

## CocoWalk Comes together for Pride - June 2023

- **Property Activations**

- Coco The Cat will receive a Pride Inspired makeover by local artist Julija Kempf
- The Flora Buds will create a Pride inspired Floral Installation around the CocoWalk Property
- The CocoWalk fountains will receive a Pride inspired installation

- **Tenant Participation**

- Celebrate Pride with Pride inspired offerings all month long
  - Partner with an **LGBT Community Organization** and donate a % of sales
  - Drag Queen in restaurant show
  - Pride Themed Drinks
  - Pride Themed Food Offerings
    - Rainbow sushi rolls
    - Rainbow flavored ice cream
  - Fitness class in the plaza with pride-themed soundtrack
  - In-Store Pride positive art collaboration
  - Rainbow mani/pedi offerings
- Please send your June Pride offerings by **Friday, May 27th, 2023** to enhance your promotional visibility.

## Print Media & Digital Marketing Opportunities

- Please submit June promotions to [Blawrence@grassrivermgmt.com](mailto:Blawrence@grassrivermgmt.com) no later than **Friday, May 26th, 2023** for a chance to be featured in **June 1st, 2023** publications.

Examples of promotions may include the following:

- Pride Specials & Events
- Father's Day Specials & Events
- Summer Solstice Specials & Events
- New Happy Hour Menu's
- New Brunch Menu's
- New Dinner Offerings
- In-Store Events
- Seasonal Clothing Line Releases
- New In-Store Releases & Limited Edition Items
- Cocktail Classes
- Dinner Parties

## E-blast

- To increase the probability of being featured in the CCW Newsletter sent out on **June 10th** and **June 21st**, please send your promos, images (images with copy on them will not be used), and content **no later than Friday, June 2nd and Wednesday, June 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 June 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)
- 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.

## 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.