



Advertising and Promotional Opportunities



About Avalon

Avalon, the \$1 billion mixed-use destination in Alpharetta, Georgia,

has become an icon in the industry and a mainstay in the community, debuting a new model for dense, walkable mixed-use development in North Fulton County. As one of the top retail destinations in the South, Avalon features a best-in-class lineup of national brands, such as Apple, Tory Burch, Rolex, Chanel, and lululemon.

Avalon thrives in the era of E-commerce, creating an urban environment that resonates with consumers in today's Experience Economy. The 2.4 million-square-foot community encompasses 500,000 square feet of street-level retail, 750,000 square feet of office space, 627 residences and a 330-key hotel and conference center. The destination is activated from morning to night, weekday to weekend, with 200+ annual events. Avalon is a place where memories are made, new traditions emerge, families gather and community happens.

A photograph of the Avalon community in Alpharetta, Georgia, showing a modern, walkable urban environment with people walking, sitting on benches, and shopping. The image is overlaid with text statistics.

~7.6M

Annual visitors

60+

Strategic collection of retailers

23

Chef-driven restaurants

101

Homes

500+

Apartment buildings



AVALON

EST. 2014

Advertising Opportunities

Extend Your Brand





LED Screen

Qty	1
Size	11' x 18' 1920 x 1080px
Rate	\$3,200 per 4 weeks
Notes	• 10-second spot rotation on a 2-minute loop • Video and static image options available • Limited number of advertisers



Digital Kiosks

Qty.	11
Size	55" screens
Rate	\$1,500 per panel per 4 weeks \$1,200 per panel if purchasing 2 or more locations
Notes	• 10-second spot rotation on a 2-minute loop • Video and static image options available • Limited number of advertisers



Pole Banners

Qty.	62 Poles
Size	22" x 60"
Rate	\$1,100 per pole per 4 weeks
Notes	• Each pole has (2) double-sided banners • High traffic, high visibility • Located along the Boulevard • Production fee is the responsibility of the advertiser, approximately \$100 per banner



Parking Deck Panels

Qty.	5 locations
Size	15' x 10'
Rate	\$2,100 per 4 weeks per panel
Notes	- Enhanced with spotlights - First and last thing customers see when they visit - Production fee is the responsibility of the advertiser, approximately \$600 per panel



Ice Rink Dasher Boards

Qty.	30 dasher panels
Size	92" x 32"
Rate	\$2,200 each \$1,750 each when purchasing three or more
Notes	- Advertising term is full skate season - Approximately 26,000 skaters per season - Rink is located in The Plaza - No additional charge for production/install





AVALON

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Event Sponsorship Opportunities

2026 Events





2026

CALENDAR OF EVENTS

FEBRUARY

12 GALENTINE'S DAY AT AVALON

Gather your girl squad and celebrate friendship at Avalon this Galentine's Day. Raise a glass to one another during this lovely and festive gathering!

17 MARDI GRAS AT AVALON

Let the good times roll at Avalon's Mardi Gras event! Celebrate with an exciting New Orleans-inspired party featuring authentic drinks, delicious food, and live music.

MARCH

13 LUCK OF AVALON

Step into a world of green and gold at Luck of Avalon! Experience an unforgettable St. Patrick's Day celebration complete with lively music, dancing, Irish flair, and, of course, green beer.

APRIL

4 HOP-A-LONG EGG HUNT

Bring your little ones to Avalon's colorful Hop-a-Long Egg Hunt! This annual Easter tradition promises a fun-filled day for children and families to hunt for eggs and enjoy a variety of festive activities.

MAY

2 KENTUCKY DERBY PARTY AT AVALON

Experience the thrill of the Kentucky Derby like never before at Avalon! Dress in your most fashionable attire, sip on Mint Juleps, enjoy live entertainment, and catch the race on a giant screen during this festive day of fun.

JULY

9 LADIES NIGHT OUT

Celebrate women and style at Ladies Night Out! This summer event features beauty demos, cocktails, shopping, and exclusive activities for a memorable night out with your best girlfriends.

SEPTEMBER

17 NOON TO NIGHT FASHION BENEFIT

Avalon teams up with Bert's Big Adventure to host its annual Noon to Night Fashion Benefit. Experience a dazzling runway show with Atlanta celebrities and Bert's kids highlighting fall fashions from Avalon retailers. The evening begins with cocktails and culinary delights, promising a magical night for a great cause.

26 FALL FESTIVAL

Summer may be over, but the fun is just getting started! Celebrate the start of the season at Avalon's annual Fall Festival. Bring the whole family to enjoy a morning filled with face painting, festive crafts, a bounce house, photo-ops, and plenty more autumn-inspired activities.

OCTOBER

4 SAVOR THE BOULEVARD

Join Avalon for Alpharetta's largest outdoor dining party, "Savor the Boulevard." Indulge in exquisite prix-fixe menus and enjoy a vibrant gathering along The Boulevard with Avalon's finest restaurants.

24 TRICK OR TREATING

Calling all little monsters! Avalon's Trick or Treating event is perfect for kids of all ages to celebrate Halloween. Follow the map, collect goodies from participating stores, and enjoy other spooky surprises while you stroll.

29 LIGHTS, CAMERA, AVALON:

HALLOWEEN EDITION
Settle in for a spectacular evening under the stars! Get ready to watch a Halloween film classic on our jumbo screen. Bring your blankets and chairs for a night of frightful fun in The Plaza.

30 TRICK OR DRINK

Dress to scare and party all night at Avalon's Trick or Drink event! Adults can embrace Halloween thrills with specialty cocktails, live music, and a spirited celebration under the moonlight.

NOVEMBER

22 THE LIGHTING OF AVALON

Celebrate the holidays with Avalon at its annual Lighting of Avalon event! Watch North Fulton light up with holiday cheer through live musical performances, family-friendly activities, the grand opening of Avalon on Ice, and the magical arrival of Santa.

DECEMBER

5-6 BREAKFAST WITH SANTA

Start a beloved holiday tradition with Breakfast with Santa at Avalon! Enjoy a cheerful morning with delicious food, fun activities, and a visit from Santa for all the good boys and girls.

31 NOON YEAR'S EVE

Ring in the New Year early at Noon Year's Eve! Perfect for families with little ones, the event features live music by DJ Willy Wow, fun crafts, face painting, and a balloon drop countdown at noon to kick off a bright new year.

HOLIDAY

november 23 -
december 24

SANTA AT AVALON

Meet Santa himself at Avalon as he spreads holiday joy from his cozy, North Pole-inspired cottage. Take photos and create cherished memories with Old Saint Nick throughout the festive season!

november 22 -
january 18

AVALON ON ICE

Feel the magic of winter at Avalon's Rockefeller-inspired outdoor ice skating rink! Lace up your skates and glide into the season surrounded by holiday cheer.

SIGNATURE EVENTS

APRIL THROUGH OCTOBER

*first monday
of each month*

PUNCHLINE COMEDY

Brighten your evening with laughs at Punchline Comedy Night! Featuring live performances, drink specials, and lots of incredible comedy, this event is sure to entertain every first Monday of the month from April through October.

every other tuesday

LITTLE ACORNS

Change up your playtime routine at Little Acorns! Every other Tuesday from April through October, enjoy interactive events like storytelling, face painting, and character meet-and-greets for your little ones.

wednesdays

AVALOM

Unite with fellow wellness lovers at AvalOM, Avalon's weekly yoga, barre, and Pilates sessions held outdoors by Avalon's fitness retailers. Find peace, stretch out, and energize your mind and body every Wednesday from April through October.

fridays

AVALON NIGHTS LIVE

Relax and wind down every Friday night at Avalon Nights Live! Enjoy live music performances from local artists that create the perfect soundtrack for a fun and laid-back evening from April through October.

JUNE THROUGH JULY

every other thursday

LIGHTS, CAMERA, AVALON

Enjoy the ultimate summer vibes at Lights, Camera, Avalon. Gather your blankets or chairs, and watch fan-favorite films on our jumbo screen in The Plaza. Perfect for all ages, this outdoor movie experience is the ideal way to spend a warm summer evening.



*We look forward to
partnering with you.*

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