



MARKETING PROSPECTUS AND RATES





CENTRE INFORMATION

Goldfields Mall is in the heart of Welkom, but its appeal stretches well beyond the city, attracting people from as far afield as Hoopstad, Bultfontein, Kroonstad, Virginia and Hennenman. People gather here to meet, eat and shop, and the central piazza of the mall functions as a traditional 'town square' with all the associated ambience and interaction.

The design of the 37 650m² mall is characterised by the early mining town settlements historic to the area, with a modern twist. It has ample natural light, providing a wonderful ambience to the mall as well as optimum exposure for the shop fronts. The mall houses major retailers like Checkers, Edgars and Woolworths and is a fashion hotspot with over 30 stores catering to clothing, jewellery, shoes, luggage and accessories.

MARKETING OPPORTUNITIES

Goldfields Mall offers 10 ideally located exhibition sites in varying sizes to suit your needs and budget. This is an ideal platform to showcase your products and services to thousands of shoppers visiting the mall each day. The mall also offers several well-placed indoor and outdoor advertising platforms.

FAST FACTS

TOTAL TENANTS	95
PATRONS	LSM 5-10
ANNUAL FOOT COUNT	7,2 million
EXHIBITION SITES	10
INDOOR MEDIA SITES	6
OUTDOOR MEDIA SITES	2

EXHIBITION SPACES

1. EDGARS COURT A: 30m²

R14 000 + VAT per month
R3 675 + VAT per week
R600 + VAT per day

Surrounding stores include Edgars, Cross Trainer and Mugg & Bean, can accommodate up to three cars.

2. EDGARS COURT B: 30m²

R14 000 + VAT per month
R3 675 + VAT per week
R600 + VAT per day

Surrounding stores include Edgars, Cross Trainer and Mugg & Bean, can accommodate up to three cars.

3. DONNA COURT: 25m²

R14 000 + VAT per month
R3 675 + VAT per week
R600 + VAT per day

Surrounding stores include Donna, Edgars and Mugg & Bean, can accommodate up to three cars.

4. CHECKERS COURT: 30m²

R14 000 + VAT per month
R3 675 + VAT per week
R600 + VAT per day

Surrounding stores include Checkers, Wimpy, Capitec Bank and African Bank, can accommodate up to three cars.

5. WOOLWORTHS COURT: 30m²

R14 000 + VAT per month
R3 675 + VAT per week
R600 + VAT per day

Surrounding stores include Woolworths, Cape Union Mart and Mr Price Home, can accommodate up to three cars.

6. ACKERMANS COURT: 30m²

R10 000 + VAT per month
R2 625 + VAT per week
R400 + VAT per day

Surrounding stores include Ackermans, Choice Clothing and Verimark.

7. CLICKS COURT: 25m²

R10 000 + VAT per month
R2 625 + VAT per week
R400 + VAT per day

Surrounding stores include Clicks, PEP and Pick n Pay Clothing.

8. MR PRICE SPORT COURT: 25m²

R10 000 + VAT per month
R2 625 + VAT per week
R400 + VAT per day

Surrounding stores include Mr Price Sport, Tekkie Town and SportsScene, can accommodate up to two cars.

9. TOTALSPORT COURT: 25m²

R10 000 + VAT per month
R2 625 + VAT per week
R400 + VAT per day

Surrounding stores include Totalsports, Due South and Contempo, can accommodate up to two cars.

10. FOUNTAIN:

R14 000 + VAT per month
R3 675 + VAT per week
R600 + VAT per day

Surrounding stores include Mugg & Bean, Mochachos and Debonairs, can accommodate up to two cars on ramps.

OUTDOOR SITES

1. ENTRANCE PAVELIGHT BILLBOARD 1:

R4 500 + VAT per month

Located on the island as you enter the mall's parking area, consists of two sides at 1.760m x 1.230m per side.

2. ENTRANCE PAVELIGHT BILLBOARD 2:

R4 500 + VAT per month

Located on the island of the road leading to the mall's parking area, consists of two sides facing incoming and outgoing traffic, 1.760m x 1.230m per side.

INDOOR SITES

1. HANGING BANNERS:

R11 000 + VAT per month

Two hanging banners of 1.2m x 0.4m per banner, situated at Entrance 1, leading to and from Woolworths.

2. ATRIUM WALL SIGN 2 – CENTRE:

R11 000 + VAT per month

Large format wall sign of 3m x 12m, situated in the centre of the mall near Checkers.

3. ATRIUM WALL SIGN 9 – FASHION:

R11 000 + VAT per month

Wall sign situated in the main atrium near the entrance to Edgars and Foschini.

4. ATRIUM WALL SIGN 3 – CHECKERS:

R10 000 + VAT per month

Large format wall sign of 3m x 12m, situated at the entrance to Checkers.

5. ATRIUM WALL SIGN 4 – ACKERMANS

R9 000 + VAT per month

Situated at Ackermans Court and the entrance leading from the casino, a busy thoroughway that leads to the centre of the mall and several large fashion retailers.

6. ATRIUM WALL SIGN 5 – PEP:

R9 000 + VAT per month

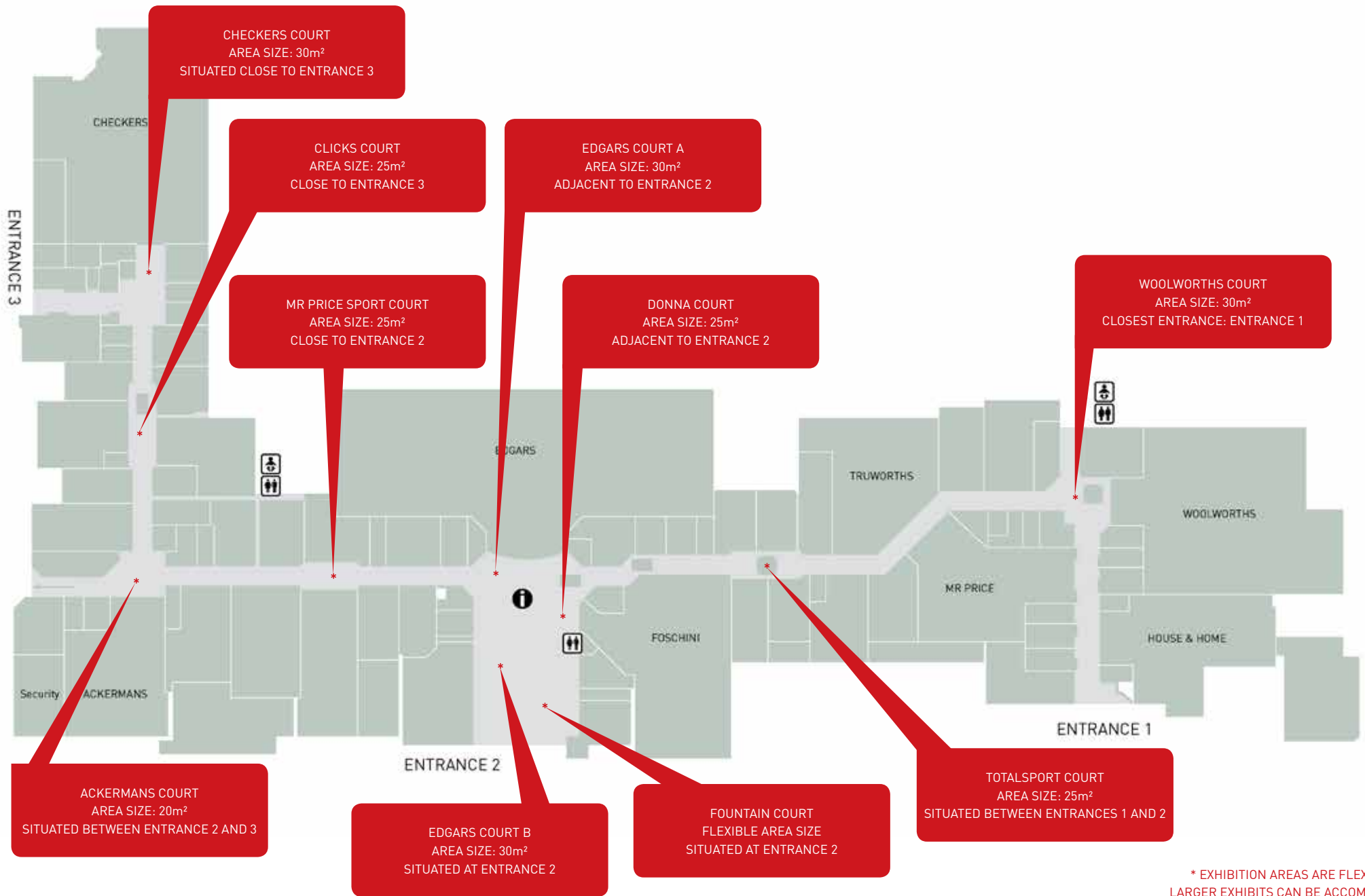
Wall sign in the atrium at the entrance to PEP stores.

GO TO PAGE 4 FOR ILLUSTRATED FLOOR PLANS

GO TO PAGE 5 FOR EXAMPLES

GO TO PAGE 5 FOR EXAMPLES

FLOOR PLAN



* EXHIBITION AREAS ARE FLEXIBLE AND LARGER EXHIBITS CAN BE ACCOMMODATED

CHECKERS COURT



FOUNTAIN COURT



DONNA COURT



WOOLWORTHS COURT



ACKERMANS COURT



TOTALSPORTS COURT



EDGARS COURT



EXHIBITION BOOKING REQUEST

THANK YOU FOR YOUR INTEREST IN HOLDING A PROMOTION AT GOLDFIELDS MALL.
PLEASE PRINT, COMPLETE AND SIGN THIS FORM AND EMAIL TO JUDYM@REDEFINE.CO.ZA

EXHIBITOR DETAILS

Company name	Contact person
Tel number	Fax number
Cell number	Email address
Company address	

EXHIBITION DETAILS

What would you like to exhibit?

Type of exhibition Display Product launch Database build-up Product sampling
 Product/service awareness Customer feedback Other

If other, please describe

COURT REQUESTED

Court required	
Commencement date	Completion date
Rate ex VAT	Court size
Power availability	

SPECIAL REQUESTS

WILL YOU BE ADVERTISING YOUR EVENT? IF YES PLEASE GIVE DETAILS



MANNING OF THE EVENT

The event must be fully operational during the minimum trading hours of the centre during the period of the exhibition. Trading hours for Goldfields Mall are:

- Mondays–Thursdays 09:00–18:00
- Fridays 09:00–19:00
- Saturdays 09:00–17:00
- Sundays/public holidays 09:00–15:00

PLEASE SUPPLY A DETAILED DESCRIPTION OF YOUR EXHIBITION, INCLUDING DIMENSIONS

SIGNATURE _____ DATE _____

<p>GOLDFIELDS MALL Cnr Stateway and Buiten Street, Welkom</p>	<p> www.goldfieldsmall.co.za  Goldfields Mall</p>
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ENQUIRIES AND BOOKINGS
For more information about our exhibition and media sites as well as other marketing opportunities, please contact:
Judy Moran, Marketing Manager
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Benjamin Deeb, Mall Advertising
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