



Patriot Place is an open-air lifestyle center featuring shopping, dining, and entertainment around **Gillette Stadium**, the **home of the New England Patriots** and New England Revolution, in Foxborough, MA.

The property consists of over **1,400,000 SF** of retail, entertainment, restaurants, medical, and office space hosting over **10 million** annual visits (Placer.ai).

There is something for everyone at Patriot Place... a once in a lifetime experience, every day!





FACTS & FIGURES

| | |
|--|----------------|
| Annual Visits (Placer.ai) | 10.1 Million |
| Average Daily Traffic | 35,000 VPD |
| Total GLA | 1.4 Million SF |
| Retail Space — 2000 Employees | 800,000 SF |
| Office Space — 250 Employees | 175,000 SF |
| Hotels — 200 Employees | 200,000 SF |
| Health Centers — 3000 Patients 500 Employees | 246,000 SF |
| Gillette Stadium — 2500 Event Staff | 68,000 Seats |
| Conference Center — 250 Employees | 300,000 SF |
| Patriots Hall of Fame | 40,000 SF |
| Showcase Cinema De Lux | 14 Screens |



THE NORTH MARKETPLACE IS ANCHORED BY SHOWCASE CINEMA DE LUX, SPLITSVILLE LUXURY LANES, 12+ FULL SERVICE SIT-DOWN RESTAURANTS, TWO HOTELS, AND MUCH MORE.



PLACER SHOPPING CENTER RANKINGS

| | | |
|----------|----------------------------------|-------------------|
| 1 | Patriot Place | 10,073,209 |
| 2 | South Shore Plaza | 9,577,109 |
| 3 | Natick Mall | 9,448,985 |
| 4 | Northshore Mall | 9,171,903 |
| 5 | Burlington Mall | 8,768,443 |
| 6 | Prudential Center | 8,337,108 |
| 7 | South Bay Center | 7,979,544 |
| 8 | Liberty Tree Mall | 7,673,449 |
| 9 | Holyoke Mall | 7,485,127 |
| 10 | The Shoppes at Blackstone Valley | 7,358,250 |
| 11 | Legacy Place | 6,959,741 |
| 12 | Gateway Center | 6,638,825 |
| 13 | MarketStreet Lynnfield | 6,313,945 |
| 14 | Shoppers World | 6,251,630 |
| 15 | Dartmouth Mall | 5,632,463 |
| 16 | Assembly Row | 5,524,667 |
| 17 | Shops at Fenway Park | 5,467,265 |
| 18 | Derby Street Shops | 5,425,535 |
| 19 | SouthCoast Marketplace | 5,347,307 |
| 20 | University Station | 5,273,649 |

Placer.ai: Visits, January 1, 2023 - December 31, 2023






THE SOUTH MARKETPLACE IS ANCHORED BY TRADER JOE'S (PLACER.AI RANKS AS #1 IN MA), BASS PRO SHOPS, & RH OUTLET. HOBBY LOBBY COMING SOON.

THE AREA

Patriot Place is uniquely positioned on **Route 1**, halfway between Boston and Providence and surrounded by several affluent communities boasting **average incomes of \$150,000+**.

DEMOGRAPHICS

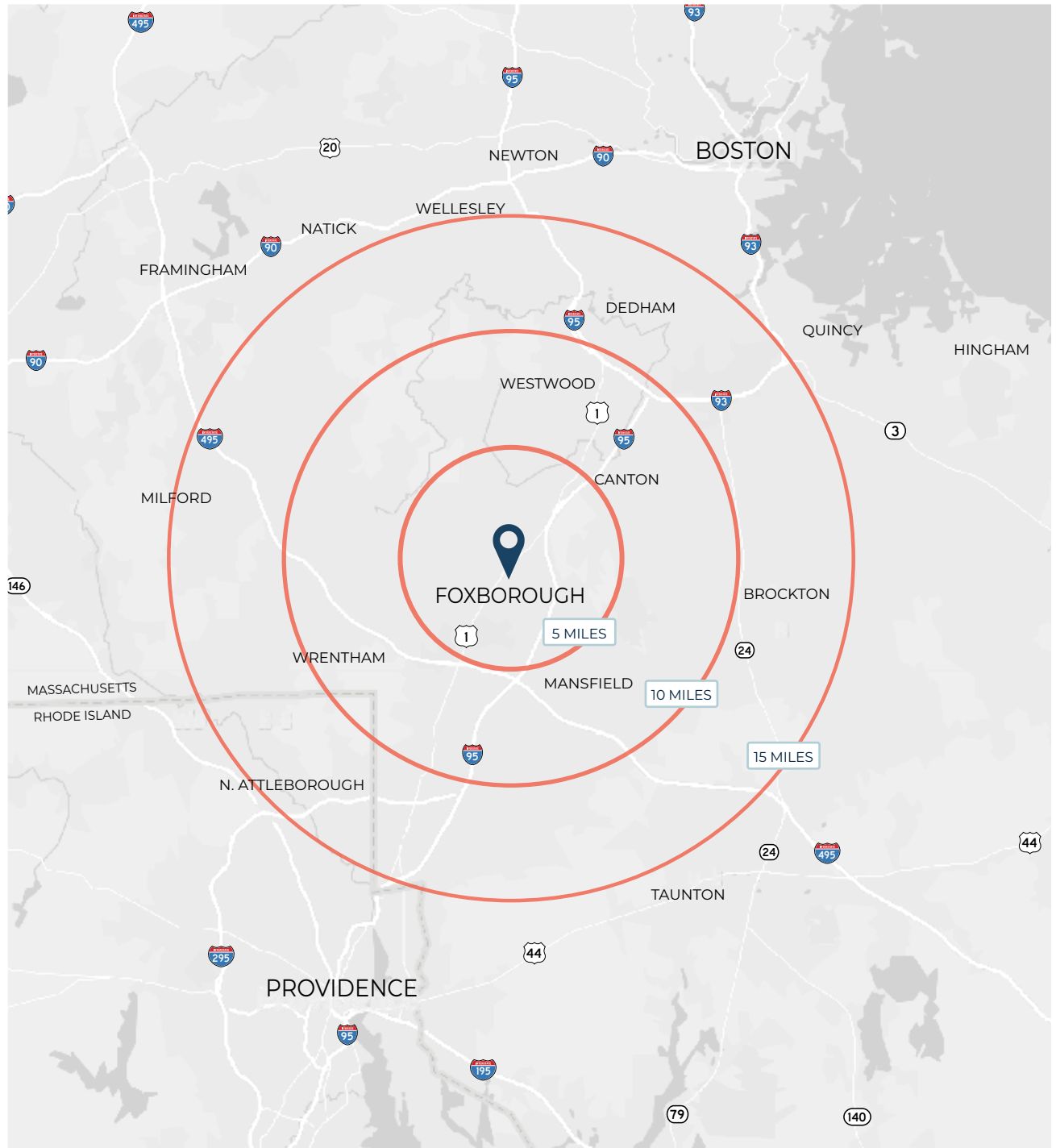
| | | |
|---|----------|------------------|
|  POPULATION | 5 Miles | 71,952 |
| | 10 Miles | 356,916 |
| | 15 Miles | 1,042,546 |
|  AVERAGE HHI | 5 Miles | \$177,464 |
| | 10 Miles | \$170,908 |
| | 15 Miles | \$149,442 |
|  DAYTIME POP | 5 Miles | 70,906 |
| | 10 Miles | 339,274 |
| | 15 Miles | 997,072 |

TRAFFIC

35,000 VPD

AVERAGE DAILY TRAFFIC (Route 1)

In addition, MBTA and MassDOT offer daily commuter rail service from Patriot Place to Boston's South Station.



ONE OF A KIND ANCHORS



GILLETTE STADIUM

Gillette Stadium hosts 40+ major events each year:

| | |
|--------------------------|---------------------------------|
| Patriots Games (9+) | 68,000 Attendees |
| Major Concerts (10-15) | 68,000 Attendees |
| Revolution Games (15-20) | 10,000 Average Attendees |
| Other Events (5) | 35,000 Attendees |

Gillette Stadium is home to the 3rd largest convention center in Massachusetts. The Stadium hosts over one hundred events per year including the AAA Travel Show, corporate events, graduations, major fundraisers and more.



HEALTHCARE CENTERS



203,000 SF



34,000 SF



9,000 SF



HOTELS



136 Rooms

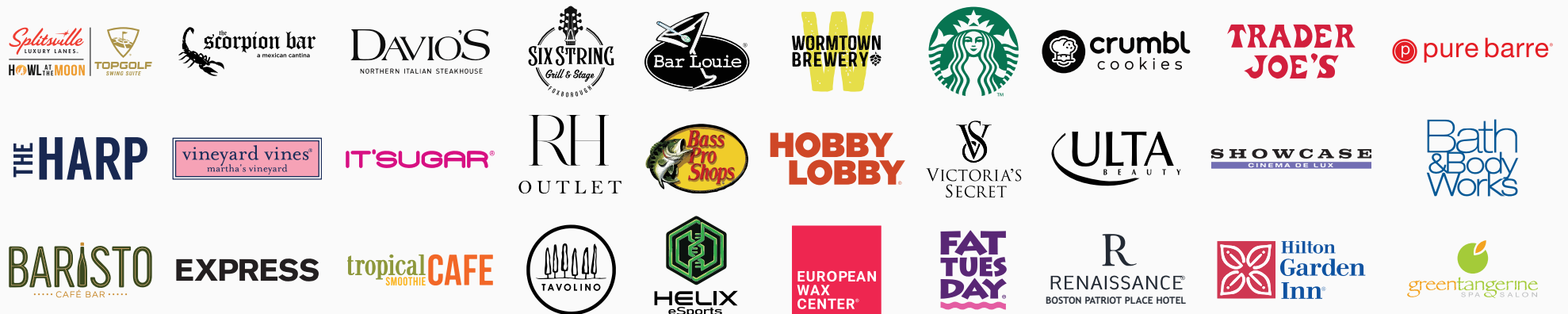


156 Rooms





SOME OF THE KEY TENANTS





EASTER BUNNY



MAD SCIENCE



HOLIDAY GIVING TREE LIGHTING



CRUMBL OPENING

PATRIOT PLACE EVENTS

Patriot Place hosts hundreds of family-friendly events, games, activities, and concerts throughout the year. Every week there are several events planned and executed throughout the complex including:

- **Patriot Place Cornhole Tournament**
- **Cruise Night at Patriot Place**
- **Farm Animal Visits**
- **Finish at the 50 5K|10K Run and Celebration**
- **Fall Harvest Celebration**
- **Irish Festival**
- **Schools Out for Summer Celebration**
- **Sounds of Summer**
- **Storytime**
- **Summer Flicks**
- **Patriots Training Camp Presented by Optum**
- **Oktoberfest**
- **Holiday Giving Tree Lighting**
- **Trick-or-Treating SPOOKtacular**
- **Winter Skate**
- **Yappy Hour**

ABOVE & BEYOND

Patriot Place tenants are supported by an in-house marketing team. As a partner at Patriot Place you will receive guidance and assistance with marketing, advertising, promotions and activations. The team stays up to date on the latest marketing insights and trends and works as an extension of your efforts.

The Patriot Place marketing team assists with marketing and advertising strategies including but not limited to:

- **Grand Opening Events**
- **Social Media**
- **Email Marketing Campaigns**
- **Traditional Advertising Channels**
- **Public Relations**
- **Influencer Partnerships**
- **Community Outreach**



WINTER SKATE



PATRIOT PLACE PICKLEBALL CLASSIC



JULY 6 FIREWORKS SPECTACULAR



LIVE MUSIC ON THE STAGE



IRISH FESTIVAL



MASS CRUISERS





SEE YOU AT PATRIOT PLACE!

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Foxborough, MA 02035

FOR LEASING INFORMATION



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