

EXPAND EXPAND EXPAND EXPAND EXPAND YOUR BUSINESS



Capital Mall is a 802,000 square-foot shopping center with over 100 specialty stores and restaurants including a Century Theatres, an event and meeting venue and a regional library. From national brands to local businesses, Capital Mall specializes in experimental marketing, pop-up retail, advertising and sponsorships that enhance the value and return on investment of your brand. Let's get started!



ADVERTISING ADVERTISING ADVERTISING ADVERTISING

- Sky Banners
- Posters
- Table Inserts
- Floor Clings
- Column Wraps
- Mirror Clings
- Barricade Graphics
- Window Displays
- Entrance Door Clings
- Custom Projects



ACTIVATIONS ACTIVATIONS ACTIVATIONS ACTIVATIONS

- Product Sampling
- Event Sites
- Vehicle Displays
- Tabling
- Interactive Demonstrations
- Ride & Drives
- Custom Projects



SPONSORSHIP SPONSORSHIP SPONSORSHIP SPONSORSHIP

- Mall Walkers
- Honor Our Heroes
- Family Play Area
- Family Lounge
- Gather LOC-OLY
- Meeting & Event Venue
- Trick-or-Treat at Capital Mall
- Holidays for Heroes
- Santa's Arrival & Santa Cares
- Santa's Photo Set
- Other Events & Promotions

CENTER FACTS CENTER FACTS CENTER FACTS CENTER FACTS

DEMOGRAPHICS

TRADE AREA (10 MILE RADIUS)

Population	231,398
Total Households	93,660
Average Household Income	\$97,320



Capital Mall is a single-story enclosed regional shopping center with an adjacent outdoor center, Capital Promenade, anchored by Macy's, JCPenney, Dick's Sporting Goods, REI, Century Theater and Best Buy. Located at the junction of I-5 and Hwy 101, Capital Mall is centered in the West Olympia Business District on Black Lake Blvd with Joint Base Lewis Mc Chord nearby. Capital Mall **celebrates the unique culture and community** of the Pacific Northwest serving as a gathering place for residents, tourists, and local business owners.

Located in Washington's capital city, Capital Mall offers its community **premiere shopping experiences** while helping to grow **local entrepreneurs and makers**. Serving as the hub of Thurston County, Olympia is home to artists, outdoor enthusiasts, government legislators, and college students. Capital Mall's primary trade area is expected to see a double-digit population growth by 2030. There are currently more than **113,000 daytime employees** within 10 miles of the shopping center.

CAPITAL MALL

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#COMETOGETHER

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