

July 2023 Promotional Request

Dear CocoWalk,

Beginning in August, I will be out on maternity leave. In my absence, please reach out to the contacts listed below:

For **Marketing**, including content submission (emails, social media, public relations, etc.), please email:

To: **FRT@roarmedia.com**

Cc: **JMcCarthy@federalrealty.com**

Subject Line: CocoWalk/Your Business Name

For **Accounting**, please email **Gina Deleg Ponce**

For Property **Operations** or **Rooftop Event Space Rentals**, please email **William Rivas**.

For July, please submit promotions to **Brittany Lawrence** no later than **Monday, June 26th, 2023** to be included in the content calendar.

Examples of July promotions may include:

- 4th Independence Day Celebrations/ Promotions/Menus
- 14th National Mac & Cheese Day Specials
- 23rd Parent's Day Specials
- New Menus: Seasonal/Happy Hour/Brunch/Dinner/Other
- In-Store Events/Pop-Ups/Trunk Shows/Activations
- In-season Specials or Limited-Edition Items
- Unique Offerings/Ticketed Events (ex. Cocktail Classes, Special Dinner Menus, etc.)

Eblast/ Social Media Content

To increase the probability of being featured in the CCW Newsletter sent out every three weeks, and the July Content Calendar on Instagram, please send your promos, images, and content, no later than **Monday, June 26th, 2023**. Please note copy and photos may be edited for branding purposes and not all promos sent will be featured. Make sure to tag **@CocoWalkMiami** in all your posts and stories.

Plaza Activations

If you'd like to activate the plaza, please send a complete proposal to **Blawrence@grassrivermgmt.com** at least one month before your intended activation date with the details below:

Type of activation:

Where:

What days:

What time:

Partners:

Goals:

Marketing tools:
