## COCOWALK

**Marketing Brief** 

November 2022

### CocoWalk X Candlelight Present: A Tribute to ABBA

We are excited to announce CocoWalk has collaborated with Candlelight Concerts! On the third Friday of November, December, and January, attendees will experience breathtaking music surrounded by shimmering candlelight as the sounds of ABBA, Beyonce and Queen fill CocoWalk's plaza.

CocoWalk has confirmed over 300 RSVP's for this Friday, November 18th, at 7:00PM. In all of our media opportunities we have asked guests to make reservations at CocoWalk restaurants. Please be prepared to have more customers than usual, we anticipate customers enjoying dinner at the restaurants before and after the concert.

#### **Concert Dates:**

- Friday, November 18th, 2022: A Tribute to ABBA
- Friday, December 16th, 2022: A Tribute to Beyonce
- Friday, January 20th, 2023: A Tribute to Queen

#### A note to our restaurants:

- Music should be turned off from 7:00PM to 9:00PM so you and your customers can enjoy the concert. We will send an additional note reminding you on Friday morning.

- We recommend offering a welcome cocktail for the experience or a menu special before or after the concert.

\*This can be implemented for the December and January concert, please send specials no later than Thursday, December 1st, 2022 for the December 16th concert and Tuesday, January 3rd, 2022 for the January 20th concert. \*

#### A note to our Retailers:

- We invite you to leave your door open to enjoy the ambiance and music of the concert. If you normally have music playing in your store please shut it off for an immersive experience.

Please email **BLawrence@grassrivermgmt.com** should you have any questions.



3015 Grand Ave Coconut Grove, FL 33133

cocowalk.com

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# COCOWALK X Candlelight GRIGINAL EVENT

A TRIBUTE TO ABBA FRIDAY, NOVEMBER 18TH 7:00PM

