



Marketing

01 » MARKETING OVERVIEW

The Marketing Department at East Washington Place administers the marketing budget for the property. The department's responsibilities include public relations, community relations, advertising, market research, the center's website, social media efforts, special events, Tenant relations and sales promotions. Throughout the year, your store will be contacted for participation in important programs designed to increase your sales and traffic, many of which are completely free. Marketing activity is year-round but most active during key shopping periods, such as back-to-school and the holidays.

East Washington Place's advertising buy is comprised of a strategic online advertising. Special events and sales promotions are conducted to maximize traffic, sales, and buyer conversion. Also, the Marketing Department creates ongoing partnerships for gift-with-purchase and enter-to-win promotions aimed at rewarding and engaging shoppers and diners. Public relations supplement the Marketing Department's efforts to help spread the word about the center's happenings.

For a more comprehensive outline of the center's marketing strategy, activity calendar and other marketing opportunities, please refer to the marketing handbook provided to your store at the Annual Marketing Meeting. Additionally, Tenants are invited to schedule a meeting with the Marketing Department to learn about more opportunities to get involved in the center's marketing efforts. The Marketing Department can be reached through the Management Office at **925.246.9337**

Note: If, at any time, you wish to use East Washington Place's logo, you must receive prior approval from the Marketing Director.

02 » TENANT EVENTS & PROMOTIONS

If your store has an event or promotion that you would like featured on our website or social media platforms, please contact the Marketing Department. Additionally, if your store wishes to use any outside or common area space for an event, approval is required, and a Certificate of Insurance must be provided to the Marketing Department. Please contact the Management Office for Insurance Requirements at **925.246.9337**.

03 » EMPLOYMENT & HIRING RESOURCES

To assist with your on-going hiring efforts at East Washington Place, the Marketing Department can post your job openings on our website, <https://eastwashingtonplace.com/> free of charge. The Job Opportunities Section is designed to help our customers browse and see what stores are hiring at the center. To get your job posting on our website, reach out to the Marketing Department at **925.246.9337**.

04 » MEDIA INQUIRIES

All media inquiries are to be directed to East Washington Place's Management Office. If contacted by the media, Tenants must inform the Management Office immediately at **925.246.9337**. The Marketing Department will ensure that these inquiries are handled appropriately.

If you are hosting a TV segment or other media inside your Premises, please make the Marketing Department aware, so Security can be alerted. Non-approved media will be asked to check in with the Management Office.

In the event of a crisis situation on property, after contacting the appropriate authorities, please immediately inform Security, Property Management and the Marketing Department. All media inquiries should be directed to East Washington Place's Management Office. The Marketing Department will work with the authorities and our public relations agency to respond.

05 » PHOTOGRAPHY/VIDEO POLICY

All requests for filming video footage or photography outside tenant spaces must be approved by the East Washington Place's Management Office. Please contact the Marketing Department with all pertinent details, including the shot list with locations and end uses for all final media at **925.246.9337**.