

Marketing

01 » MARKETING OVERVIEW

The Marketing Department at The District at Tustin Legacy 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 business 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.

The District at Tustin Legacy's advertising buy is comprised of a strategic, multi-medium mix of digital, print, and social. Special events and sales promotions are conducted to maximize traffic, sales, and buyer conversion. Additionally, the Marketing Department maintains non-profit partnerships to increase community involvement in the center. Also, the Marketing Department creates ongoing partnerships for gift-with-purchase and enter-to-win promotions aimed at engaging customers and growing the centers' email and social followers. Public relations strategically promote the Marketing Department's programs to further spread the word about the centers' happenings.

Please refer to the marketing handbook available on the Tenant Services Website in the 'Marketing' tab for a comprehensive summary of the centers' marketing programs. Additionally, the Marketing Department is available to discuss ways your business can benefit from the free programs. Contact the Marketing Department at **714.259.9090**.

Note: If, at any time, you wish to use The District at Tustin Legacy 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 with a listing of Additional Insured names included. Please contact the Management Office for Insurance Requirements at **714.259.9090**.

THE
DISTRICT
TUSTIN LEGACY

03 » LEASE REQUIRED ADVERTISING

Article 29 of the Lease includes a promotion and advertising service established by the Landlord, along with an LRA (Lease Required Advertising) clause paid monthly. As part of the LRA, tenants are required to participate in a minimum of four marketing programs per year provided by the Landlord as outlined in the Marketing Handbook and offered as additional opportunities that become available. Please review the Marketing Handbook and contact the Marketing Department at **714.259.9090** to participate.

04 » EMPLOYMENT & HIRING RESOURCES

To assist with your on-going hiring efforts at The District at Tustin Legacy, the Marketing Department can post your job openings on our website, TheDistrictTL.com/Jobs, 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, contact the Marketing Department at **714.259.9090**.

05 » MEDIA INQUIRIES

All media inquiries are to be directed to The District at Tustin Legacy Management Office. If contacted by the media, tenants must inform the Management Office immediately at **714.259.9090** during regular business hours (M-F 8-5pm), or Security after hours at **714.258.1414**. 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 The District at Tustin Legacy Management Office. The Marketing Department will work with the authorities and our public relations agency to respond.

06 » PHOTOGRAPHY/VIDEO POLICY

All requests for filming video footage or photography outside tenant spaces must be approved by The District at Tustin Legacy 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 **714.259.9090**.