

2023 ANNUAL TREE LIGHTING CEREMONIES

THE GROVE LA: 11/13



2023 HOLIDAY EVENTS AT A GLANCE

November Events:

- *The Grove Annual Tree Lighting Ceremony – Monday, November 13th*
- *The Promenade at Westlake Tree Lighting Ceremony—Friday, November 17th*

December Events:

- *Palisades Village Holiday Stroll – Saturday, December 2nd*
- *Palisades Village Menorah Lighting Ceremony – Thursday, December 7th*
- *The Grove Menorah Lighting Ceremony – Sunday, December 10th*
- *The Commons at Calabasas Menorah Lighting – Tuesday, December 12th*

TREE LIGHTING | THE GROVE

Event Description: The Grove's Christmas celebration this year will be the 22nd Annual Tree Lighting Ceremony, which is highly anticipated during the holiday season in Los Angeles. The event will showcase talented performers with David Foster & Friends, traditional holiday songs, a fireworks display, artificial snow, drone show and Santa Claus lighting up the Christmas tree.

Event Objective: Drive holiday traffic and sales to the property by incorporating Caruso Signature elements and offering exclusive rewards to qualifying members. Encourage frequent visits throughout the season to increase brand awareness and sales for tenants.

When: Monday, November 13th | 6:00PM Fountain Bar | 7:00PM Show | 8:00PM VIP Party

Location: The Grove LA

Audience: Friends and families of all ages across the community and beyond. VIP guests, Caruso Signature Member. Attendance estimated at 20,000 visitors.

Event Elements:

- Live holiday performances
- Santa arrival
- Fireworks
- Snowfall
- Drone Show



LOOK & FEEL | TREE LIGHTING | THE GROVE



TEAM SUPPORT | TREE LIGHTING | THE GROVE

Brand Partnerships:

- Sponsor Update
 - Hallmark
 - Fisker
 - Afterpay

Operations:

- Fountain/Stage agreement
- Fireworks agreement
- Magic Snow agreement
- Security Oversight / Barricade Plan
- Traffic Control
- Identify Production/ Green Room Space
 - AMC Theatre
- Communicate details of event to tenants

RJC Staff:

- VIP party at La Piazza

Marketing:

- Design event creative
- Advertise/Market Event
- Signage
- Caruso Signature Inclusion/Promotions

PR:

- Press Release/Media alert
- Invite Press to the event
- Secure a videographer for the event

TREE LIGHTING | PROMENADE AT WESTLAKE

Event Description: *The Promenade at Westlake Annual Tree Lighting Ceremony returns this season with a spectacular community celebration. Guests will enjoy a whimsical Holiday show featuring a variety of musical entertainment, Santa arrival, lighting of the Christmas tree, a firework finale and the first snowfall of the season! Pre-show elements include strolling entertainment, kids' activities, and a curated Holiday Market featuring a variety of treats from our tenants.*

Event Objectives: *Welcome the community of Thousand Oaks to kick off the Holiday Season, while driving thousands of loyal guests to the property, and inspire guests to frequent during the Holiday Season, and ultimately increase traffic and sales to our tenants.*

When: *Friday, November 17th | Holiday Market 5:00pm | VIP Dinner: 6:00pm | Show: 7:00pm*

Location: *Promenade at Westlake*

Audience: *Thousand Oaks Residents, project supporters, City officials, Caruso Signature members, and local media*

Event Elements:

- *Live holiday performances*
- *Holiday market*
- *Santa*
- *Fireworks*
- *Snowfall*



LOOK & FEEL | TREE LIGHTING | PROMENADE AT WESTLAKE



TEAM SUPPORT | TREE LIGHTING | PROMENADE AT WEST LAKE

Brand Partnerships:

- *Secure Sponsors to help underwrite and drive sponsor revenue*

Operations:

- *Submit layout for city approval*
- *Fireworks agreement*
- *Magic Snow agreement*
 - *Events team in contact*
- *Security oversight / barricade plan*
- *Traffic control*
- *Identify production / green room space*
 - *William B. | Space next door pizza place*
- *Santa House integration*
- *Communicate details of event to tenants*
- *VIP dinner*

Marketing:

- *Design event creative*
- *Advertise / market event*
- *Signage*
- *Caruso Signature Inclusion / Promotions*
- *Secure tenant participation in Holiday Market and Instore*

PR:

- *Press release / media alert*
- *Invite press to the event*
- *Secure a videographer for the event*



2023 HOLIDAY STROLLS

PALISADES VILLAGE: 12/2



EVENT SPONSORSHIP | PROMENADE TREE LIGHTING

Brand Integration Ideas / Thought Starters:

- **Hot Chocolate Bar:** Serve guests and influencers this popular holiday drink.
- **Facepainting/Balloon Character:** Families will line up for these popular activities.
- **Strolling Entertainment:** Stilt walkers, carolers & characters will hand out branded items or premium items.
- **Photo Moment:** Create a sharable experience with a branded interactive photo installation.
- **Cocktails & Cookies:** Create a signature drink to showcase your brand and a unique attribute.
- **Wands/Bells/Believe Buttons:** Hand out branded lights, wands or bells for guests to interact with during the event.
- **Giveaways:** Showcase your brand by including something special in like branded small box of candy.
- **Carts & Truck:** Pop up an ownable experience in the event featuring the latest must haves.

Partnership Costs: \$50,000 plus activation costs for the integration.



HOLIDAY STROLL | PALISADES VILLAGE

Event Description: Palisades Village is hosting its annual Holiday Stroll, featuring holiday activities, strolling entertainment, a Holiday Farmer's Market, Santa Photos, and ending at the Champagne Chalet on Hank's Patio or The Park.

Event Objectives: Organize a fun and exciting holiday event that will attract shoppers and families from our target communities to our property. This will help spread some festive cheer during this special time of year while also increasing traffic and sales for our tenants. We can also use this opportunity to promote Caruso Signature and create social media content that will increase overall brand awareness.

When: Saturday, December 2nd | 2:00pm-7:00pm

Location: Palisades Village

Audience: Over 1,000 families and friends from Palisades, Brentwood, Malibu and other surrounding communities.

Event Elements:

- Chalet at Hank's or The Park
- Live Holiday Performances
- Holiday Farmer's Market
- Santa Photos
- Snowfall



EVENT SPONSORSHIP | HOLIDAY STROLL | PALISADES VILLAGE

Brand Integration Ideas / Thought Starters:

- **Caruso Signature Champagne Chalet:** Showcase your brand in the most essential location.
- **Hot Chocolate/Coffee Bar:** Highlight your brand with this beloved festive beverage.
- **Facepainting/Balloon Character:** Fun-filled activities for children will surely attract a lot of families.
- **Photo Moment:** Create a sharable experience with a branded interactive photo installation.
- **Craft Corner:** Feature your brand with arts and crafts projects suitable for all ages.
- **Cookie Decorating:** Build brand awareness through a delectable dessert.
- **Stage:** Emphasize your brand during the holidays with a range of entertainment options.
- **Story Time:** Promote your brand during this sweet and special moment with Santa and the kids.

Partnership Costs: \$75,000 plus activation costs for the integration.



LOOK & FEEL | HOLIDAY STROLL | PALISADES VILLAGE



TEAM SUPPORT | HOLIDAY STROLL | PALISADES VILLAGE

Brand Partnerships:

- *Secure Presenting Sponsors to help underwrite and drive sponsor revenue*

Operations:

- *Magic Snow agreement*
- *Security Oversight/Barricade Plan*
- *Traffic Control*
- *Identify Production/Green Room Space*
- *Communicate details of event to tenants*

Marketing:

- *Design event creative*
- *Advertise/Market Event*
- *Signage*
- *Caruso Signature Inclusion/Promotions*
- *Secure tenant participation in Holiday Market and In Store Promotions*

PR:

- *Press Release/Media alert*
- *Invite Press to the event*
- *Secure a videographer for the event*



MENORAH LIGHTING CEREMONIES

PALISADES VILLAGE: 12/7

THE GROVE: 12/10

THE COMMONS AT CALABASAS: 12/12



MENORAH LIGHTING | PALISADES VILLAGE

Event Description: We're partnering with Chabad Jewish Community Center to hold the Menorah Lighting Ceremony at Swarthmore. It's a celebration of Chanukah, with live music, children's activities, and traditional treats. The event features distinguished officials and celebrity advocates, and Rabbi Zuche will lead the menorah lighting.

Event Objectives: Spread holiday joy by connecting with the Chabad Jewish Community Center and enhancing our brand recognition, creating engaging social media content, generating positive media coverage, and boosting sales for our tenants.

When: Thursday, December 7th | Family Activities Begin: 4:30pm | Pre-Show: 5:00pm | Ceremony Begins: 6:00pm

Location: Palisades Village

Audience: Members of the Jewish community, including families, Chabad Jewish Center of Pacific Palisades, local community members, Caruso Signature members, and VIPs.



TEAM SUPPORT | MENORAH LIGHTING | PALISADES VILLAGE

Brand Partnerships:

- *Secure Presenting Sponsors to help underwrite and drive sponsor revenue*

Operations:

- *Security Oversight / Barricade Plan*
- *Traffic Control*
- *Identify Production/ Green Room Space*
- *Communicate details of event to tenants*

Marketing:

- *Design event creative*
- *Signage*

PR:

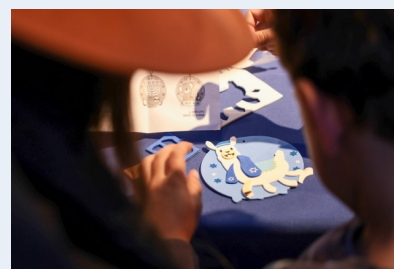
- *Press Release/Media alert*
- *Invite Press to the event*

EVENT SPONSORSHIP | MENORAH LIGHTING | PALISADES VILLAGE

Brand Integration Ideas / Thought Starters:

- **Hot Chocolate Bar:** Offer guests and influencers this beloved seasonal beverage.
- **Facepainting/Balloon Character:** Families will line up for these popular activities.
- **Photo Moment:** Design an interactive photo installation with your brand to enhance your social media presence and generate shareable content.
- **Latkes & Jelly Donuts:** Showcase your brand by incorporating traditional Hanukkah cuisine.
- **Kids Crafts:** Celebrate Hanukkah with a fun dreidel craft for kids.
- **Drone Gelt Drop:** Highlight your brand through an amazing gelt drop from a drone.
- **Live DJ:** Engage with the crowd with a live DJ spinning Hanukkah music.
- **Giveaways:** Enhance your brand's visibility by adding a special touch such as a personalized box of branded candies.

Partnership Costs: \$75,000 plus activation costs for the integration.



MENORAH LIGHTING | THE GROVE

Event Description: The Annual Menorah Lighting Ceremony will be held at The Grove to bring together local families and the Jewish community. The event will start with a private VIP ceremony, followed by speeches from City officials and Chanukah blessings by a Rabbi from the local community. Special guests will light the Menorah. After the ceremony, there will be a VIP celebration on Edo's patio.

Event Objectives: Celebrate the holidays with the local Jewish community to strengthen our relationship and engage their supporters. Increase brand awareness through social media and earned media to drive traffic and sales to our tenants.

When: Date: December 10th | Ceremony: 5:00pm | Celebration: 6:00pm | Event Ends: 7:00pm

Location: The Grove LA

Audience: Members of the Jewish community, including families, the Village Synagogue, local community members, Caruso Signature members, and VIPs.



TEAM SUPPORT | MENORAH LIGHTING | THE GROVE

Brand Partnerships:

- *TBD*

Operations:

- *Submit layout for approval*
- *Security Oversight / Barricade Plan*
- *Traffic Control*
- *Communicate details of event to tenants*
- *VIP Dinner*

Marketing:

- *Design event creative*
- *Signage*

PR:

- *Press Release/Media alert*
- *Invite Press to the event*



MENORAH LIGHTING | THE COMMONS AT CALABASAS

Event Description: The Calabasas Shul is partnering with The Commons at Calabasas for their yearly Menorah Lighting Ceremony. Attendees can expect musical performances, family-friendly activities, and Chanukah refreshments. The traditional ceremony will include speeches by City Officials, Chanukah blessings from the Rabbi, and the lighting of the menorah, culminating in a stunning firework display.

Event Objectives: Celebrate the holidays with the local Jewish community to strengthen our relationship and support the Calabasas Shul during this sacred time. Increase brand awareness through social media and earned media to drive traffic and sales to our tenants.

When: Date: December 12th | Family Activities: 4:30pm | Pre-Show Begins: 5:00pm | Refreshments: 5:30pm | Live Music: 6:00pm | Ceremony Begins: 6:30pm

Location: The Commons at Calabasas

Audience: Jewish community members, the Calabasas Shul, local residents, loyal shoppers, Caruso Signature members, and VIPs.



TEAM SUPPORT | MENORAH LIGHTING | THE COMMONS AT CALABASAS

Brand Partnerships:

- *TBD*

Operations:

- *Fireworks agreement*
- *Security Oversight / Barricade Plan*
- *Traffic Control*
- *Communicate details of event to tenants*

Marketing:

- *Design event creative*
- *Signage*

PR:

- *Press Release/Media alert*
- *Invite Press to the event*
- *Secure a videographer for the event*



2024 EVENTS | THE GROVE LA



SPRING SOIREE | THE GROVE

Event Description: CS Members, Caruso VIC, and Influencers are invited to a family event at Bunny Bungalow where they will have access to exclusive kids activities and food and drinks from The Grove's dining partners.

Event Objectives: Celebrate Spring and Easter with family-friendly events to boost brand awareness, drive traffic, and increase sales for our tenants.

When: April 2024

Location: The Park @ The Grove LA

Audience: 150 families + kids.



TEAM SUPPORT | SPRING SOIREE | THE GROVE

Brand Partnerships:

- *Secure Presenting Sponsors to help underwrite and drive sponsor revenue*

Operations:

- *Security Oversight*
- *Traffic Control*
- *Identify Production/ Green Room Space*
- *Communicate details of event to tenants*

Marketing:

- *Design event creative*
- *Advertise/Market Event*
- *Signage*
- *Caruso Signature Inclusion/Promotions*
- *Secure tenant participation*

PR:

- *Press Release/Media alert*
- *Invite Press to the event*
- *Secure a videographer for the event*

LOOK & FEEL | SPRING SOIREE | THE GROVE

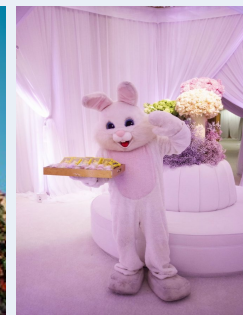


EVENT SPONSORSHIP | SPRING SOIREE | THE GROVE

Brand Integration Ideas / Thought Starters:

- **Center Stage:** Capture attention by taking ownership of the stage and live entertainment.
- **Flower Power:** Establish a branded flower mart and spread the love.
- **Photo Moment:** Create an interactive photo installation that people will want to share.
- **Bubbly Bunny:** Design a signature drink that highlights your brand and unique qualities.
- **Tote Around:** Include something special from your brand in Easter baskets to showcase your products.
- **Facepainting/Balloon Characters:** Offer popular activities like face painting and balloon characters that families will love.
- **Giveaways:** Offer branded small boxes of candy or other items to showcase your brand.
- **Jewelry Making:** Create an arts-and-crafts experience for adults and children alike.

Partnership Costs: \$100,000 plus activation costs for the integration.



PRIDE NIGHT | THE GROVE

Event Description: To celebrate Pride Week, Caruso & Gilmore Group is organizing a public event where visitors can enjoy the delicious food from the popular Farmer's Market tenants and buy bingo tickets. The Grove's luxury tenants will provide prizes for the game. The evening will culminate with guests dancing on the dance floor.

Event Objectives: Host an inclusive event that supports all sexual orientations and genders, while boosting sales for local vendors.

When: Early June 2024

Location: Gilmore Lane | Where the Farmers Market & The Grove meet

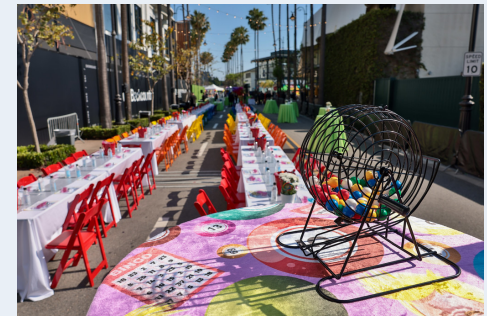
Audience: Open to the public, influencers, 150 ticketed seats for bingo, media and consumers

Partners: Farmers Market

Charity Partner: Pride LA

Event Elements

- DJ | Dancing
- Bingo Tournament hosted by Bingo Boy
- Bar by Marmalade
- Photo Moment



TEAM SUPPORT | PRIDE NIGHT | THE GROVE

Brand Partnerships:

- *Secure Presenting Sponsors to help underwrite and drive sponsor revenue*

Operations:

- *Security Oversight / Barricade Plan*
- *Traffic Control*
- *Identify Production/ Green Room Space*
- *Communicate details of event to tenants*

Marketing:

- *Design event creative*
- *Advertise/Market Event*
- *Signage*
- *Caruso Signature Inclusion/Promotions*
- *Secure tenant participation in event and in stores*

PR:

- *Press Release/Media alert*
- *Invite Press to the event*
- *Secure a videographer for the event*



LOOK & FEEL | PRIDE NIGHT | THE GROVE

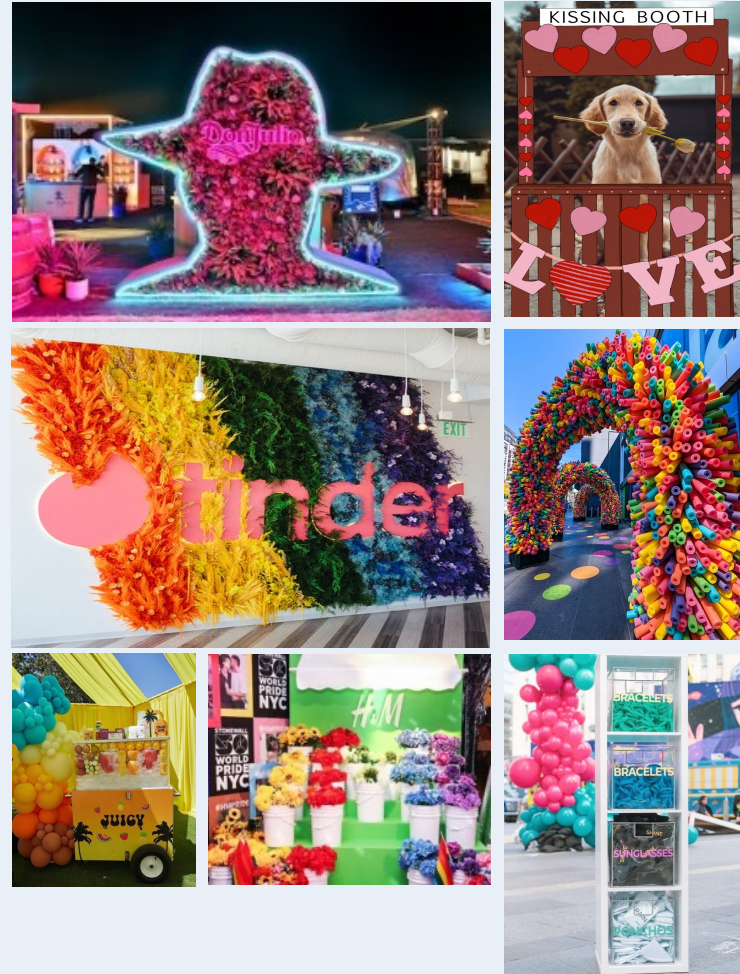


EVENT SPONSORSHIP | PRIDE NIGHT | THE GROVE

Brand Integration Ideas / Thought Starters:

- **Center Stage:** Take ownership of the stage and capture the spotlight.
- **Flower Power:** Share the love with a branded flower mart.
- **Photo Moment:** Create a fun, interactive photo experience to share on social media.
- **Bingo Bubbly:** Showcase your brand with a signature drink that highlights its unique attributes.
- **Games:** Gamify your brand and make it playful.
- **Fruit Booth:** Represent your brand in a fresh way.
- **Puppy Kissing Booth:** Bring your brand to life with a puppy kissing booth.
- **Tote Around:** Include something special in Pride tote bags to showcase your brand.
- **Giveaways:** Offer branded items to showcase your brand.

Partnership Costs: \$100,000 plus activation costs for the integration.



INFLUENCER SHOPPING SERIES | THE GROVE

Event Description: Invite influencers, consumers, and kids to an exclusive shopping and dining experience to promote a highly anticipated Summer blockbuster.

Event Objectives: Drive blockbuster ticket sales through a conceptual experience for shoppers, encouraging traffic and sales for our vendors.

When: June or July 2024

Location: The Grove LA

Audience: 150 influencers, consumers, and kids.



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LOOK & FEEL | INFLUENCER SHOPPING SERIES | THE GROVE

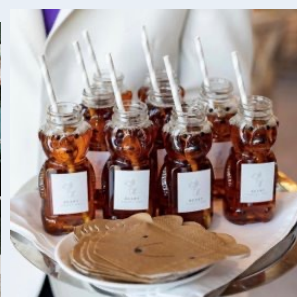
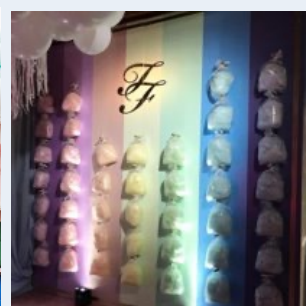


EVENT SPONSORSHIP | INFLUENCER SHOPPING SERIES | THE GROVE

Brand Integration Ideas / Thought Starters:

- **Photo Moment:** Create a sharable experience with a branded interactive photo installation.
- **Bubbly:** Create a signature drink to showcase your brand and a unique attribute.
- **Tote Around:** Showcase your brand by including something special in Tote bags.
- **Tasting Menu:** Feature themed elements of the Blockbuster Film through a fun tasting menu hosted by The Grove's top restaurants.
- **Movie Snack Pack:** Instill your brand's taste through themed snack packs.
- **Shopping Bag Valet:** Highlight your brand's name and likeness through a shopping bag valet at the theater doors.

Partnership Costs: \$75,000 plus activation costs for the integration.



2024 EVENTS | THE AMERICANA AT BRAND

