

**April 2023 Promotional Request**

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**Spring is almost here and we have exciting activations coming your way!****• Upcoming Activations****○ Spring Market**

- Every Saturday beginning April 8th, CocoWalk will host a Spring Market from 11:00AM to 2:00PM in the CocoWalk Plaza. Tenants have the opportunity to pop out of their space with spring offerings until May 26th. To participate in the first Spring Market, please email [Blawrence@grassrivermgmt.com](mailto:Blawrence@grassrivermgmt.com) by **Friday, March 24th, 2023** for optimal opportunity for promotion.

- Examples of Offerings

- Promoting current offerings
- Spring Collection Items
- Pre-packaged Cocktails/Mocktails/Juices
- Register Items

- The marketing team will provide rental materials for tenants who meet the deadline.

**○ CocoWalk Spring Hunt****➤ Saturday, April 8th, 2023**

- To kick off the Spring Market, CocoWalk will host an Easter related Scavenger Hunt with participating tenants.
  - The marketing team will give participating tenants a medium sized Easter Egg to be decorated in their own branding and then hidden in a designated location in a display or right outside their establishment (We are happy to work with you on determining a location that will not disrupt your sales).
  - Customers will sign-up to participate in the Scavenger Hunt online and will receive a list of participating tenants.
  - Customers will be required to take a picture of each hidden egg and show they've found the eggs to the CocoWalk Marketing team who will be stationed in the plaza the day of the event.
  - Prizes will be given out in a tiered order
    - The first 10 winners will receive grand prizes at the CocoWalk booth from participating tenants
    - The second batch of 10 winners will receive a second tier gift from participating tenants
    - The third batch of 10 winners will receive a third tier gift from participating tenants
    - Easter themed candy will be available for children who are with the winners at the CocoWalk booth
  - We recommend offering sales the day of this event or promoting your existing promotions
  - We recommend extending brunch from Saturday to Sunday to amplify traffic
- To be a participant of the scavenger hunt, please email [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com) no later than **Friday, March 24th, 2023**. If you have questions or would like to jump on a call, please email [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com) as soon as possible.

### Print Media & Digital Marketing Opportunities

- Please submit April promotions to [Blawrence@grassrivermgmt.com](mailto:Blawrence@grassrivermgmt.com) no later than **Friday, March 24th, 2023** for a chance to be featured in **April 1st, 2023** publications.

Examples of promotions may include the following:

- New Happy Hour Menu's
  - New Brunch Menu's
  - New Dinner Offerings
  - In-Store Events
  - Seasonal Clothing Line Releases
  - Cocktail Classes
  - Dinner Parties
- If you'd like to activate the plaza, please send a complete proposal with timeline, goals, partnerships, and activations to [Blawrence@grassrivermgmt.com](mailto:Blawrence@grassrivermgmt.com) at least one more before your intended activation date.

### E-blast

- To increase the probability of being featured in the CCW Newsletter sent out on **April 10th** and **April 21st**, please send your promos, images (images with copy on them will not be used), and content **no later than Monday, April 3rd** and **Friday, April 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
- 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.