

COCOWALK

Marketing Brief

May 2022

June 2022 Promotional Request

June Digital Marketing/Public Relations Opportunities

Upcoming Events COCOWALK PRESENTS LOUD AND PROUD FOR PRIDE

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

What: CocoWalk invites the community to celebrate Pride in the month of June with a Drag Queen Pop-Up Bar Sponsored by **Tito's Handmade Vodka** and **PLANTA Queen** in the CocoWalk Plaza.

This event is free to the public.

When: Saturday, June 4th, 2022, 5:00pm to 9:00pm

Current Tenant Partnerships:

- PLANTA Queen
 - Hosting the Tito's Pop-Up Bar in the plaza with signature cocktails all proceeds benefit Pridelines
- Sushi Garage
 - Serving a Signature Cocktail with % of sales dedicated to Pridelines
- The Key Club
 - Serving a Signature Cocktail with % of sales dedicated to Pridelines
- Duck N' Sum
 - Serving select dishes with a % of sales dedicated to Pridelines
- FP Movement
 - Run Day 5-k, Participants are invited to come wearing their favorite FP Movement set, and enjoy
 - a Pride-Inspired gifted item from Team FP for the run



Still interested in participating? Please email blawrence@grassrivermgmt.com no later than **Friday, May 27th** with your contribution.

- To increase the probability of being featured in the CCW Newsletter sent out on June 10th and June 21st please send your promos, images (imaged with copy on them will not be used), and content **no later than June 3rd and June 13th**. Please note copy and photos may be edited for branding purposes not all promos sent will be featured.
- To increase the probability of being featured via the CocoWalk social channels, please provide June content by replying to blawrence@grassrivermgmt.com
 - Suggested content may include:
 - Holiday specials:
 - LGBTQ+ Pride Month
 - 6-07-22 Chocolate Ice Cream Day, 6-14-22 National Bourbon Day, 6-19-22 Father's Day, and 6-21-22 Summer Solstice
 - Father's 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.
- If you'd like to activate the plaza for an event, please send a complete proposal for review to blawrence@grassrivermgmt.com two weeks before the event.

COCOWALK

3015 Grand Ave Coconut Grove, FL 33133

cocowalk.com

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