



Santa's Christmas Storybook

BROWARD MALL, DECEMBER 5-25, 2025



This December, Broward Mall transforms into Santa's Christmas Storybook — a dazzling holiday world where wonder, laughter, and shopping come together under one roof.

Families gather for heartwarming musicals, lively flash mobs, festive parades, and themed Christmas experiences designed for the whole family.

With over 25 food trucks, immersive attractions like Santa's Home and The Grinch's Lair, and Broward Mall's unmatched retail energy, this event isn't just entertainment — it's a high-traffic, high-spend destination during the peak holiday shopping season.



Where holiday magic meets retail momentum

75,000

VISITORS PER DAY

Powered by the mall's strong retail traffic, family-focused promotions, and weekend parades

1.5 M

**TOTAL PROJECTED
SEASONAL EXPOSURE**

65,000

**SQ. FT. OF
HOLIDAY MAGIC**

1.25 M

**TOTAL PROJECTED
UNIQUE VISITORS**



Spreading the Magic

OUR MULTI-CHANNEL VISIBILITY PLAN

PRIMARY BROADCAST PARTNER

Channel 10 (WPLG) – South Florida's largest local news station, bringing broad regional awareness.

RADIO SUPPORT

Power 96, Y100.7, and El Sol 95 will extend event visibility across English and Spanish-speaking audiences.

SOCIAL MEDIA

Campaigns across Facebook, Instagram, and TikTok via Broward Mall channels and media partners.

ON-SITE & OUTDOOR

Mall-wide signage, interior screens, and outdoor banners capture on-site shoppers and passersby from the adjacent highway corridor





Capture shoppers at the height of holiday buying

ENGAGE THE WHOLE FAMILY

Connect with families through immersive experiences that create lasting memories for all ages.

BOOST DECEMBER SALES

Over half of consumers expect to complete their shopping in the week leading up to Christmas, making this a critical period for retailers to capture last-minute gift buyers.

EXPERIENTIAL ATTRACTIONS

Your brand becomes part of the story, woven into the fabric of the event for maximum visibility and engagement.

Source: National Retail Federation. 2024. "157 Million Consumers to Shop on Super Saturday." December 16, 2024. <https://nrf.com/media-center/press-releases/157-million-consumers-to-shop-on-super-saturday>.

Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	135,731	398,909	1.34M
TOTAL HOUSEHOLDS	53,449	151,139	522,268
AVG. HOUSEHOLD INCOME	\$122,699	\$106,209	\$115,236

AGE	22.8 %	59.7 %	17.5%
WITHIN A 10-MILE RADIUS	UNDER 19	20-64	65+

WITHIN A 10-MILE RADIUS

2.5

AVERAGE HOUSEHOLD SIZE

338,686

HOUSEHOLDS WITH FAMILIES

65%

ARE MARRIED HOUSEHOLDS

37%

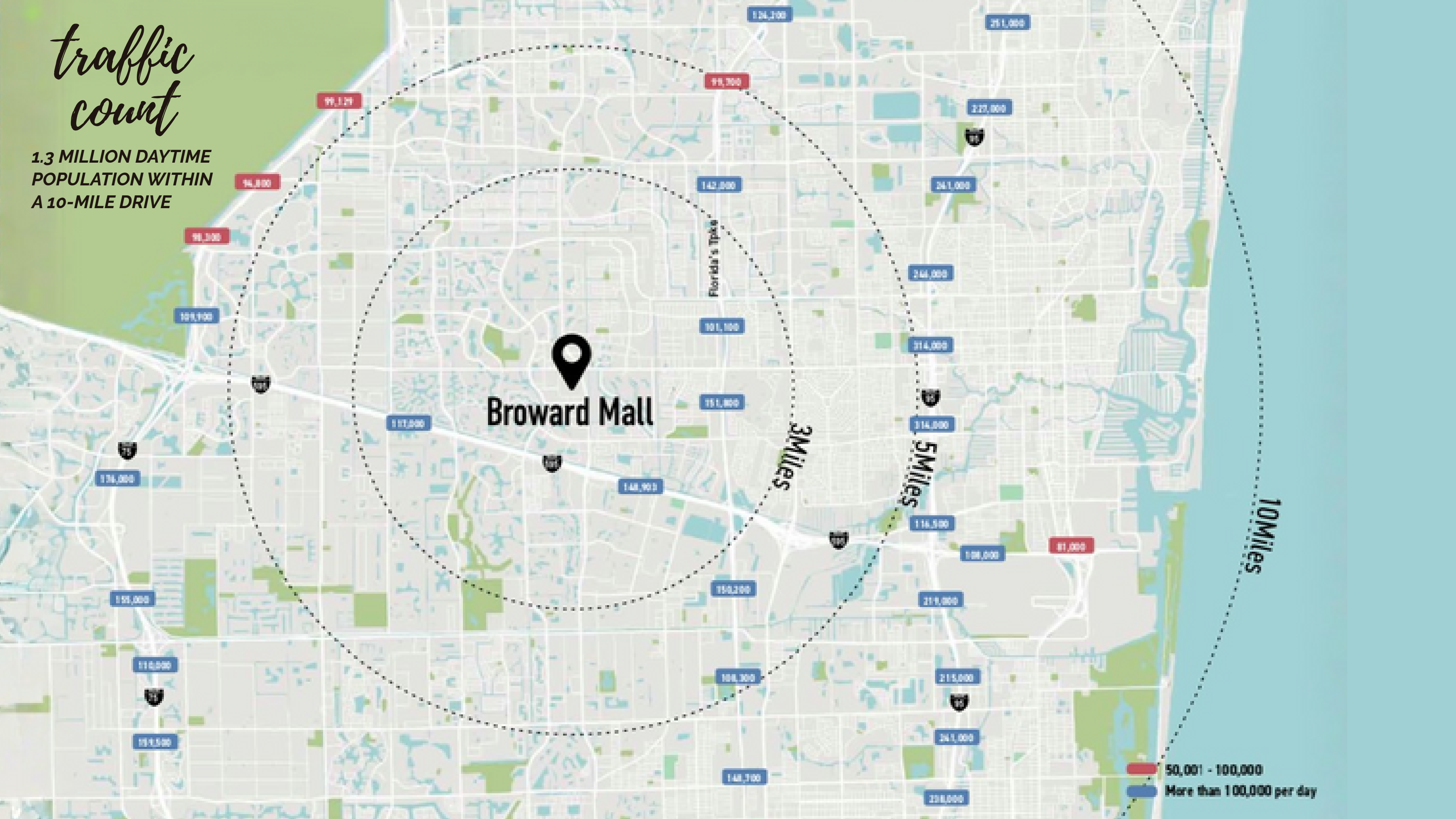
BACHELOR'S DEGREE

63%

WHITE COLLAR EMPLOYMENT

traffic count

1.3 MILLION DAYTIME
POPULATION WITHIN
A 10-MILE DRIVE





Sponsorship Opportunities



ACTIVATION PARTNER

INVESTMENT: \$10,000 – \$12,500

AVAILABILITY: MULTIPLE SPONSORS

Visibility: Hybrid exposure ensures your brand has on-site, on-air, and online exposure throughout the event.

BRAND ACTIVATION OPPORTUNITY

- Host a Christmas-themed activation within the event footprint.
- Must be fun, interactive, and family-friendly.
- All branded giveaways, product samples, or children's prizes are provided by the sponsor.
- Pre-approved by the Santa's Storybook team to ensure creative fit.
- Examples: Cocoa or cookie tasting, "Spin to Win" festive wheel, mini craft corner, ornament workshop.

RADIO & GIVEAWAY INTEGRATION

- Feature in the "Christmas Countdown Giveaway" across Power 96, Y100.7, and El Sol 95.
- Listeners win sponsor-provided gifts, experiences, or vouchers.

ADVERTISING EXPOSURE

- Access to 250 advertising units across physical and digital placements.
- Physical: posters, banners, floor decals, standees, food-truck boards in high-traffic areas.
- Digital: mall screens, event website listings, social media shoutouts, rotating digital ads.

COMMUNITY & CHARITY CONNECTION

- \$500 donation (included) to Autism Awareness and Cancer Research & Support foundations.



ATTRACTION PARTNER

INVESTMENT: \$25,000 – \$35,000

AVAILABILITY: LIMITED — TIED TO 10 MAIN ATTRACTIONS

Visibility: Premium integration ensures your brand is part of the event storytelling and highly visible on-site, digitally, and via radio giveaways.

MAIN ATTRACTION SPONSORSHIP

- Sponsor is embedded into one of 10 main attractions.
- Integration options include themed décor, product placement, branded giveaways, staff uniforms, or digital touchpoints.
- All branded giveaways and prizes are provided by the sponsor.
- Co-developed with the event creative team to ensure seamless Santa's Storybook alignment.

RADIO & GIVEAWAY INTEGRATION

- Own a host read and inclusion in the “Christmas Countdown Giveaway” across Power 96, Y100.7, and El Sol 95.
- Sponsor provides gifts or experiences featured in the promotion.

ADVERTISING EXPOSURE

- 1,000 advertising units combining physical and digital placements:
- Physical: large banners, tent panels, tree surrounds, queue dividers, stage backdrops, floor decals, pillar wraps near/around the attraction.
- Digital: mall screens, event website carousel banners, tagged mentions in event-wide digital content.

CHARITY INTEGRATION

- Logo featured on all Charity Day signage and press releases.
- \$1,000 donation (included) to the shared charity pool.

EXCLUSIVE BUY-OUT OPTION
INVESTMENT: \$250,000

A 360° brand integration reaching over 1.5 million visitors during the event period — combining community goodwill, media weight, and immersive visibility in one exclusive partnership across the 20-day Santa's Christmas Storybook experience.

INCLUDES:

- Category Exclusivity: One brand per category (e.g. retail, banking, automotive, telecom).
- Visibility Across All 10 Attractions: Presence across all main attraction signage, stage screens, and event materials.
- Premium Advertising Dominance: Access to 10,000 advertising units across physical and digital placements throughout the mall, food truck zones, and outdoor areas visible from the main highway.
- Media Amplification: Inclusion in all radio promotions (Power 96, Y100.7, El Sol 95), social campaigns, and earned media efforts via Channel 10.
- On-Site Activation Zone: Priority placement for a large, branded activation experience designed in collaboration with the event's creative team.
- Charity Partner Recognition: Lead position in the two official charity event days, including press coverage



Contact

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