



PARTNERSHIP OPPORTUNITIES

2026



Digital Kiosks

DETAILS

- Quantity: 6 kiosks
 - Two single-sided kiosks
 - Four double-sided kiosks
- Size: 55" screens
- 10-second spot rotation on a 2-minute loop
- Video and static image options available
- Limited number of advertisers

RATE

- \$1,000 per panel per 4-weeks
- \$850 per panel if purchasing 2 or more locations



VARIOUS LOCATIONS ON PROPERTY

POLE BANNERS

DETAILS

- 38 available along Strada Place from Vanderbilt to US 41
- Double sided
- 29"W x 78.5"H

RATE

- \$525 per pole, per 4-weeks.
Plus cost of production.



LOCATED ON 1ST FLOOR OF PARKING GARAGE—NORTH & SOUTH FACING

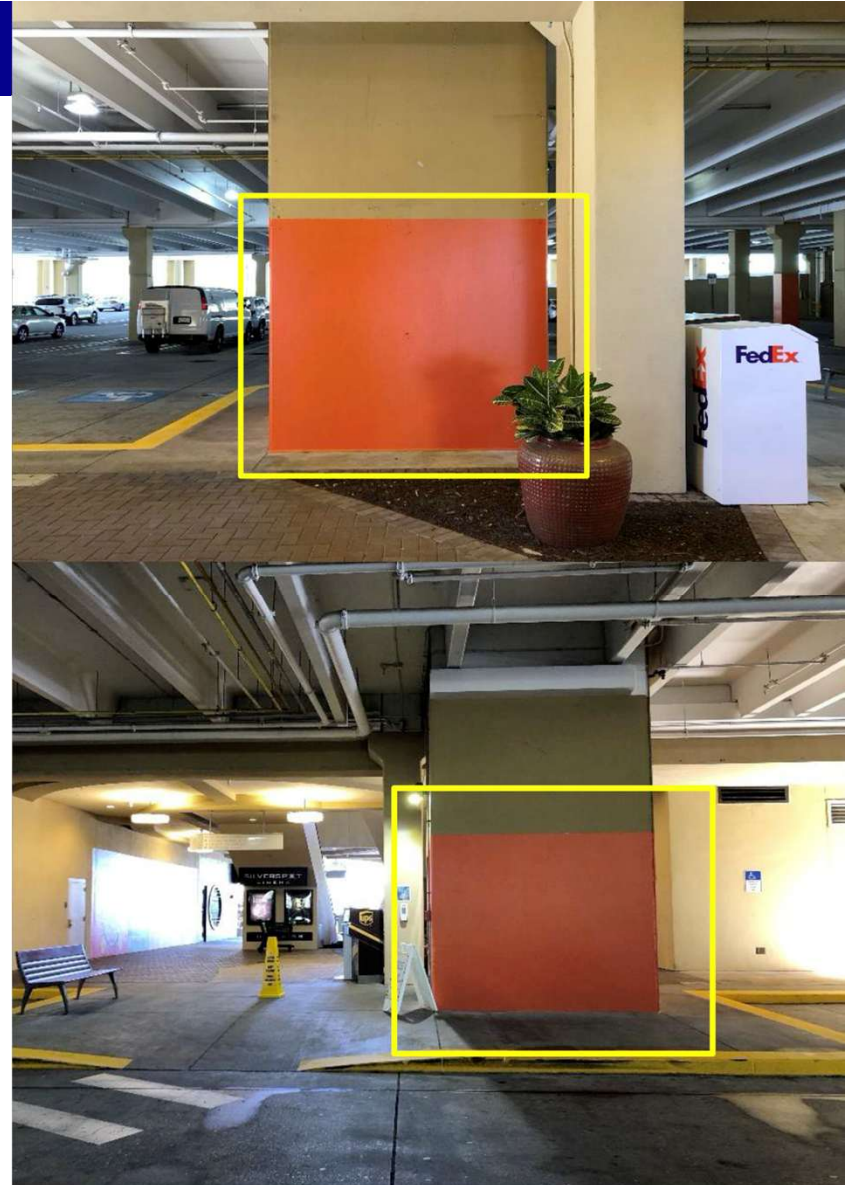
IMPACT GRAPHICS

DETAILS

- 2 locations available
- Each measures 97"W x 91.5"H

RATE

- \$1,500 per location, per 4-weeks.
Plus cost of production and installation.



IMPACT BANNERS

THREE PANEL OPTIONS

- 114"w x 116"h
- 118"w x 165"h
- 91"w x 114.5"h

RATE

- \$3,000 per location, per 4-weeks. Plus cost of production and installation.



Advertising Locations



* COMING SOON



EVENT SPONSORSHIP OPPORTUNITIES

2026 EVENTS





MERCATO

2025 - 2026 CALENDAR OF EVENTS

NOVEMBER

DEEP BLUE DEBUT

November 5th

Dive into an unforgettable evening as we unveil Mercato's reimagined Piazza. Enjoy live music, libations, bites from Mercato restaurants and more! Advance ticket purchase required.

DECEMBER

TREE LIGHTING & HOLIDAY CIRQUE EXPERIENCE

December 3rd

Kick off the holiday season with cirque performers, live music, dancers, a night market & the lighting of SWFL's largest REAL Christmas tree.

FESTIVALS OF SPEED

December 7th

This exquisite motorsports display showcases the world's most exotic cars, motorcycles, boats & luxury brands.



CHANUKAH CELEBRATION

December 15th

Celebrate the festival of lights with dancing, a live Klezmer band, games, gelt, donuts and more culminating with the lighting of the Menorah. Presented by the Jewish Federation of Greater Naples.

SANTA PAWS AT PAWTY IN THE PIAZZA

December 18th

Santa is coming to town with pet photos, live music, cocktails, a stilt walker & more.

JANUARY

MERCATO ART CELEBRATION

January 24-25th

Browse a wide variety of artistic mediums, including painting, sculpture, photography, and mixed media from renowned national and international artists.

FEBRUARY

CANDLELIGHT CONCERT

February 10th

Love is in the air! Treat your bae to the ultimate date night as our string quartet plays contemporary classics surrounded by more than 700 candles.



GALENTINE'S DAY

February 12th

Grab your gal pals for an Instaworthy night filled with live music, giveaways, photo opps and prosecco.

MARDI PAWS AT PAWTY IN THE PIAZZA

February 19th

Laissez les bons temps rouler! Get jazzy with an authentic NOLA-style brass band, pet costume contest and, of course, beads.

INTERNATIONAL FEST

February 28th

A global journey through 30+ countries filled with culture, cuisine, live performances, vendors & much more.

MARCH

SHAMROCK SOCIAL

March 17th

Join us for shamrocks & shenanigans on Strada featuring The Rowdy Bards, Irish dancers, bagpipers, activities for the wee ones and more.



GROOVE ON THE ROOF

March 26th

Join us on the fourth floor of the parking garage for a sunset celebration featuring live music from Funkin' Grateful, bites, sips and more!

APRIL

PAINT YOUR PET NIGHT

April 9th

Relax with a glass of wine as you create a masterpiece showcasing your furry or feathered bestie.

POLE VAULT IN THE PIAZZA

April 11th

Join us on Strada with a street pole vaulting meet for athletes of all ages.

TASTE OF MERCATO

April 25th

Taste your way around the world without leaving the Piazza! Enjoy small plates, signature drinks, live music and much more!

MAY

BOUQUETS & BUBBLY FOR MOM

May 8-10th

Celebrate mom with a complimentary glass of prosecco, bouquets & live music.



Scan Me for Details
& More Events

Events are subject to change or cancellation. Please consult the Mercato website and social media for updates.



MONTHLY SIGNATURE EVENTS

SOUNDS ON STRADA

NOVEMBER - MAY | SATURDAYS
6-8 PM

Relax in the Piazza with live music from your favorite local musicians.

MERCATO NIGHTS MUSIC SERIES

FIRST THURSDAYS
6:30-8:30 PM

Jam out to tunes & grooves from some of your favorite bands in the Piazza.

CARS AND COFFEE 239

THIRD SUNDAYS
9-11 AM

Hundreds of cool cars of all makes and models fill Mercato streets and the VIP lawn.

FILMS AL FRESCO

THIRD TUESDAYS
DUSK

Cozy up in the Piazza for an outdoor screening under the stars. Chairs, blankets and well-behaved pets are welcome.

PAWTY IN THE PIAZZA

THIRD THURSDAYS
6:30-8:30 PM

Think of it as a meetup for furry friends featuring live music, games and more. Proceeds from the outdoor bar benefit SNIP Collier.



@MERCATONAPLES | EXPERIENC MERCATO.COM



WE LOOK
FORWARD TO
PARTNERING
WITH YOU!

John Thursby

Vice President, Specialty Leasing
Ancillary Revenue

John.Thursby@jamestownlp.com

407.453.0375

KAITLYN STORIE

Business Development Manager, Specialty Leasing
Ancillary Revenue

Kaitlyn.Storie@jamestownlp.com

513.889.8509