

May 2022 Promotional Request

May Digital Marketing/Public Relations Opportunities

- Our PR team, Schwartz Media Strategies, is drafting a pitch positioning CocoWalk as the perfect destination to celebrate Mother's Day.
- If you and your team are planning on creating a special Mother's Day menu, or planning on creating a special Mother's Day bundle or promotion to create any Mother's Day inspired imagery, please email blawrence@grassrivermgmt.com by April 25th, 2022.
- To increase the probability of being featured via the CocoWalk social channels, please provide May content by replying to blawrence@grassrivermgmt.com
 - Suggested content may include:
 - Holiday specials:
 - 5-05-22 Cinco de Mayo, 5-06-22 National Nurses Day, 5-8-22 Mother's Day, 5-25-22 National Wine Day, 5-30-22 Memorial Day
 - Mother's Day Menu Packages & Reservations, Memorial Day Menu Packages & Reservations, New seasonal Clothing Lines, New Swimsuit Collections, New Seasonal menus, New Cocktail Additions, Trunk shows or in-store events, Happy Hour/brunch/seasonal specials
- Please include a short description about your event/promotion/seasonal menu or clothing line. We will make edits to fit the property's voice as needed. Hi-res, formatted images (NOTE: we are unable to resize/format/provide images for you, inability to follow criteria will limit your exposure).
- Stock photos/images with copy overlay do not perform as well as "real-time" neighborhood images. Recommended sizes: Instagram 1080x1080 Facebook 1200x1200. Videos, Reels and TikTok are also great.

Upcoming Events

COCOWALK CELEBRATES PRIDE

CocoWalk has partnered with **Pridelines** to raise awareness and give back to the LGBTQ+ community!

What: CocoWalk invites the community to celebrate Pride in the month of June with a Drag Queen Pop-Up Bar in the CocoWalk Plaza

When: Saturday, June 4th, 2022, 6:00pm to 10:00pm

Partnership Ideas:

- Create a Pride Cocktail with % of sales dedicated to Pridelines
- Create a celebratory menu items with % of sales dedicated to Pridelines
- Select specific items where a % of sales is dedicated to Pridelines
- Activate your space with Pride specific items and % of sales dedicated to Pridelines on June 4th

If you are interested in participating in the event with any of the above ideas or would like to contribute with ideas of your own, please email blawrence@grassrivermgmt.com no later than Friday, May 20th.