

Please type or print clearly.

Email to TheChallenge@starwoodretail.com



Center of Interest (please circle)

Date://				
The Arboretum- South Barrington, IL	Kitsap Mall- Silverdale, WA	Rimrock Mall- Billings, MT		
Belden Village Mall- Canton, OH	Louis Joliet Mall- Joliet, IL	Solano Town Center- Fairfield, CA		
Capital Mall- Olympia, WA	MacArthur Center- Norfolk, VA	Southlake Mall- Merrillville, IN SouthPark Mall- Strongsville, OH Stony Point Fashion Park- Richmond, VA		
Chicago Ridge- Chicago Ridge, IL	Northlake Mall- Charlotte, NC			
Fairlane Town Center- Dearborn, MI	Northridge Mall- Salinas, CA			
Franklin Park Mall- Toledo, OH	Parkway Plaza- El Cajon, CA	The Mall at Partridge Creek- Clinton Township, MI		
Gateway Mall- Lincoln, NE	Plaza West Covina- West Covina, CA	The Mall at Wellington Green- Wellington, FL		
Great Northern Mall- North Olmsted, OH	Promenade Bolingbrook- Bolingbrook, IL	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)			
Hanna Address.				
Home Address:				
Home Tel:				
Mobile/Cell:				
Email:				
	PROPOSED CONCEPTS			
If chosen, I agree to obtain a Busir	ness License prior to July 1, 2019			
_	se, please fill out the Business Entity Type sec	tion below.		
	BUSINESS ENTITY TYPE			
☐ Sole Proprietorship	☐ L.L.C.* ☐ Partnership*	☐ Corporation*		
*State of Formation:	(please attach legal document as pro	of of formation)		
Trade Name/Business Name/dba:	(Street Address, City, State, Zip)			
Business Address:				
Dusiness Address.	(If different than above Home Address)			

Business Tel:				
Federal Tax ID Number:				
Business License Number:				
List Names of All Owners of the Business:				
Are your products designer brand or licens	sed products	Yes	□ No	
				,
(If YES, please attach approved license or a	luthorization certificat	e to retail t	inese products	5)
	BUSINESS VISUALS	& SOCIAL	MEDIA	
I am the following (please circle):	Manufacti	urer	Distributor	Entrepreneur
What is the average retail price of your pro	oducts?			
What is the average wholesale priced of yo	our products?			
What is the mark-up of your products?				
	PROPOSED BI (Please attached busine			
What is your monthly sales projection?				
What is your monthly sales projection?	(Non-Holiday: Jan – Oct)			(Holiday: Nov – Dec)
What is your projected monthly expense no	ot including rent?			
what is your projected monthly expense in	or including rent:			
What are the top 5 expenses in your month	nly expense projection	.?		
Expense Item:			ojection (\$):	
Have you ever opened a business in a shop	ping center?	Yes	No	
If YES, please complete below listing most r	ecent first:			
Shopping Center Name / City & State:	Products:	Sal	es:	Shopping Center Contact Name/Tel:

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:	