

## February 2022 Promotional Request

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Welcome to 2023! Thank you to those of you that have reached out, we'd love to continue hearing your marketing plans for 2023. To schedule a call and review your plans for this year, please email [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com).

### Tenant Signage Opportunity

CocoWalk will continue its windmaster signage marketing campaign in 2023 with evergreen signage that represents the overall brand of CocoWalk while showcasing individual tenants. We are also currently offering tenants a six-week signage campaign to present their brand with pre-approved signage on one side of the windmasters. The first two slots have been assigned and will run from January 23rd to March 6th and March 6th to April 17th. **Three more opportunities** are available and will be awarded on a first come first serve basis. Inquiries to participate must be sent to [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com) by **Friday, January 20th, 2023** close of business.

### Upcoming Events

- **CocoWalk X Candlelight Present: A Tribute to Queen**
  - **Friday, January 20th at 7:00PM**
  - The final collaboration with Candlelight ends with A Tribute to Queen. Please make sure to turn your music off and embrace the ambiance of string violins in the plaza. Please send your feedback about the last three performances to [Blawrence@grassrivermgmt.com](mailto:Blawrence@grassrivermgmt.com).
- **Coconut Grove Arts Festival**
  - **Saturday, February 18th through Monday, February 20th**
  - CocoWalk will once again be hosting our **CocoWalk Open House** all weekend long. We invite you to open your doors and set-up outside your space to take advantage of the foot traffic. CocoWalk will provide a 6-foot table, umbrella and linen for first level tenants and 6-foot table and linen for second and third level tenants. Please confirm your participation no later than **Wednesday, February 1st**.

### Print Media & Digital Marketing Opportunities

- Please submit holiday promotions to [Blawrence@grassrivermgmt.com](mailto:Blawrence@grassrivermgmt.com) no later than **Thursday, January 28th, 2023** for a chance to be featured in **February 1st, 2023** publications.
  - Examples of promotions may include the following:
    - Valentine's Day Pre-Fix Menu
    - Valentine's Day Gift Guides
    - In-Store Holiday Event
    - Seasonal Clothing Line Releases
    - Cocktail Classes
    - Art Collaborations for the Coconut Grove Arts Festival to discuss further, email [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com).

### E-blast

- To increase the probability of being featured in the CCW Newsletter sent out on February 10th and February 21st, please send your promos, images (images with copy on them will not be used), and content no later than Friday, February 3rd and Tuesday, February 14th. Please note copy and photos may be edited for branding purposes and not all promos sent will be featured.

### Social Media Content

- To increase the probability of being featured via the CocoWalk social channels, please provide November content by replying to [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com). You can also direct message the CocoWalk Marketing team via Instagram with your posts, stories, and images for reposting in CocoWalk stories. Make sure to tag **@CocoWalkMiami** in ALL your posts!
- Instagram Stories in 1080 px X 1920 px format
  - 11/11/22 - Veteran's Day, 11/24/22 - Thanksgiving, 11/25/22 - Black Friday, 11/28/22 - Cyber Monday
- Video Reels (currently perform the best on Instagram)
- Video TikTok's
- 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, we will not post these on the CocoWalk feed. Recommended sizes: Instagram 1080x1080 Facebook 1200x1200.