

SHOWCASE YOUR BRAND at Arsenal Yards

2026 Advertising Opportunities



ARSENALYARDS

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Event Sponsorships

Including but not limited to:

- Setup at the event directly engaging with event attendees
- Promotional language on all digital platforms
 - Social Media
 - Email
 - Website
 - Eventbrite
 - Paid Advertising
- Inclusion in applicable press
- Logo Inclusion on:
 - Onsite signage
 - Digital marketing materials
 - Co-branded swag items



Stick a Fork In It | Fall Festival | Fitness Series | Kids Days | Character Extravaganza | and more.

Short-Term + Pop Up Activations

Ability to showcase your brand for a day, week or weekend directly engaging with visitors at Arsenal Yards.

- Locations Available:
 - River Green
 - Bond Sq
 - Additional sidewalks, pending approval
- Including but not limited to:
 - Selling / featuring products
 - Product testing / demos
 - Product sampling
 - Engaging activities or giveaways
- Signage onsite connected with the activation and event



Car Displays

Ability to showcase your vehicle's brand onsite directly engaging with visitors at Arsenal Yards.

- Including but not limited to:
 - Test drives
 - Car Display
- Signage onsite connected with the activation and event
- Social media and digital partnerships available.



QUICK FACTS

DEMOGRAPHICS:

- **Visits:** 4.7M / year
- **Average Dwell Time:** 53 minutes
- **Median HHI:** 122.9K
- **Top Cities + Towns:** Watertown, Boston, Belmont, Waltham, Cambridge, Newton

DIGITAL:

- **Instagram:** 14.8K
- **Facebook:** 14.9K
- **Website:** 163K users / year
- **Email Database:**
 - Subscribers: 16K
 - Average Open Rate: 43%

The image displays three demographic cards stacked vertically. Each card features a title, a descriptive paragraph, and two data points (Age and Income) with a question mark icon. The cards are: 1. **Educated Urbanites**: Well educated young singles living in dense urban areas working relatively high paying jobs. Age: 25-34, Income: \$150k - \$200k. 2. **Young Professionals**: Well-educated young professionals starting their careers in white-collar or technical jobs. Age: 25-34, Income: \$50k - \$75k. 3. **Sunset Boomers**: Well-off boomers near or at retirement age living in picturesque locations. Age: 65-74, Income: \$150k - \$200k. Each card also includes a representative photograph of a person from that demographic.

Demographic	Description	Age	Income
Educated Urbanites	Well educated young singles living in dense urban areas working relatively high paying jobs.	25-34	\$150k - \$200k
Young Professionals	Well-educated young professionals starting their careers in white-collar or technical jobs.	25-34	\$50k - \$75k
Sunset Boomers	Well-off boomers near or at retirement age living in picturesque locations.	65-74	\$150k - \$200k

**According to Placer AI metrics.
Retail Industry average open rate is 17% accordingly to iPost, 2025.*

SITE PLAN



ARSENAL YARDS

- GROCERY**
 - F4 Roche Bros.
- RESTAURANTS**
 - D13 Blackbird Doughnuts
 - D12 Butterbird
 - F6 Buttermilk & Bourbon
 - B1 Chipotle
 - E4 City Works
 - F1 Condesa
 - E5 Frank Pepe
 - D11 Jersey Mikes
 - C1 Kura Sushi
 - C14 Medium Rare
 - B7 Naya
 - C3 Pokeworks
 - A2 Shake Shack
 - D9 Sweetgreen
 - F5 Tori Jiro
 - C4 Vitality Bowls
 - C9 Wonder
- SPECIALTY FOOD**
 - E2 Ben & Jerry's
 - D10 Chip City
 - F3 Gordon's
 - D1 Starbucks
 - C2 Ten One Tea House
- SERVICES**
 - B10 Arsenal Modern Dentistry
 - C5 AT&T
 - C11 Bond Vet
 - B11 KinderCare
 - A6 Hercules Research Center
 - C8 Santander Bank
 - C10 Splash & Dash
 - B4 T-Mobile
 - D5 Verizon
 - D2 Warby Parker
- BLVD & BOND**
 - 22 Bond Street
 - 66 Bond Street
 - 88 Arsenal Yards Blvd.
- FITNESS**
 - E3 Central Rock
 - B6 F45
 - E1 Kempton Pro Shop
 - B5 Pure Barre
 - B9 Rumble
 - C12 solidcore
- APPAREL & ACCESSORIES**
 - D4 J.Crew Factory
 - A7 Marshalls
 - E6 Nike Unite
 - A3 Old Navy
 - D3 Warby Parker
- ENTERTAINMENT**
 - E7 Majestic 7
- HEALTH & BEAUTY**
 - B2 European Wax Center
 - D14 GNC
 - B3 James Joseph Salon
 - B8 Marvelous Cuts
 - D15 Skin Laundry
 - D2 SKN H2O
 - A4 Ulta
 - A5 Massage Luxe
- HOTEL**
 - B14 Hampton Inn & Suites
- PUBLIC MURALS**
 - Ouizi
 - Kim Carlino
 - Felipe Ortiz
 - Percy Fortini Sophy
 - Tuttle Volkan
 - Alkanoglu



CONTACT US

We'd love to work with you!

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