



Please type or print clearly.
Email to TheChallenge@starwoodretail.com



Center of Interest (please circle)

Date: ____ / ____ / ____

The Arboretum- South Barrington, IL

Belden Village Mall- Canton, OH

Capital Mall- Olympia, WA

Chicago Ridge- Chicago Ridge, IL

Fairlane Town Center- Dearborn, MI

Franklin Park Mall- Toledo, OH

Gateway Mall- Lincoln, NE

Great Northern Mall- North Olmsted, OH

Kitsap Mall- Silverdale, WA

Louis Joliet Mall- Joliet, IL

MacArthur Center- Norfolk, VA

Northlake Mall- Charlotte, NC

Northridge Mall- Salinas, CA

Parkway Plaza- El Cajon, CA

Plaza West Covina- West Covina, CA

Promenade Bolingbrook- Bolingbrook, IL

Rimrock Mall- Billings, MT

Solano Town Center- Fairfield, CA

Southlake Mall- Merrillville, IN

SouthPark Mall- Strongsville, OH

Stony Point Fashion Park- Richmond, VA

The Mall at Partridge Creek- Clinton Township, MI

The Mall at Wellington Green- Wellington, FL

The Shops at Willow Bend- Plano, TX

Space Interest (please circle)

RMU/Kiosk

Inline Space

APPLICANT PROFILE

Legal Name of Applicant: _____
(Company Name or your individual name)

Home Address: _____

Home Tel: _____

Mobile/Cell: _____

Email: _____

PROPOSED CONCEPTS

If chosen, I agree to obtain a Business License prior to July 1, 2019

If you currently have a Business License, please fill out the Business Entity Type section below.

BUSINESS ENTITY TYPE

Sole Proprietorship

L.L.C.*

Partnership*

Corporation*

*State of Formation: _____ (please attach legal document as proof of formation)

Trade Name/Business Name/dba: _____
(Street Address, City, State, Zip)

Business Address: _____
(If different than above Home Address)

Please include with this application:

- Pictures of proposed concepts/products for Pop-Up
- Company logo/signage
- Pop-Up set up rendering
- Pictures of most recent store/kiosk/Pop-Up/RMUs
- Social media handles; Facebook, Instagram, Twitter & Snapchat, if applicable

On a separate sheet, please include short answers to the following questions:

- What would your ideal Pop-Up look like?
- How do you plan to staff your Pop-Up?
- How are you marketing your business now?
- Where are you selling your product now?
- Why do you want to win this contest?
- What sets you apart from other applicants?
- How did you find out about this contest?

Print Name of Applicant: _____

Signature of Applicant: _____

Date: _____