

**Please read below for important information on current activations and promotional exposure for your establishment.**

- **Upcoming Activations**

- **Spring Market**

- Every Saturday through May 27th, CocoWalk is hosting a Spring Market from 12:00 PM to 3:00 PM in the CocoWalk Plaza. Tenants have the opportunity to pop out of their space with spring offerings. To participate in the Spring Market, please email [Blawrence@grassrivermgmt.com](mailto:Blawrence@grassrivermgmt.com).

- **Spring Market Guidelines**

- If you choose to participate, please email [Blawrence@grassrivermgmt.com](mailto:Blawrence@grassrivermgmt.com) with the days you will be participating.
- Your offering must offer promotional materials or offers for sale, **you may not** use the table as a display.
  - Examples of Offerings
    - Promoting current offerings
    - Spring Collection Items
    - Pre-packaged Cocktails/Mocktails/Juices
    - Register Items
- Your location in the plaza is pre-determined by the management team, you may not relocate yourself without management approval
- Set-up begins at 11AM
- The management team will provide a 6 foot table and umbrella on a first come, first served basis.
  - If you borrow a table, you are responsible for providing your own tablecloth and chair
  - Your table must look presentable or we will ask you to shut down.

## **Print Media & Digital Marketing Opportunities**

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

Examples of promotions may include the following:

- Cinco de Mayo Specials & Events
- Mother's Day Specials & Events
- Memorial Day Specials & Events
- New Happy Hour Menu's
- New Brunch Menu's
- New Dinner Offerings
- In-Store Events
- Seasonal Clothing Line Releases
- Cocktail Classes
- Dinner Parties

## **Plaza Activations**

- 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 month before your intended activation date.

## E-blast

- To increase the probability of being featured in the CCW Newsletter sent out on **May 10th** and **May 21st**, please send your promos, images (images with copy on them will not be used), and content **no later than Wednesday, May 3rd** and **Monday, May 15th**. 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 May 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 and stories.
- 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.