



Retailer Collaboration Opportunities



Welcome to King of Prussia!

King of Prussia District is a private, not-for-profit 501(c)3 business improvement district that serves as a catalyst for economic development and job growth in the region. We work closely with KOP's commercial, industrial and multifamily property owners to ensure that businesses that choose to open here have everything they need to thrive in our community.

To that end, we would like to share some of the ways that we can work with you now that you are part of our community. The opportunities listed here are offered at no cost to you, with the exception of event sponsorship and ticketed events. Our funding comes from mandatory assessment fees from property owners, and we are not a membership organization. Simply put, if you are a business within our district, you are "in!"

Before we go any further, please [shoot me a quick email](#) so that we have your contact information and keep you informed moving forward. I'm also happy to chat by phone or in person if you have additional questions.

I look forward to connecting and working together to help your KOP business grow and thrive!



A handwritten signature in black ink that reads "Rachel Ammon".

Rachel Ammon
Director, Marketing & Communications
King of Prussia District



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Events & Activations

King of Prussia District produces award-winning events designed to connect community to culture, enhance networking and drive traffic to KOP.



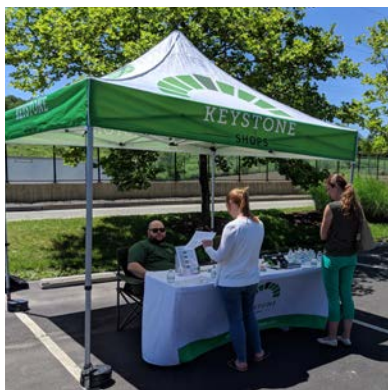
Shopping Events

Participate in **KOP Shops for CHOP** supporting Children's Hospital of Philadelphia each spring by offering a donation day or making a flat donation. Health and retailers can offer a special deal or host events during **KOP Wellness Week** each spring.



Business Networking

King of Prussia District holds networking events throughout the year, bringing together business owners, managers, employees and prominent figures in the community. Build your network in King of Prussia.



Event Sponsorship

Position your business at the center of any of our events. Benefits include dedicated emails and blog posts, on-site presence at events, logo inclusion on marketing materials and more.

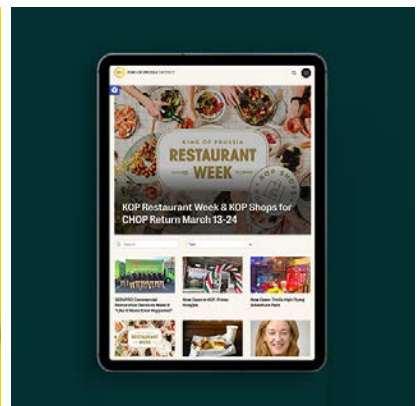
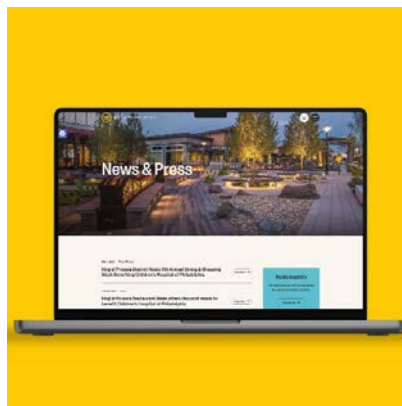
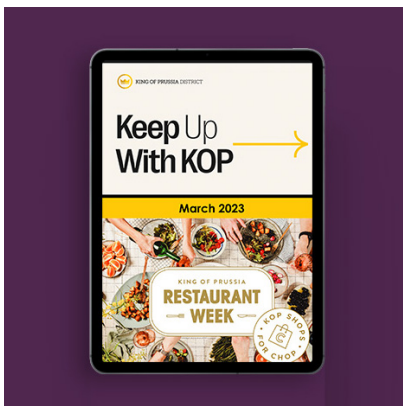
Promotion

King of Prussia District works to keep our community top-of-mind through the management of multiple websites, enewsletters and a blog.

Keep us informed and share content that we could use to feature your business. Always submit a high-resolution photo or two with your copy.

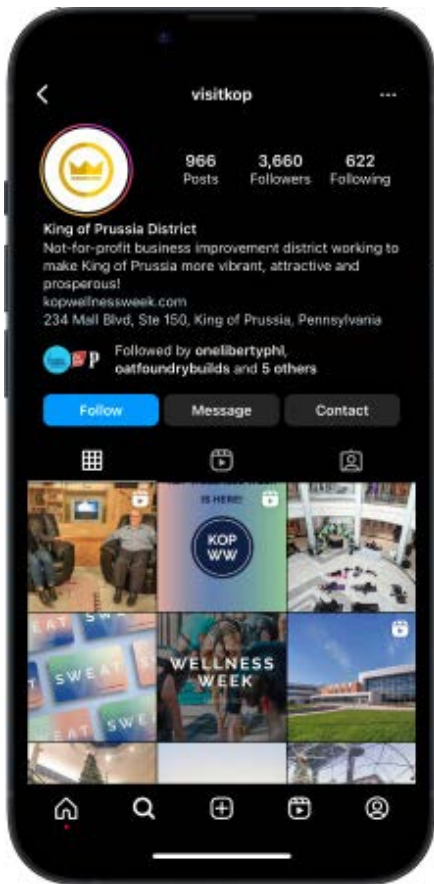
What we are looking for:

- Grand opening press releases and information to include in our **Now Open blog series**, which highlights new KOP businesses
- Specials and promotions related to holidays
- In-store events
- Team building opportunities within your store
- Renovations or ownership changes
- Accolades or awards received
- Charitable initiatives or partnerships



Social Media

With multiple profiles on Facebook, Twitter, Instagram and LinkedIn, King of Prussia District utilizes social media to engage our 24,000+ fans and keep people informed about all things KOP.



Tag us on Instagram, Facebook, Twitter and LinkedIn so we know what you're up to and can repost and share!



King of Prussia District



@visitkop



@kopbid



King of Prussia District

Stay informed & keep in touch!

Sign up for our newsletters so that you can stay on top of opportunities, new businesses moving into the area and other KOP news.

Learn more about what we do on our website: [visitkop.com](https://www.visitkop.com)