



MARKETING PROSPECTUS AND RATES





## CENTRE INFORMATION

The new Kyalami Corner shopping centre, opened April 2017, perfectly responds to the retail, lifestyle and social requirements and aspirations of the Kyalami neighbourhood and surrounds. The centre is conveniently located off the R55 and Main Road, while the elegant, energy-efficient design complements the natural, equestrian environment and character of the area.

The centre includes flagship Woolworths Food and Checkers stores, a 3 500m<sup>2</sup> Virgin Active gym and a choice of restaurants to impress even the gourmet foodie, including Jackson's Real Food Market, The Baron, Pizza e Vino and Salsa Mexican Grill, to name a few.

Kyalami residents now have a desirable, convenient, well-stocked 'local' that provides for all their everyday needs. Those who live in and outside the precinct make a point of visiting Kyalami Corner for the incredible variety, luxury and atmosphere the centre offers.

## MARKETING OPPORTUNITIES

Kyalami Corner offers three ideally located exhibition courts. These can be used for a variety of marketing activities such as promotions, sampling, shopper engagements and more. The centre also offers many outdoor advertising opportunities including a high-impact wall ad and several pole and pave ads at key entry points and parking areas.

## FAST FACTS

TOTAL TENANTS	97
PATRONS	LSM 8+
EXHIBITION SITES	3
OUTDOOR MEDIA SITES	5



## EXHIBITION SPACES

### 1. OUTSIDE COURT, 20m<sup>2</sup>

**R16 000 + VAT per week**

**R2 500 + VAT per day**

Situated in the mall's central outdoor area.

### 2. WOOLWORTHS COURT, 9m<sup>2</sup>

**R9 500 + VAT per week**

**R1 500 + VAT per day**

Situated outside Woolworths inside the mall's main thoroughfare.

### 3. ESCALATOR COURT, 9m<sup>2</sup>

**R6 500 + VAT per week**

**R1 000 + VAT per day**

Situated under the mall's central escalators.

GO TO PAGE 4 AND 5 FOR ILLUSTRATED FLOOR PLANS

## OUTDOOR MEDIA SITES

### 1. ELONGATED WALL AD:

**R5 000 + VAT per month**

Large format wall ad, visible to all traffic entering the mall.

### 2. PAVE ADS:

**R1 800 + VAT per pave ad per month**

Two different sites situated at key intersections in the mall's parking area.

### 3. PERIPHERY POLE ADS:

**R700 + VAT per face per month**

Situated in the outside parking lot alongside the fenced periphery.

### 4. POLE ADS:

**R700 + VAT per ad per month**

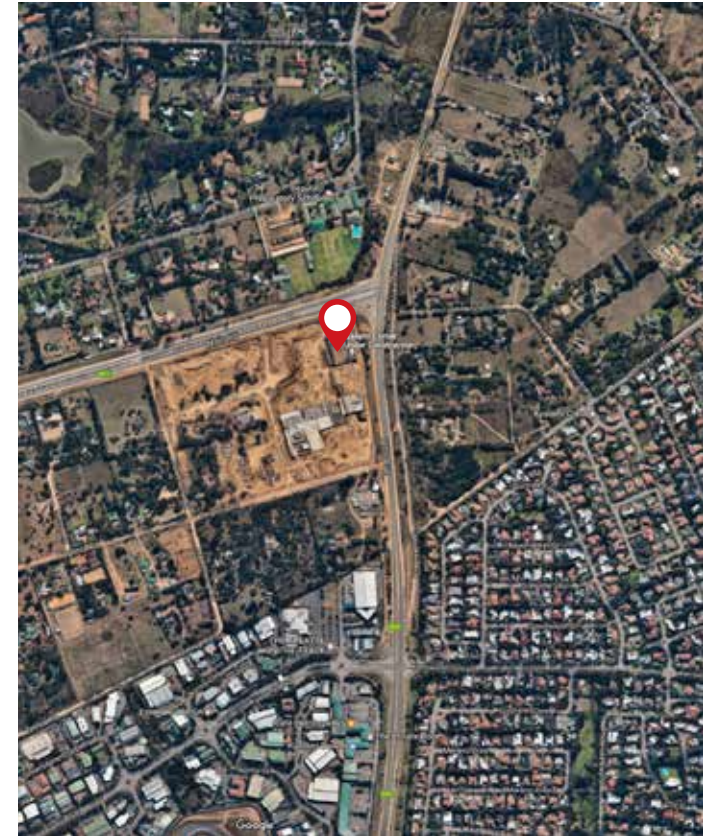
Situated in the mall's outside parking area.

### 5. DOUBLE-SIDED POLE ADS:



**R700 + VAT per face per month**

Centrally situated in the mall's outside parking lot.

GO TO PAGE 6 FOR EXAMPLES






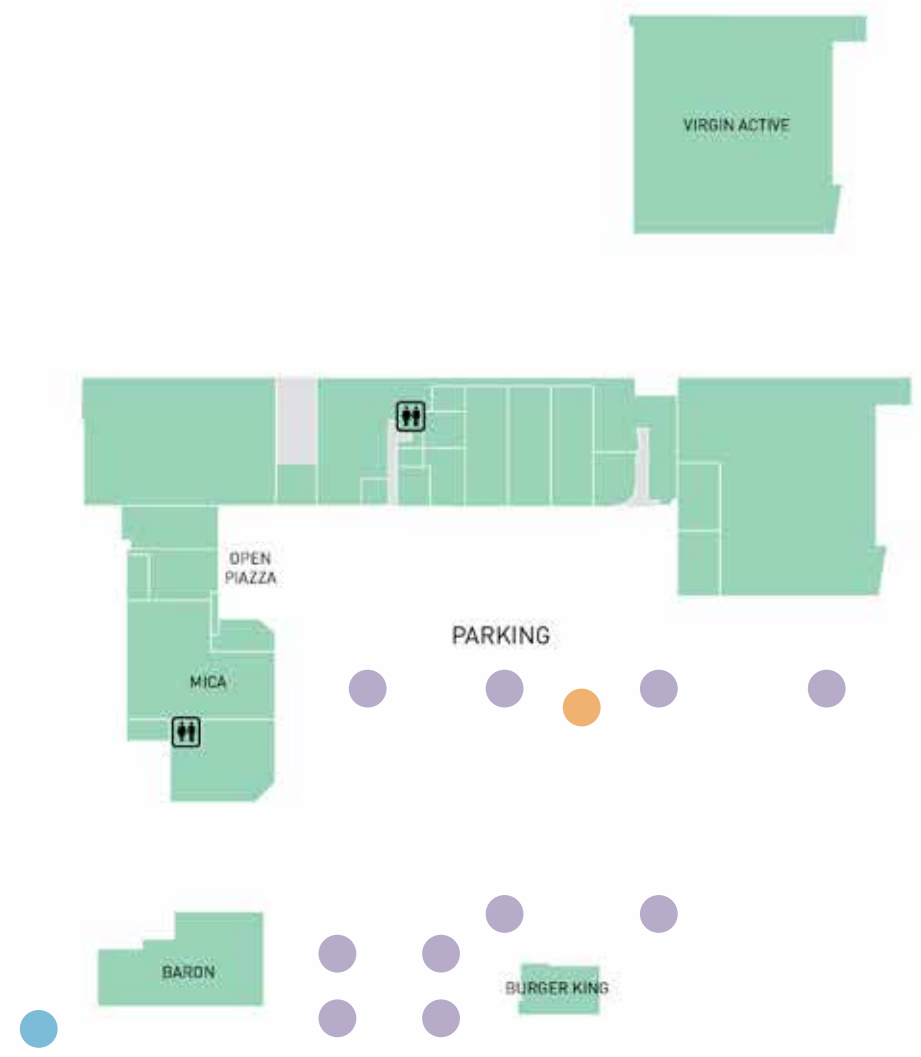
# FLOOR PLAN | GROUND FLOOR

	PAVE ADS
	POLE ADS



# FLOOR PLAN | MEZZANINE LEVEL

	PAVE ADS
	POLE ADS
	WALL ADS



### POLE ADS



### PAVE ADS



### GLASS WALL



# EXHIBITION BOOKING REQUEST

THANK YOU FOR YOUR INTEREST IN HOLDING A PROMOTION AT KYALAMI CORNER.  
PLEASE PRINT, COMPLETE AND SIGN THIS FORM AND EMAIL TO [ILONKAR@REDEFINE.CO.ZA](mailto:ILONKAR@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

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

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## 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 Kyalami Corner are:

Monday – Friday            09:00–18:00  
Saturday                      08:30–17:00  
Sundays/public holidays   09:00–17:00

## PLEASE SUPPLY A DETAILED DESCRIPTION OF YOUR EXHIBITION, INCLUDING DIMENSIONS

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SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

**KYALAMI CORNER**  
**Corner Pitts Avenue**  
**and Main Road, Midrand**

[www.kyalamicorner.co.za](http://www.kyalamicorner.co.za)  
 Kyalami Corner  
 Kyalami\_Corner

**ENQUIRIES AND BOOKINGS**  
For more information about our exhibition and media sites as well as other marketing opportunities, please contact:  
**Ilonka Reichelt, Marketing Manager**  
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