



MARKETING PROSPECTUS AND RATES





CENTRE INFORMATION

Kenilworth Centre is one of the most established shopping malls in Cape Town and has been serving the people of Southern Suburbs for more than four decades. The 53 947m² mall has constantly evolved to serve the needs of customers, with its most recent upgrade completed in 2017, offering shoppers exciting new additions, more parking, easier access and improved flow.

As well as popular big-name retailers like Pick n Pay, Checkers, Woolworths and Edgars, Kenilworth Centre also offers a great mix of speciality stores such as King Cake, Cock 'n Bull, Fragrance Boutique and Nile Art & Framing. The revamped Food Court is a spacious, welcoming environment with more than a dozen selections catering for every taste.

Dynamic yet easy-going, sophisticated yet relaxed, Kenilworth Centre continues to live up to its promise of a shopping experience that's "well worth it" in every way.

MARKETING OPPORTUNITIES

The centre has four exhibition courts, which can be used for a variety of marketing activities such as promotions, sampling, shopper engagements and more. The centre also offers many indoor advertising opportunities such as drop-down roof banners, escalators, sliding doors and bathroom snapper frames, among others.

FAST FACTS

TOTAL TENANTS	106
PATRONS	LSM 7-10
ANNUAL FOOT COUNT	10,2 million
EXHIBITION SITES	4
KIOSK SITES	18
INDOOR MEDIA SITES	10
OUTDOOR MEDIA SITES	3

EXHIBITION SPACES

1. **CENTRE COURT: 40m²**
R10 000 + VAT per week
 Centrally located on the ground floor of the centre.
2. **GAME COURT: 12m²**
R5 000 + VAT per week
 Situated on the upper floor near Game.
3. **FOOD COURT: 9m²**
R4 000 + VAT per week
 Situated on the upper floor in the revamped food court.
4. **INFO COURT: 9m²**
R4 500 + VAT per week
 Situated on the ground floor near the entrance to Checkers.

OUTDOOR MEDIA SITES

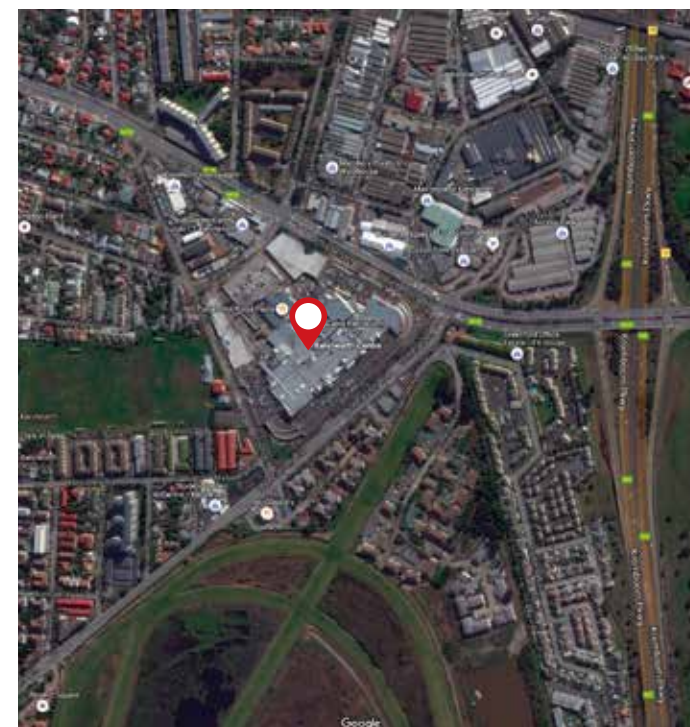
1. **MAIN BILLBOARD**
R25 000 + VAT per month
 Located on the corner of Chichester Road and Doncaster Road.
2. **U2 PARKING BILLBOARD**
R10 000 + VAT per month
 Located on the upper floor parking near entrance U2.
3. **G2 PARKING BILLBOARD**
R10 000 + VAT per month
 Located at entrance G2 near the taxi access point.

GO TO PAGES 4 AND 5 FOR ILLUSTRATED FLOOR PLANS

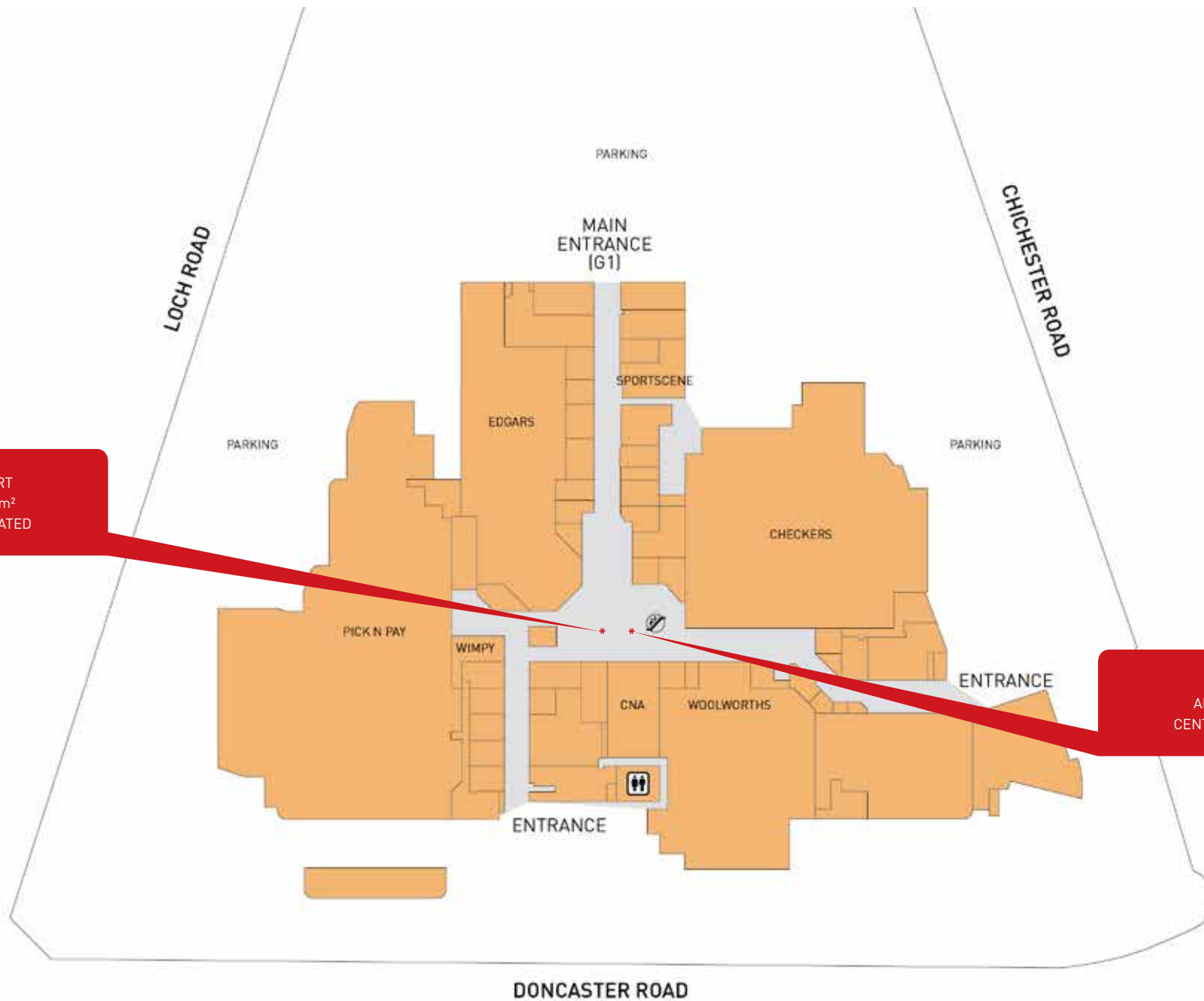
INDOOR MEDIA SITES

1. **ESCALATORS:**
R10 000 + VAT per month
 Branding on the escalators leading from the ground floor to the first floor.
2. **CENTRE COURT BILLBOARD:**
R6 000 + VAT per month
 Situated above the Centre Court in the middle of the mall.
3. **SLIDING DOORS, GROUND FLOOR:**
R4 000 + VAT per month
 At the entrance to the mall on the ground floor.
4. **LIFTS:**
R4 000 + VAT per month
 Situated behind the information desk.
5. **ENTRANCE G1 BILLBOARD:**
R4 000 + VAT per month
 Situated at the busiest entrance to the mall.
6. **SLIDING DOORS, UPPER FLOOR:**
R3 000 + VAT per month
 At the entrance to the mall on the upper floor.
7. **WALL BANNERS:**
R3 000 + VAT per month each
 Situated on either side of entrance G3.
8. **GLASS PANELS:**
R3 000 + VAT per month
 Situated in the Centre Court above the information desk.
9. **FOOD COURT WALL BANNER:**
R1 000 + VAT per banner per month
 Situated in the passage leading to the Food Court.
10. **BATHROOM SNAPPER FRAMES:**
R150 + VAT per frame per month
 Located in bathrooms throughout the mall.

GO TO PAGES 6-8 FOR EXAMPLES



FLOOR PLAN | GROUND FLOOR



CENTRE COURT
AREA SIZE: 40m²
CENTRALLY LOCATED

INFO COURT
AREA SIZE: 9m²
CENTRALLY LOCATED

FLOOR PLAN | UPPER FLOOR

FOOD COURT
AREA SIZE: 9m²
SITUATED IN THE CENTRAL FOOD AREA



GAME COURT
AREA SIZE: 12m²
SITUATED CLOSE TO ENTRANCE

CENTRE COURT



FOOD COURT



CENTRE COURT BILLBOARD



FOOD COURT WALL BANNER



GAME COURT



INFO COURT



FOOD COURT HANGING BANNERS



MAIN EXTERIOR BILLBOARD



FOOD COURT ESCALATOR PACKAGE



ENTRANCE G1 BILLBOARD



UPPER FLOOR SLIDING DOOR



WALL BANNERS



ENTRANCE 2 WALL SITE



PARKING LOT PACKAGE



U2 PARKING BILLBOARD



G2 PARKING BILLBOARD



EXHIBITION BOOKING REQUEST

Thank you for your interest in holding a promotion at Kenilworth Centre. Please print, complete and sign this form before returning to the Centre by email to Stanley Buckle at stanleyb@redefine.co.za or delivered to the Centre Management office.

EXHIBITOR DETAILS

Company name	Contact person
Tel number	Fax number
Cell number	Email address
Company address	

EXHIBITION DETAILS

What would you like to exhibit?

Type of exhibition Display Product launch Database build-up Product sampling
 Product/service awareness Customer feedback Other

If other, please describe

COURT REQUESTED

Court	Date
Rate ex VAT	Court size
Power availability	

SPECIAL REQUESTS (i.e. trestle tables, plug points and Mall tablecloths)

WILL YOU BE ADVERTISING YOUR EVENT? IF YES PLEASE GIVE DETAILS

In order for your exhibition/promotion to be considered, we require a written proposal on the exact nature of your promotion and its requirements. A sketch, pictorial view or likeness of the exhibition stand to be erected must be provided, with measurements, props and a detailed description thereof, as well as the manner in which the exhibition will be conducted.



PLEASE SUPPLY A DETAILED DESCRIPTION OF YOUR EXHIBITION, INCLUDING DIMENSIONS

SIGNATURE _____

DATE _____

KENILWORTH CENTRE

Doncaster Road
Kenilworth
Cape Town

 www.kenilworthcentre.co.za
 Kenilworth Centre

ENQUIRIES AND BOOKINGS

For more information about our exhibition and media sites as well as other marketing opportunities, please contact:

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