



Announcing a unique leasing opportunity to elevate company branding through naming rights and prominent signage on a landmark high-rise building in El Paso

This opportunity has not been available for decades and is a generational chance for businesses to showcase their brand identity

PROPERTY OVERVIEW

The **22-story building** located at **221 N. Kansas Street**, occupying nearly an entire city block bordered by Kansas Street, Stanton Street, Mills Avenue, and Texas Street. This building has been widely recognized as the Wells Fargo Building for the past 28 years, with the surrounding area known as Wells Fargo Plaza

LEASING OPPORTUNITY

For the first time in decades, this signage platform is **available for current and prospective tenants** to display their company branding throughout the borderplex. Available office spaces range from **2,000 to 15,000 square feet**, offering flexible options for interested businesses. Prospective tenants are invited to explore this rare opportunity by visiting the Franklin Mountain Property Services website **fmpropertyervices.com**.

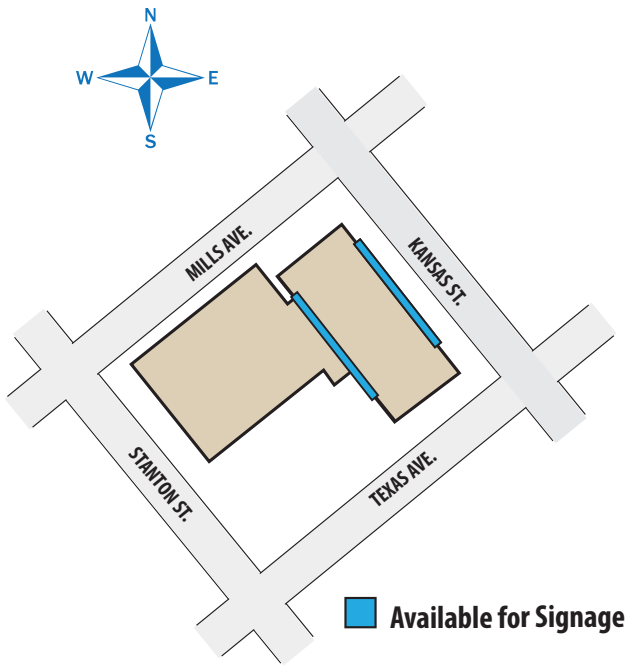
The Wells Fargo Tower and Plaza signage offers unique and rare brand visibility on El Paso's skyline. There is nothing like it in the El Paso/Juárez borderplex.

- Naming rights can be established for the Tower and the overall Plaza area, which presents numerous and distinct PR values while adding tremendous brand exposure from major parts of the city.
- Second-story level signs, facing east, north, and west are available. Street-level monument signs (north, south, east, and west) are also available.
- Please refer to the following pages to see details of the signage opportunities for the Tower, second story, and surrounding area.

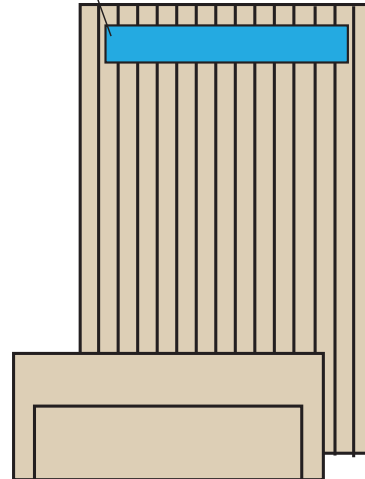
Note: all signage is subject to compliance with applicable City and County signage rules and regulations.



Tower Signage



Tower Marquee Sign
Width: 137'
Height: 12'9"

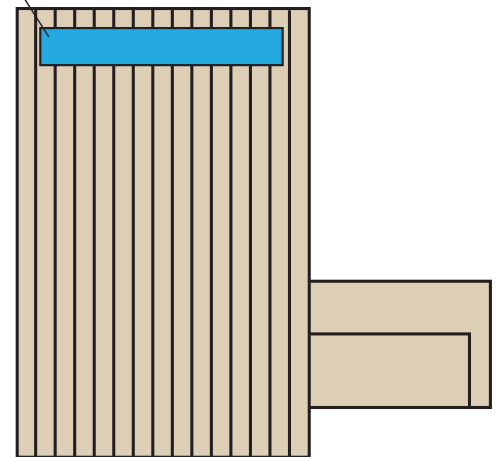


STANTON ST. (facing west)



STANTON ST. (facing west)

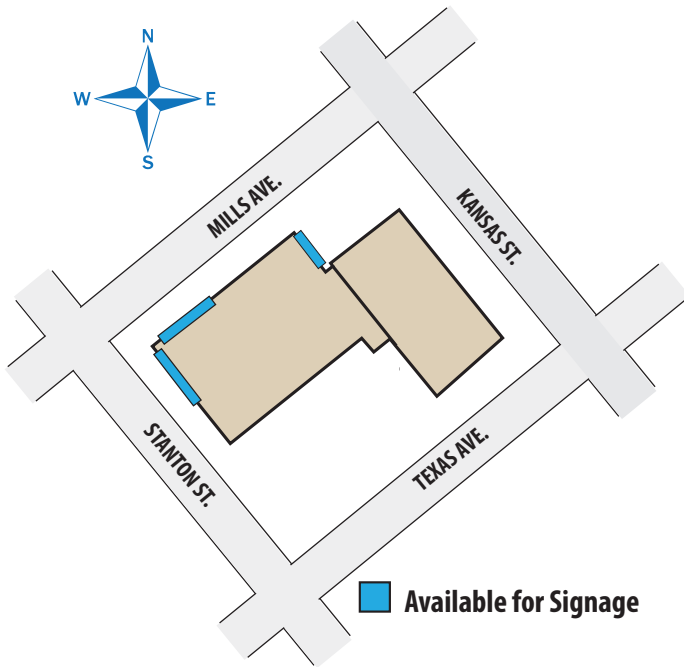
Tower Marquee Sign
Width: 137'
Height: 12'9"



KANSAS ST. (facing east)

The dimensions shown are the previous Wells Fargo signage and lettering. Your company brand and/or logo could use up to or less than the spaces shown.

Corner Signage

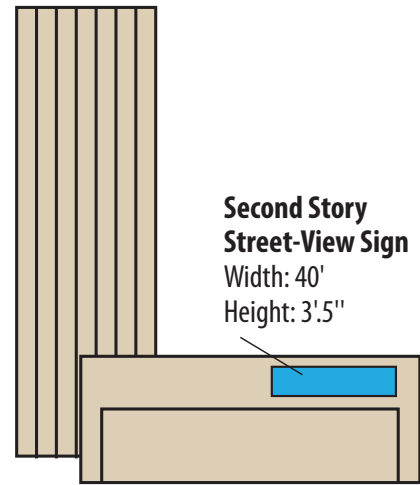


MILLS AVE. and STANTON ST.
(corner facing north and west)

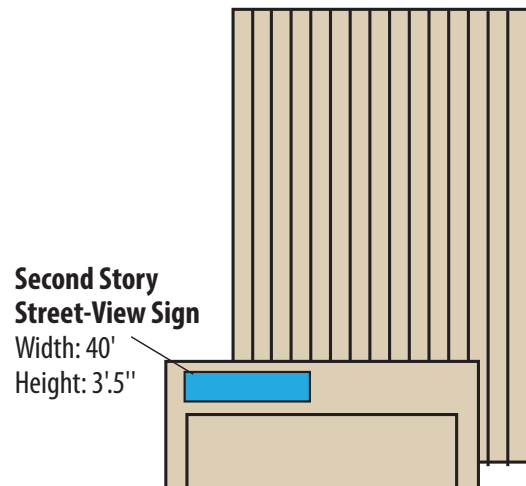


MILLS AVE. (facing east and Kansas St.)

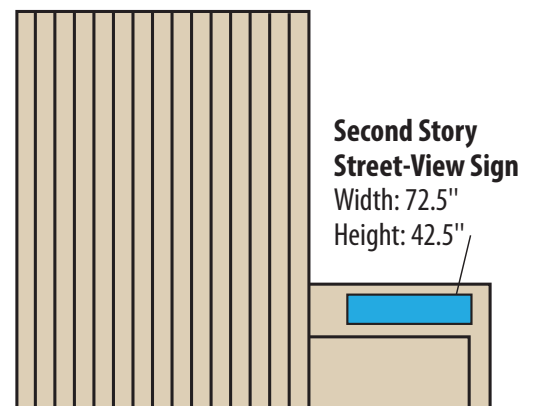
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MILLS AVE. (facing north)

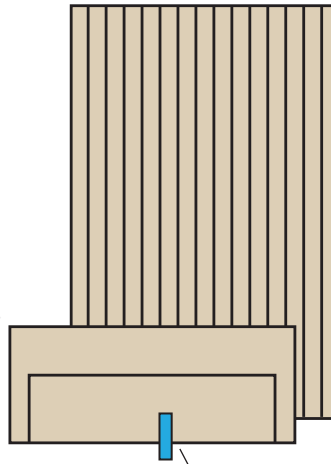
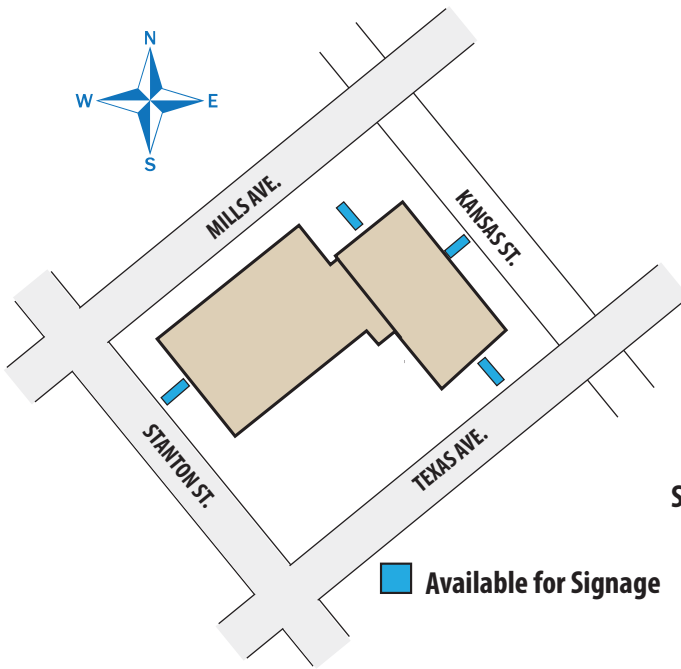


STANTON ST. (facing west)

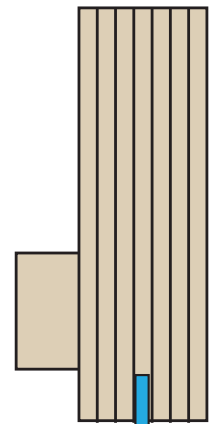


MILLS AVE. (facing east and Kansas St.)

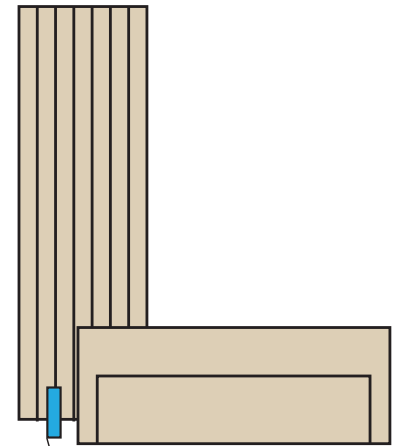
Monument Signs



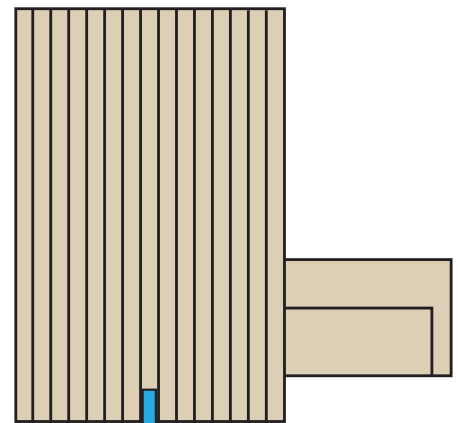
STANTON ST. Monument Sign
Width: 80.5"
Height: 42"



TEXAS AVE. Monument Sign
Width: 80.5"
Height: 42"



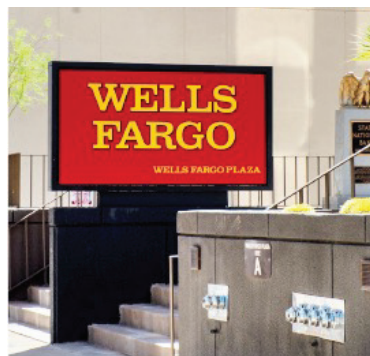
MILLS AVE. Monument Sign
Width: 90.5"
Height: 42"



KANSAS ST. Monument Sign
Width: 72.5"
Height: 42.5"



STANTON ST.



TEXAS AVE.



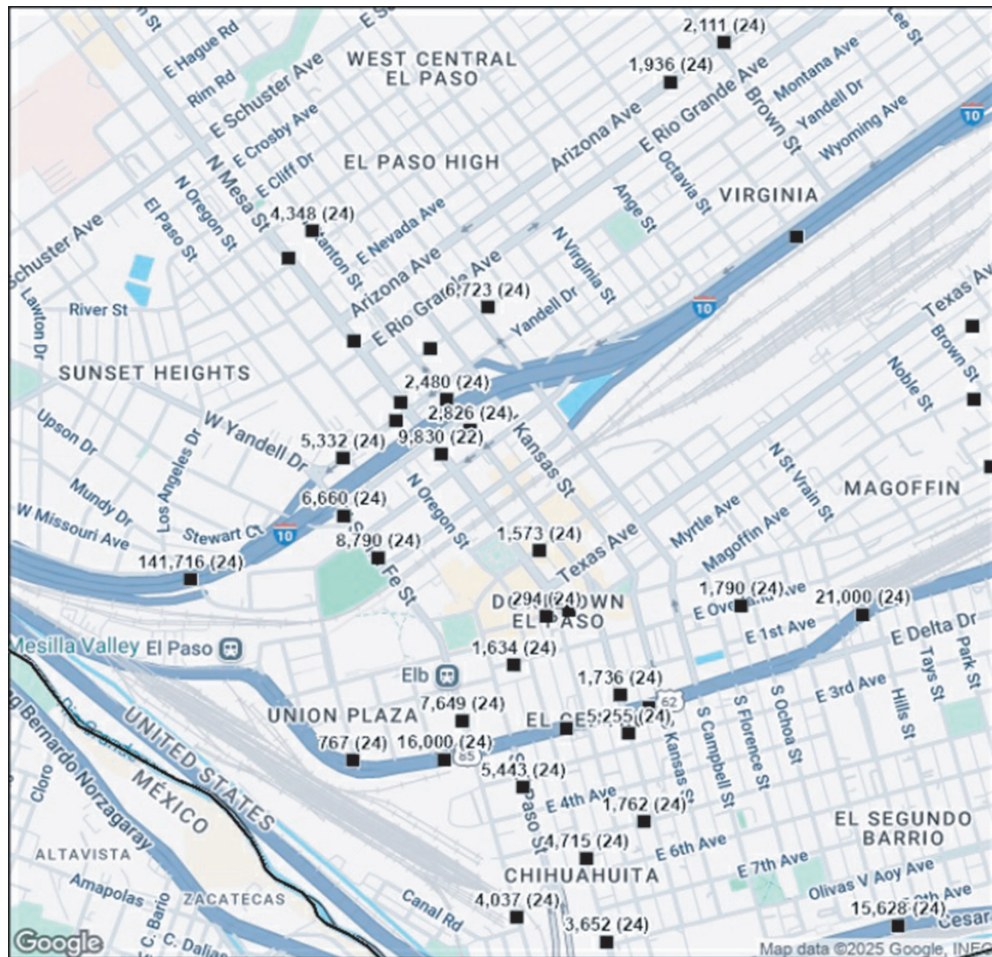
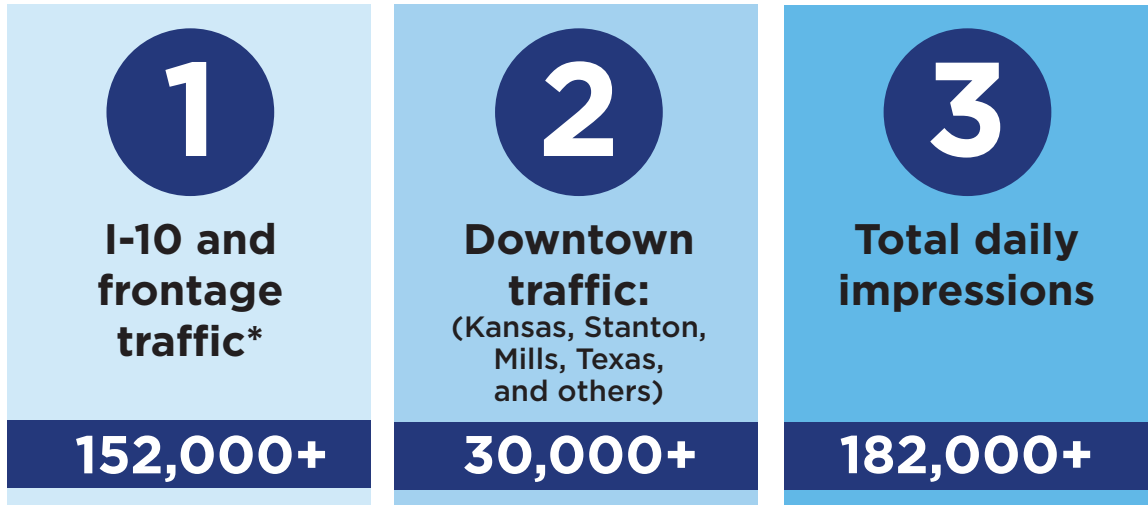
MILLS AVE.



KANSAS ST.

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Building Signage - Daily Impressions Analysis



* Daily I-10 traffic is stated by TXDoT, Clear Channel Outdoor, and others to be from 180,000 to 200,000, with growth estimates to 300,000 by 2035. However, that traffic includes commercial trucks. A conservative estimate of local passenger vehicles is 152,000 per day, based on TXDoT Stars II counts.

Advertising and PR Value

Advertising your company name and/or logo on this platform will deliver a massive reach and frequency. Without question, there is no comparable media outlet available for a brand to reach this many people, this many times, on a daily basis.

Your company will be visible from many parts of El Paso, but more, your brand will become El Paso — in the center of the City, with a presence that says, "We're part of this community".



Pricing Structure

Based on current (conservative) traffic counts and overall audience impressions per day, the naming rights and signage package of this iconic landmark is competitively priced against all other media costs and delivery. Please note that this naming rights package is negotiable and subject to tenancy and compliance with local sign ordinances. For more information, please contact Franklin Mountain Property Services.

This building and signage reach thousands of El Pasoans from every angle, every day



Nothing in the region compares to this iconic downtown office tower to promote your company in El Paso. The tower is visible from both east- and westbound traffic on El Paso's interstate and loop, and also from key points in the City: Sunset Heights, Kern Place, UTEP area, Sun Bowl, and Scenic Drive. In addition, this signage is seen at two major border-crossing corridors and by a large section of Ciudad Juárez, MX, including downtown Juárez.

Sincerely,
Franklin Mountain Property Services

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