



THE DISTRICT
TUSTIN LEGACY

2025

MARKETING
OPPORTUNITIES

THE
DISTRICT

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2025 Marking Opportunities

1. SOCIAL MEDIA



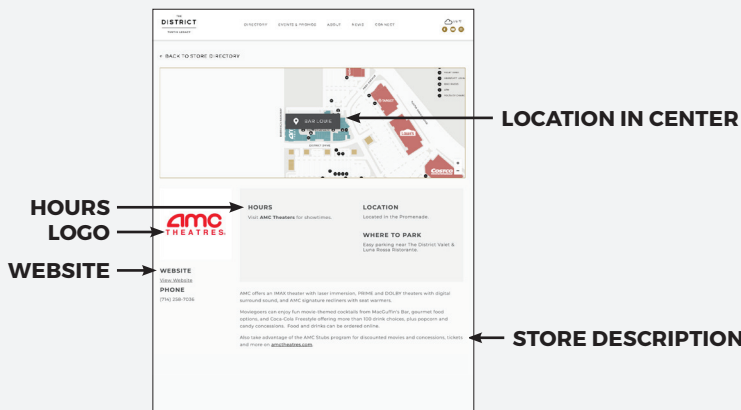
DESCRIPTION: Promote a new product, service, menu item, event, or in-store promotion by emailing professional photos or videos and descriptive caption for us to post and tag the District's social pages.

REQUIRED SPECIFICATIONS:

- 3-5 professional photos in JPG format—we can size as needed, and even create a photo reel or IG story.
- Send photo(s) only, with minimal text or logos on the image, if any.
- Message: Provide a descriptive text caption and any hashtags—may be edited.



← PHOTO
STORE TAG
← DESCRIPTIVE TEXT
CAPTION & HASHTAGS



2. WEBSITE/STORE DIRECTORY

DESCRIPTION: TheDistrictTL.com is a tool for shoppers, and a way to promote your business. An individual store page was created including the following specs. Please review your page periodically for need updates.

INCLUDED SPECIFICATIONS:

- Logo
- Hours
- Store Description
- Website Link

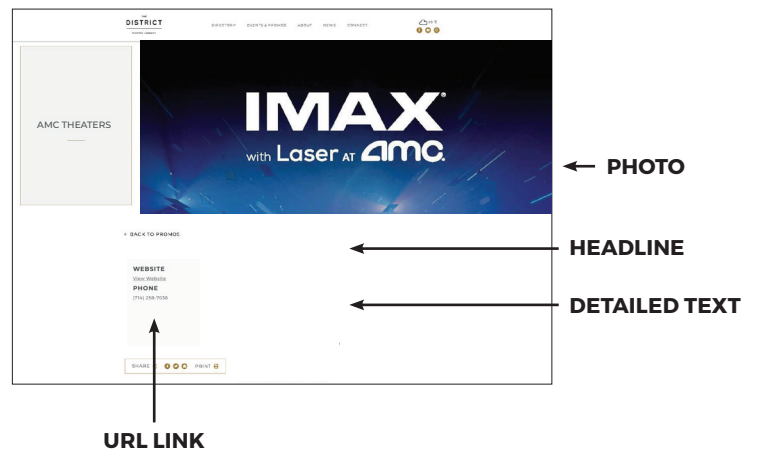
3. WEBSITE LISTING (EVENT OR PROMOTION)

DESCRIPTION: Promote your events or in-store promotions by sending high-quality photos, descriptive text and URL link (if applicable). The listing will be displayed on the centers' Events & Promotions page at TheDistrictTL.com. We will link to the listing from the Home page.

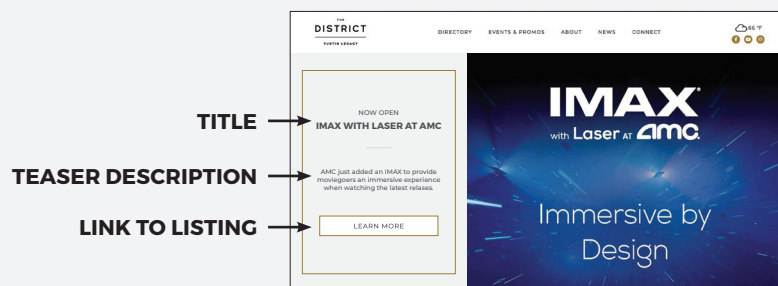
REQUIRED SPECIFICATIONS:

- 2-3 high-quality horizontal photos in JPG format—we can size to 1470x710px.
- **Headline, Detailed text and URL link*** (if applicable). Include event name, date(s) & times.

*Note: we can link the listing to your website if a URL is provided.



FINISHED BANNER AD WITH TEXT OVERLAY:



4. HOME PAGE BANNER AD

DESCRIPTION: Using the same high-quality photo and text from your event or promotions listing, we will create a banner ad on TheDistrictTL.com home page.

REQUIRED SPECIFICATIONS:

- 2-3 high-quality horizontal photos in JPG format—we can size to 1470x1240px.
- Provide title and teaser description—The ad will link to your event or promotions listing.

5. POSTER PROGRAM

DESCRIPTION: Expand your reach with on-site posters. We can design and print a poster for your business, or if you prefer, you can send print-ready art for us to print. Posters are installed in high traffic areas, away from your store.

REQUIRED FOR US TO DESIGN:

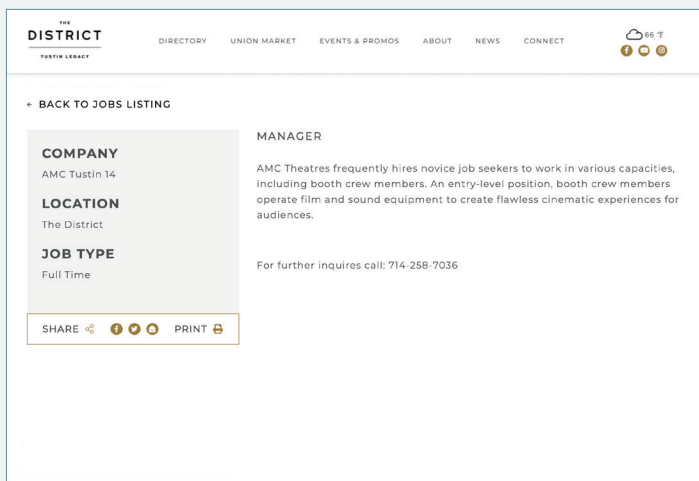
- 2-3 high-quality photos in JPG format.
- General message or long term promotion(s) for the poster.
- Vectored Logo, website and desired locator line (ex. Located next to....). *We may have your logo on file.

REQUIRED IF YOU DESIGN:

- Provide print-ready art in a PDF format, built to 22"x28" (live area 18"x24").
- Poster message must include a locator line and remain relevant for longevity. Suggestion to list out weekly specials (see poster sample).



Visual Area:
18" x 24"



6. JOB POSTINGS

DESCRIPTION: Send us your open positions and we can post on TheDistrictTL.com.

REQUIRED INFORMATION:

- Job title
- Full or part-time
- Job description and requirements (if any)
- Pay range
- Contact name and email for applicants
- Posting start and end date. Listing will remain posted for 30 days if no dates are specified.

7. AUDIO COMMERCIAL

DESCRIPTION: Send us a script of your long-term promotion and we can record and play around the center for 30+ days.

REQUIRED INFORMATION:

- Audio script - 15-30 seconds of text.
- Proposed start date and end date.

ADDITIONAL DETAILS:

- Allow 3-4 weeks for production.
- Commercials are recorded by our Mood Media Voice Talent.
- We can also upload your pre-recorded audio commercial.
- Scripts are subject to approval and may be edited.

RECORDED COMMERCIAL 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 2PM on Saturday, February 10th to enjoy a range of festivities – from lucky red envelopes for the first 500 guests – to exciting lion dance, martial arts, and fan dance performances. Also enjoy themed kids' crafts, body glitter tattoos, balloon twisting and more!

FREE event. Visit TheDistrictTL.com for more details. Happy Year of the Dragon!

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PARTICIPATION:

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