



MARKETING OPPORTUNITIES

2021

THE DISTRICT
AT TUSTIN LEGACY

2021

MARKETING OPPORTUNITIES

As a valued tenant of The District at Tustin Legacy, we invest in your business by offering a variety of marketing opportunities to promote your initial opening and support your year-round marketing efforts. To participate, fill out the forms in this packet and email to us with your artwork/photos.

FOLLOWING IS A SUMMARY OF OUR MARKETING OPPORTUNITIES:

SOCIAL MEDIA POSTS

We can post your photo and caption on our Facebook and Instagram pages. We may also boost your post, resulting in a higher response rate. When submitting, please send a photo (without text) along with a caption for the post.

WEBSITE EVENT OR PROMOTION LISTING

You can supply an image and text for us to post on the "Events & Promotions" page within our website. Your listing can also include a link to your URL to further capture your audience.

CENTER-WIDE EVENTS

While mandates have changed how center-events are run, Marketing has several socially-distanced events planned for 2021. Be on the lookout for information and ways you can get involved.

MUZAK AUDIO COMMERCIAL

Your business can be promoted through the center-wide audio system by submitting a 15–30 second script that we will record and upload for a designated period.

WEBSITE BANNER AD

Your banner ad can be displayed on our "Home" website page. The banner will link to the event or promotion listing. When designing, be sure to size your art for both desktop computers and mobile devices.

EMAIL BLAST

Your message can be email blasted to our growing database of more than 12,000 subscribers to promote your event or special promotion.

ON-SITE POSTERS

You can participate in our bi-monthly poster program by first reserving your space, then supplying the art, built to size, by the deadline. Posters are printed and installed every 2 months in high traffic locations around the center. We ask that all messages remain valid for the entire 2 months. Space is limited, and first come, first served.

MONTHLY CONTESTS

Enter-to-Win contests can grow our social followers & email database. Let us know if you want to provide a gift card and we can feature you. There is no additional expense to expand your exposure.

SALES PROMOTIONS

The District will host sales promotions throughout to motivate traffic and spending, such as a gift with purchase promotion. Marketing will let you know how you can participate.

JOB OPPORTUNITIES POSTINGS

There is a page on the center website to post your job openings. Each posting will be uploaded for 30 days, unless otherwise specified.

MARKETING PARTICIPATION FORM

FACEBOOK



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

504 pixels x 504 pixels

Preferred file: High Res JPG

Send photo only, NO TEXT on image

PHOTO EXAMPLE:



FACEBOOK CAPTION (REQUIRED), PLEASE INCLUDE SOCIAL HANDLE(S) FOR TAGGING & SPECIFIC HASHTAGS.

Social postings will link to the event or promotions listing on TheDistrictTL.com when appropriate.

MARKETING PARTICIPATION FORM

INSTAGRAM



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1080 pixels x 1080 pixels

Preferred file: High Res JPG

Send photo only, NO TEXT on image

PHOTO EXAMPLE:



INSTAGRAM CAPTION (REQUIRED), PLEASE INCLUDE SOCIAL HANDLE(S) FOR TAGGING & SPECIFIC HASHTAGS.

Social postings will link to the event or promotions listing on TheDistrictTL.com when appropriate.

MARKETING PARTICIPATION FORM

WEBSITE EVENT LISTING



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1470 pixels wide x 710 pixels tall, 72dpi, RGB jpeg

high-quality photo only, no text or logos over the image.

IMAGE EXAMPLE:



EVENT TITLE:

EVENT LOCATION:

EVENT DATE:

CUSTOMER-FOCUSED DESCRIPTION OF EVENT. MUST BE FINAL DRAFT. MAY BE EDITED.

Social postings, Banner Ads and Eblasts will link to this listing. Be sure to include as much detail for the consumer as possible. 2-3 paragraphs recommended.

MARKETING PARTICIPATION FORM

WEBSITE PROMOTION LISTING



STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

1470 pixels wide x 710 pixels tall, 72dpi, RGB jpeg

high-quality photo only, no text or logos over the image.

IMAGE EXAMPLE:



PROMOTION TITLE:

PROMOTION DATES:

COPY FOR PROMOTION. MUST BE FINAL DRAFT. MAY BE EDITED.

Social postings, Banner Ads and Eblasts will link to this listing. Be sure to include as much detail for the consumer as possible. 2-3 paragraphs recommended.

MARKETING PARTICIPATION FORM WEBSITE BANNER AD



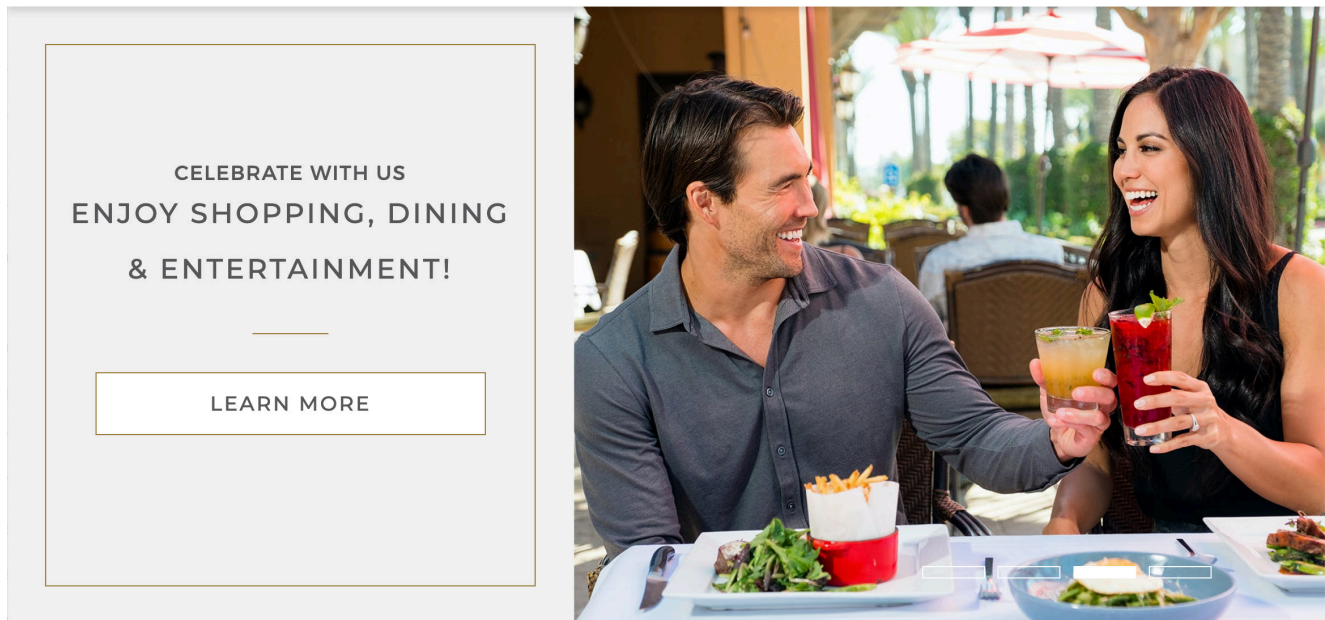
STORE NAME:

STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

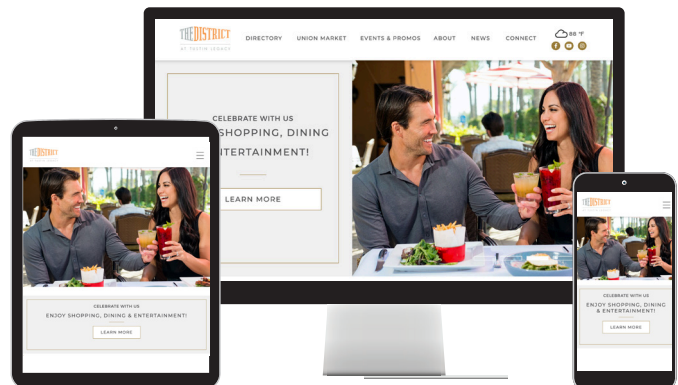
1470 pixels wide x 1240 pixels tall, 72dpi, RGB jpeg
high-quality photo only, no text or logos over the image.

IMAGE EXAMPLE:



Website banner ad will link to the Event or Promotions Listing on TheDistrictTL.com.

Our website is adaptable to mobile and tablet devices. **Please note that all artwork must be submitted in the correct specifications listed above in order to be displayed.**



MARKETING PARTICIPATION FORM

EMAIL BLAST



STORE NAME:

STORE REPRESENTATIVE:

THE E-BLAST IS COMPRISED OF 2 COMPONENTS:

1. **940 x 550 image** (typically overlaid with logo & text)
2. **Optional text describing event/promotion** (this is placed below the image)

All artwork must be submitted in the correct specifications and text must be written to promote the event/promotion to the consumer. Copy must be edited.

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

940 pixels wide x 550 pixels tall, 72dpi, RGB jpeg

IMAGE EXAMPLE:



COPY THAT WILL BE PLACED UNDER IMAGE. MUST BE FINAL DRAFT. (OPTIONAL)

Eblast will link to the event or promotions listing on TheDistrictTL.com when appropriate.

ON-SITE POSTERS (22" X 28")

STORE NAME:

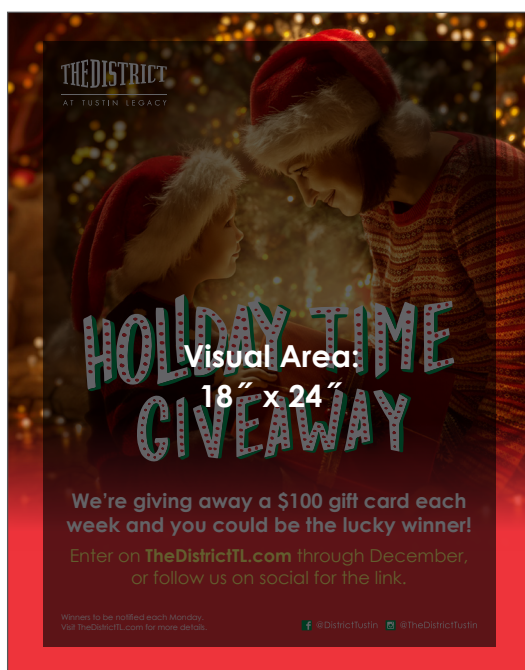
STORE REPRESENTATIVE:

PLEASE PROVIDE ARTWORK TO THESE SPECIFICATIONS:

Final trim size: 22 inches wide x 28 inches tall | Visual area: 18 inches wide x 24 inches tall

Include a Locator Line on the poster: Located next to AMC; or Located inside Union Market.

IMAGE EXAMPLE:



POSTER PROGRAM SCHEDULE:

ART DUE FOR APPROVAL:

<input type="checkbox"/>	January/February	December 10th
<input type="checkbox"/>	March/April	February 15th
<input type="checkbox"/>	May/June	April 15th
<input type="checkbox"/>	July/August	June 15th
<input type="checkbox"/>	September/October	August 15th
<input type="checkbox"/>	November/December	October 15th
<input type="checkbox"/>	January/February 2022	December 10th

Limited space available. First come, first served. Each tenant is allowed one single-sided poster, unless two are available. Poster Art must include a "locator line" and be approved prior to printing. Poster will be installed the first week of each bi-monthly rotation. Poster message must be valid the entire 2 months. If due date falls on a weekend, you can submit by the Monday morning after.

MARKETING PARTICIPATION FORM

MUZAK AUDIO COMMERCIAL



STORE NAME:

STORE REPRESENTATIVE:

PLEASE SUBMIT AUDIO SCRIPT TO THESE SPECIFICATIONS.

Please provide 15–30 seconds of copy with a proposed start and end date. We will record and upload to play around the center. It takes 2 weeks for production.

MUSAK MESSAGE (MAY BE EDITED):

EXAMPLE:

LUNAR NEW YEAR CELEBRATION

Join us at The District at Tustin Legacy as we celebrate the Lunar New Year! Bring your friends & family from noon to 2 p.m. Saturday January 25th to enjoy a range of festivities – from a lucky red envelope giveaway to the first 500 guests – to exciting lion dance performances, dramatic Taiko drummers, Asian stilt walkers, interactive photo opps and plenty of fun, themed kids' crafts including balloon twisting and body glitter art. FREE event. For more details visit TheDistrictTL.com. Happy Year of the Rat!

PROPOSED START DATE:

END DATE:

Audio commercials will be played for 30 days unless otherwise specified.

MARKETING PARTICIPATION FORM

JOB POSTINGS



STORE NAME:

STORE REPRESENTATIVE:

JOB TITLE:

CONTACT INFO:

TEXT:

START DATE:

END DATE:

Job posting will be posted for 30 days unless otherwise specified.