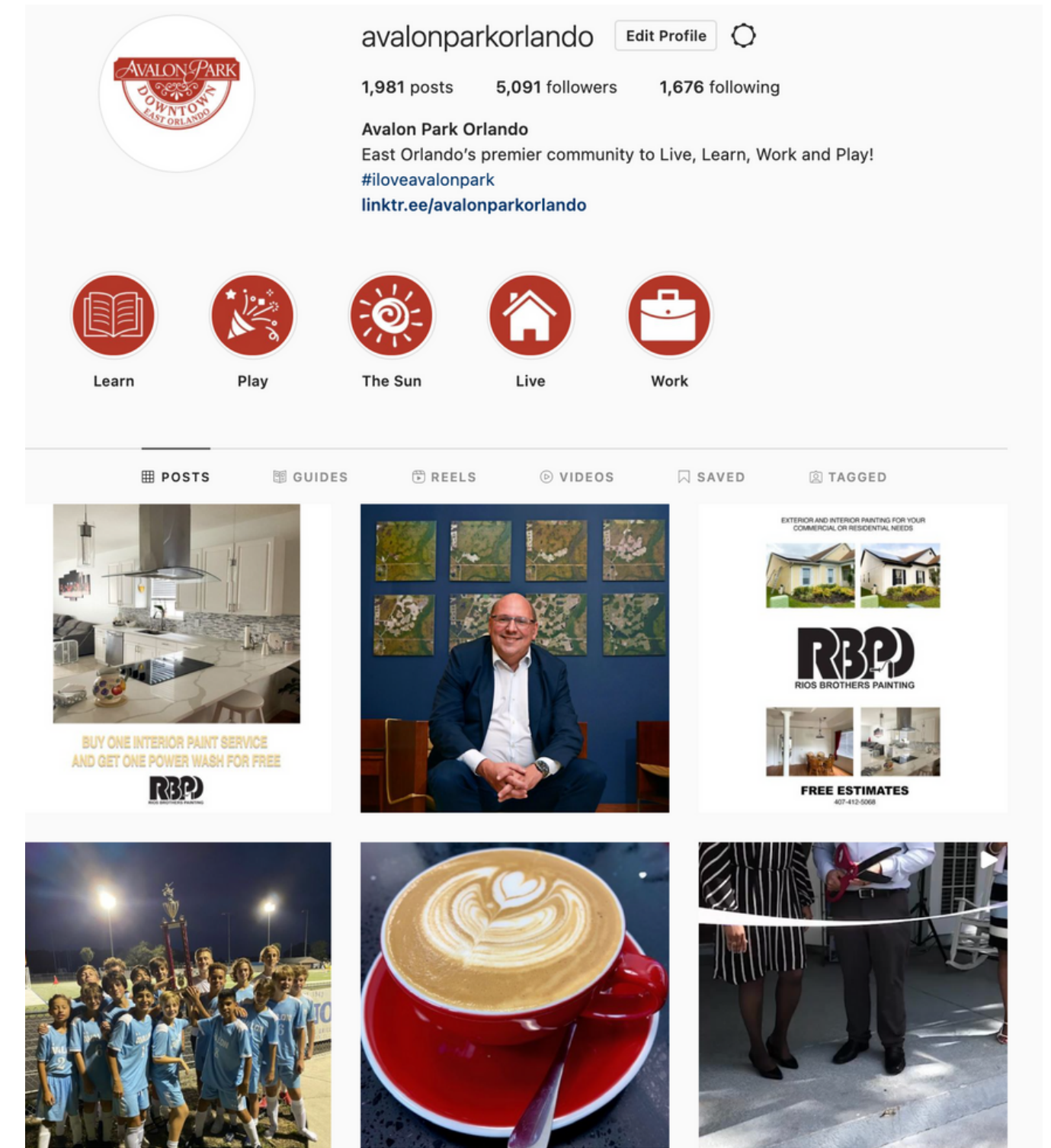




# AVALON PARK SOCIAL MEDIA

*Please inquire on pricing for your amount of posts.*

- Please email your content to [Marketing@AvalonParkGroup.com](mailto:Marketing@AvalonParkGroup.com)
- Include your image & caption that you would like posted.
- Include your social media tags.

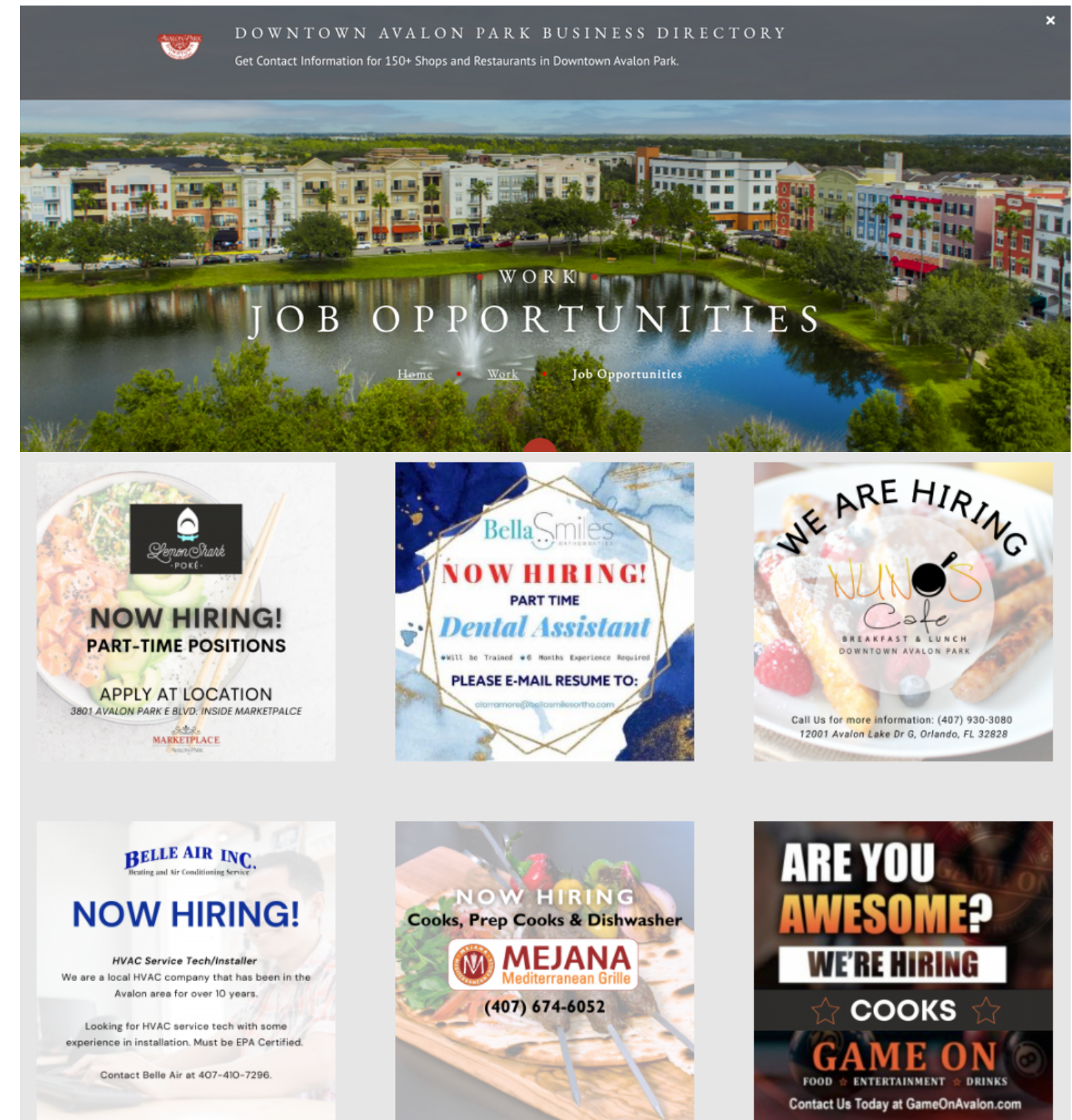




# AVALON PARK WEBSITE

## *Website Ads - \$100/month that it is up*

- We can create a graphic for you at no additional charge.
- If it is a job posting, it will be posted on the Jobs Opportunity page on AvalonParkOrlando.com
- If it is a general ad, it will be posted on the Friends of Avalon Park page.
- Additional \$30 to post on APO social media accounts. Can be posted multiple times for additional charge.
- All ads can be placed in the Avalon Park Sun as well. (Details for this on previous pages)
- Banner ads also available on email eblasts.



# AVALON PARK SOCIAL MEDIA

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## Facebook:

- [Facebook.com/AvalonParkOrlando](https://www.facebook.com/AvalonParkOrlando)
- 20,069 Likes / 21,456 Followers

## Instagram:

- [Instagram.com/AvalonParkOrlando](https://www.instagram.com/AvalonParkOrlando)
- 6,484 Followers

## YouTube:

- [https://www.youtube.com/channel/UCd2I71quAAya\\_hx3fmfIdoUQ?view\\_as=subscriber](https://www.youtube.com/channel/UCd2I71quAAya_hx3fmfIdoUQ?view_as=subscriber)

## Pinterest:

- [Pinterest.com/AvalonParkDT](https://www.pinterest.com/AvalonParkDT)
- 180 Followers / 13,950 Views



# FESTIVAL SPONSORSHIP

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## \$5,000 Title Sponsor/Festival

- Most prominent logo placement on event flyers, brochures, posters, materials, and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo and link to appear on Avalon Park Website and Social Media
- Exclusive e-mail blast to 50,000 registered emails
- Logo as event sponsor on Newsletter from Downtown Avalon Park to 50,000+ email addresses
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising, and promotional efforts
- Ability to create promotional tie-ins related to the event
- Ability to Sponsor the extremely popular Snow Slide in Kids Zone (Specifically for Avalon Aglow)
- Exclusive Opportunity to speak during the event from the main stage
- Banner Placement on the rafters of the main stage
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for the 4th of July and Avalon Aglow)
- VIP Table in Beer Garden (Specifically for Oktoberfest)

# FESTIVAL SPONSORSHIP

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## \$2,500 Presenting Sponsors/Festival

- Prominent logo placement on event flyers, event t-shirts, brochures, posters, materials and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo to appear on Avalon Park Website and Social Media
- Listed as event sponsor on Newsletter from Downtown Avalon Park to 50,000+ email addresses
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event
- Banner Placement near the main stage on event fencing
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for Avalon Aglow and Fourth of July)
- VIP Table in Beer Garden (Specifically for Oktoberfest)



# FESTIVAL SPONSORSHIP

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## \$1,000 Area Sponsors/Festival

- Prominent logo placement
- Prominent logo placement on event flyers, brochures, posters, materials, and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Logo included in all local publicity efforts and media releases
- Logo on event day signage and banners
- Logo to appear on Avalon Park Website and Social Media
- Listed as event sponsor on biweekly email Newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising, and promotional efforts
- Ability to create promotional tie-ins related to the event
- Prominent Placement in Holiday Parade (Specifically for Avalon Aglow)
- VIP Fireworks Viewing (Specifically for Avalon Aglow)
- VIP Table in Beer Garden (Specifically for Oktoberfest)

# FESTIVAL SPONSORSHIP

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## \$250 Supporting Sponsor/Festival

- Name placement on event flyers, brochures, posters, materials and other marketing collateral pieces, including, Local Schools (Approx. 10,000) and Avalon Park Business Window Fronts
- Name on event day signage and banners
- Name to appear on Avalon Park
- Listed as event sponsor on biweekly email Newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event



# MOVIE UNDER THE STARS SPONSORSHIP

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**\$1,000 / Month Movie Under the Stars Sponsor (September – April, 1 Available Monthly)**

- Booth Set up at the event
- Exclusive speaking opportunity before the movie starts
- Opportunity to show a branded commercial/video before and after the movie
- Logo placement on event flyers, brochures, posters, materials and other marketing collateral pieces
- Ability to put a banner under the movie screen
- Logo blast as sponsor on social media posts
- Logo to appear on Avalon Park social media and website as a sponsor
- Listed as event sponsor on a biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising and promotional efforts
- Ability to create promotional tie-ins related to the event

# MOVIE UNDER THE STARS

Featuring

## THE ADDAMS FAMILY

Sponsored By  
*PW* POLO WIEDERHOLD LAW, P.A.  
With You, Every Step of the Way.



**OCT  
22**

**MOVIE BEGINS AT DARK**

**TOWN PARK**

Bring chairs & blankets  
and enjoy family fun!

SAVE THE DATE  
November 26  
December 17  
2021

Avalon Park Orlando is conveniently located 5 miles  
South of the 408 Expressway on Alafaya Trail.



# MOVIE UNDER THE STARS

Featuring

## RATATOUILLE

Sponsored By  
 CONVERGED SERVICES  
TECHNOLOGY ADVISORS



**SEPT  
24**

**MOVIE BEGINS AT DARK**

**TOWN PARK**

Bring chairs & blankets  
and enjoy family fun!

SAVE THE DATE  
October 22  
November 26  
December 17  
2021

Avalon Park Orlando is conveniently located 5 miles  
South of the 408 Expressway on Alafaya Trail.





# FOOD TRUCK NIGHT SPONSORSHIP

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## \$1,000 / Month Food Truck Sponsor (1 Available Monthly)

- Booth Set up at the event
- Exclusive speaking opportunity from the stage
- Logo placement on event flyers, brochures, posters, materials, and other marketing collateral pieces
- Logo on event day signage and banners
- Logo blast as sponsor on social media posts
- Exclusive event e-blast to 50,000+ email addresses with event flyer and sponsor advertisement
- Logo to appear on Avalon Park social media and website as the sponsor
- Listed as event sponsor on a biweekly email newsletter from Downtown Avalon Park
- Use of the Downtown Avalon Park logo in sponsor's marketing, advertising, and promotional efforts
- Ability to create promotional tie-ins related to the event



POCHOS MANGO CORP.  
BELLS KITCHEN AND SMOKEHOUSE  
BIZZLE'S BISTRO  
BOWLS FOR TU  
RUBIOS BAJA GRILL CATERING  
BAO HOUZ  
CHIKIZ EMPANADITAS GOURMET  
CROOKED COW CREAMERY  
WE ROLL FATTYS  
JOUR DE CREPE LLC  
MONSTA LOBSTA  
PERU POWER  
RUBIOS BAJA GRILL  
ONE WAY COFFEE  
KONA ICE





# HOLIDAY COLORING BOOK SPONSORSHIP

\$1,000 - Available each November

- Seasonal Avalon Park Coloring Books
- 10 Coloring Pages
- 1 Full Ad Page (Logo in Black & White)
- Logo on back cover (in Full Color)
- Distributed at Marketplace at Avalon Park



# GRAPHIC DESIGN & SUBMISSIONS

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- All graphics must be submitted by respective deadlines.
- We will not hold publication or distribution for late creative.
- Graphic Design services are available on an as-needed basis for a fee.
  - Please let us know ahead of time if this is something that you will need.

*Email your needs to [Marketing@AvalonParkGroup.com](mailto:Marketing@AvalonParkGroup.com) to discuss further.*



**CONTACT US: MARKETING@AVALONPARKGROUP.COM**



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407.658.6565 x 139

[AvalonPark.com](http://AvalonPark.com)

[Instagram.com/AvalonParkOrlando](https://www.instagram.com/AvalonParkOrlando)

[Pinterest.com/AvalonParkOrlando](https://www.pinterest.com/AvalonParkOrlando)

[YouTube.com/AvalonParkOrlando](https://www.youtube.com/AvalonParkOrlando)