

CELEBRATE COMMUNITY



 BOZZUTO

CAMPAIGN OVERVIEW



Spring is a time for celebration. A chance to form new connections, new ambitions. Those unique connections and ambitions are what make each of our communities diverse and special. From the time our future residents first express interest to the moment they cross over the threshold, they become an integral part of our community. Take time this quarter to explore and celebrate the differences, and similarities, of the people who come together to make us and our communities so exceptional.

Inside This Campaign:

- Campaign Overview
- Be Green Challenge
- Monthly Email Campaigns
- Social Media
- Experiences That Matter
- Leasing Ideas
- Retail Therapy
- Photo Bank



BE THE GREEN CHALLENGE

Let's Talk

In the United States alone, the average individual replaces their electronic devices every two to four years. That equates to over 100 million cell phones, 20 million TV's and over 40 million computers each year. With that, only 13% of that waste is properly disposed of.

What's The Benefit?

Electronic recycling conserves natural resources. Recycling recovers valuable materials from old electronics that can be used to make new products. As a result, we save energy, reduce pollution and greenhouse gas emissions and save resources by extracting fewer raw materials from the Earth.

The Challenge

This April, Bozzuto is proud to show off our sustainability efforts and “green mentality” in the spirit of Earth Month. By featuring how we go green, we hope to put a “Spring” in the step of our residents and prospects. **Starting April 1st, we challenge you to host a recycling drive of your own by partnering with Staples®.** Challenge your community to recycle items like old phones, pens and pencils, ink cartridges and batteries in an effort to recover valuable materials, source new products, save resources and reduce greenhouse gas emissions.

Visit the next page to pick the sustainability bundles that best fit your communities needs. At the end of the month, ship your bundles back to Staples® so they can tally your results to see your overall impact. Remember, you don't have to choose just one!





Reduce Your FootPRINT



Picture This: The average toner cartridge weighs 3.5 to 4 pounds, which means the total weight of cartridges thrown away each year is equivalent to 112,463 Volkswagen Beetles.

Get Started: Find a box—try reusing a Staples box or an empty paper delivery box to start your collection! **Keep an eye out for an email to come with instructions on how to print out your own shipping label.**

Rewrite. Recycle.



Say What? The US population sends 1.6 billion pens—that's 32 million pounds, to landfills each year. This means we accumulate more than 180,000 pens every hour.

Jump On In: Order your pens and pencils recycling box from Staples Advantage by clicking [here](#).

Batteries For A Better Future



Did You Know: Americans dispose over 3 billion batteries per year in the US. If laid end-to-end, this is enough to circle the Earth six times.

Make a Difference: Show prospects how your community is invested in preserving our world for a better, cleaner future. **Order your battery recycling pail from Staples Advantage [here](#).**

Tech Takeback



Can You Believe? The United States produces more e-waste annually than any other country? Americans throw away 9.4 million tons of electronics every year.

Be the Green: Order your technology recycling box from Staples Advantage by clicking [here](#).



EMAIL CAMPAIGNS



APRIL

E-BLASTS, EVENTS & INCENTIVES



Unplug your devices and plug into fun with {PROPERTY NAME}.

Support Earth Month and #BeTheGreen by indulging in some tasty organic treats, locally-sourced beer and organic wine in our {PLACE e.g. clubroom} on {DATE AND TIME HERE}. Be sure to leave your phones at the door for a true unplugged experience, and connect with all our community has to offer.

[RSVP](#) today and we hope to see you there.



Host an Event:

- Partner with Staples® to host an e-recycling drive to collect old electronics that are no longer in use. Invite prospects to power down their new electronics and e-cycle their old ones like phones, ink cartridges and batteries in an effort to recover valuable materials to source new products, save resources and reduce greenhouse gas emissions. Visit page three to pick your sustainability bundles.

Feature a Floor Plan:

- Stage a vacant with eco-friendly housing products (cleaning products, LED light bulbs, indoor herb garden, travel coffee mugs, etc) and gifts for prospects looking to lease this floor plan.

Leasing Incentives:

- #BeTheGreen gift set with Brita filter, LED light bulbs, S'Well water bottle, and a bottle of local organic wine.
- Offer waived application fees and security deposit for any prospect who contributes to your recycling drive.



APRIL

E-BLASTS, EVENTS & INCENTIVES



You care about the environment and so do we. At {PROPERTY NAME}, we want to make it easy for you to go green all year round.

Celebrate Earth Month and join us on {DATE} for complimentary tours highlighting our continuous green initiatives. And, if you lease with us, we'll welcome you to our community with a sustainable starter kit filled with {LED lightbulbs, Brita filter, stainless steel water bottle, organic wine}. [Schedule a tour](#) and let's make a difference together and #BeTheGreen.



Host an Event:

- Pair with a local farmer's market to host a pop-up produce stand where residents can pick from the freshest fruits and veggies, right in their own home.

Feature a Floor Plan:

- Host a "Build Your Own Acai Bowl" event in one of your longest standing vacancies to show off what that layout has to offer. Whoever leases the apartment will receive the incentive mentioned below. Click [here](#) for a simple acai bowl recipe.

Leasing Incentives:

- Offer to go green together with a juice cleanse recipe book and Ninja juice blender gift set.





There are apartment buildings, and then there's home. {PROPERTY NAME} invites you to express yourself and feel at home while enjoying little everyday moments.

Come check out our stellar services, amazing amenities and spacious apartment homes designed to make life easier. When you lease with us, you not only save {\$ INSERT TOTAL}, you create memories you'll save for a lifetime. [Schedule a tour](#) and start celebrating the moments to come today.



Host an Event:

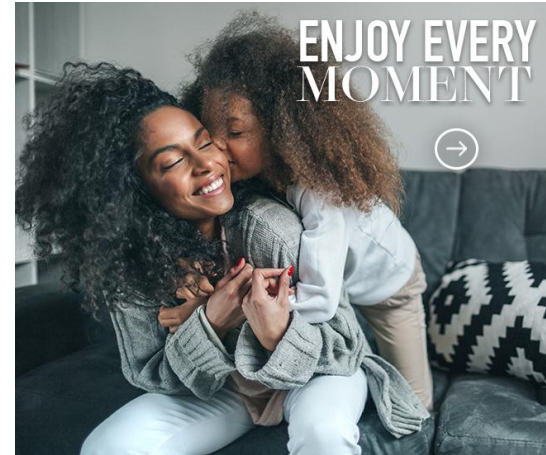
- Host a "Muffins & Mimosas with Mom" event in honor of Mother's Day. Set up a mimosa bar with organic orange, mango and cranberry juice featuring muffins from a local bakery. Set up a photo booth backdrop with props and a polaroid camera ([get one here](#)) and have residents/prospects take pictures with their moms.

Feature a Floor Plan:

- Offer a value added incentive gift, like the [Polaroid Zip Mobile Photo Printer](#), for anyone who leases your hardest to sell floor plan/longest standing vacancy, so your future residents can savor every precious moment made in their new Bozzuto home.

Leasing Incentives:

- In honor of National Moving Month, offer to cover a prospect's moving expenses (up to so many miles) so they can focus on creating special moments from the minute they walk through their apartment door.



MAY

E-BLASTS, EVENTS & INCENTIVES



April showers bring May flowers and this month, {PROPERTY NAME} invites you to spring into your perfect new apartment home. With stunning amenities, plenty of green space and sleek modern finishes, our pristine community is everything you need to start fresh.

Lease by {INSERT DATE} and we'll sweeten the deal with {INSERT INCENTIVE/SAVINGS}, so you can start enjoying all the spring season has to offer. [Schedule your tour today.](#)



Host an Event:

- Host a “Sips N’ Succulents” party. Invite prospects to ditch their electronics for a night and come together with future friends and neighbors to build terrariums while sipping on spring themed cocktails like the ones listed [here](#).

Feature a Floor Plan:

- Stage your hardest to sell vacancies with value added incentive gifts like live plants, planters or branded umbrellas that your future residents can use to help make their house a home once they move in.

Leasing Incentives:

- Offer “Brunch On Us” for future residents and their four closest friends to the hot spot in town.
- Step it up a notch and set up a Mimosa or Bloody Mary Starter Kit in their fridge on move-in day like the ones featured [here](#).



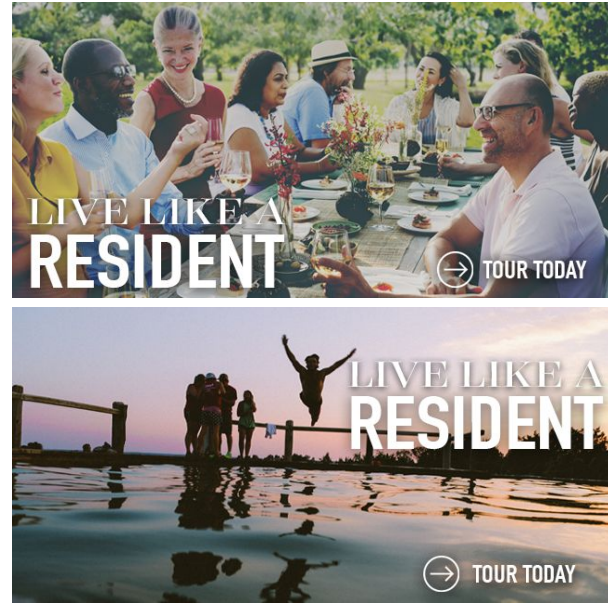
JUNE

E-BLASTS, EVENTS & INCENTIVES



At {PROPERTY NAME}, you're invited to live like a resident for a day. Schedule your tour and try out all of the extras that our community has to offer.

Relax by the pool, get a workout in our fitness center or spend some time enjoying the view on our rooftop terrace to get a feel for your potential new home. Lease before {INSERT DATE HERE} and we'll show you how much we appreciate you with EXPERIENCE/INCENTIVE.* Explore all that {PROPERTY NAME} has to offer. [Schedule your tour today.](#)



Host an Event:

- Invite prospects to experience life as a resident. Allow prospects to use your pool, gym, rooftop, clubroom or courtyard for an allotted amount of time after they tour. Partner with a local restaurant for appetizers and set up a hard iced tea or lemonade bar in the space you want to highlight the most.

Feature a Floor Plan:

- Install a custom Elfa Shelving closet from the Container Store for a hard to sell.

Leasing Incentives:

- Complimentary Blue Apron, HelloFresh or Plated food subscription, plus Club W monthly wine delivery.



JUNE

E-BLASTS, EVENTS & INCENTIVES



Welcome summer by enjoying warmer days with more sunlight at the pool. Soak up some Vitamin D or use our chef style grills to cook outside for an evening with friends. Your new home will be the ideal place for impromptu gatherings, with our spacious {AMENITY i.e rooftop lounge}, perfect for kicking off the start to summer.

To take advantage of the extra daylight, we're offering {INCENTIVE} when you lease an apartment with us this summer. [Schedule a tour](#) and celebrate the sunshine with us today.



Host an Event:

- June 20 is the first day of summer, which means it's time to celebrate (even if it's a Tuesday). Host an after-hours happy hour by the pool, in the courtyard or on the rooftop to enjoy the summer weather and highlight your amenities. Make sure to point out extra apartment features (think updated custom closets, terrace balconies, wine racks and more) to prospects.

Feature a Floor Plan:

- Highlight a floor plan with pool views or courtyard access to show prospects all the ways they can enjoy the start of summer.
- Stage your hardest to sell vacancies with a "Summer Starter Kit" like a cooler or beach bag filled with branded sunglasses, a branded towel, a giftcard to a local ice cream shop and sunscreen that your new residents can keep if they lease that floor plan.

Leasing Incentives:

- In honor of the 95 Days of Summer, offer all your move-in fees reduced to total a \$95 bundle (including all or some of the application fee, security deposit, etc.)



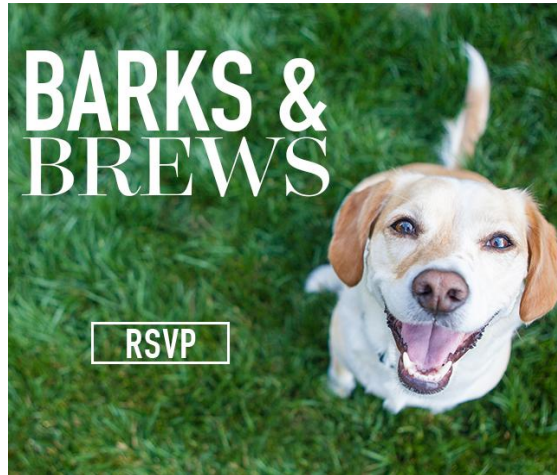
EXTRAS

E-BLASTS, EVENTS & INCENTIVES



We know your search for the right apartment is also a search for the right neighborhood. For one day only, on {DATE & TIME}, {PROPERTY NAME} is taking the tour outdoors and celebrating everything special about {NEIGHBORHOOD}.

Visit local shops and find your next pizza joint while simultaneously finding your next apartment home. With plenty to eat and drink along the way, all we need is you. Lease an apartment that day, and you'll be eligible for exclusive savings {INSERT INCENTIVE}. You won't want to miss it—[schedule your tour today](#).



Are you ready to “paw-ty?” All month long, we're celebrating the extra things that make life a little more exciting, like our outstanding amenities and community events.

Explore our community with your furry friend on {DATE & TIME}, and enjoy an array of locally crafted brews. We'll have treats and toys for the pups, snacks and drinks for the humans and a tail-wagging good time for all. Don't miss out, [RSVP](#) to join in the fun. Lease at the event and we'll treat you (and your furry friend) to {INSERT INCENTIVE HERE}.*

NOTE: This email can be converted to accommodate a Wine & Whiskers event more focused on cats.



In our fast-paced world, it's hard not to be glued to our smartphones, televisions and laptops—however, in the spirit of Earth Month, we'd like to invite you to take a deep breath and power down.

{PROPERTY NAME} would like to treat you to a complimentary “Power Down” yoga class on {DATE} to get your ohm on. While you power down your phones, we'll be powering up the good vibes. Be sure to [RSVP today](#), and don't forget to bring your reusable water bottle.



LET'S GET SOCIAL



APRIL

#BeTheGreen

We know you and your team do countless things to help with conservation efforts every day. This month we'd like to help you go above and beyond.

Ask current and future residents what they're doing to help give back to the environment by using the hashtag **#BeTheGreen** on their social media outlets. We want to celebrate the ways in which we all can make a difference in the sustainability of our planet.

MAY

#SpringIntoBozzuto

Spring is a time for celebration. A chance to form new connections, new ambitions. Those unique connections and ambitions are what make every community diverse and special.

Encourage your staff and residents to share what it means to **#SpringIntoBozzuto** this season.

JUNE

#BozzutoPride

We encourage all to share what makes them proud about living an authentic life—with the courage and strength to stand tall spiritually, emotionally and physically.

Tell us your stories all month long and encourage those in your community to share using the tag **#BozzutoPride**.



EXPERIENCES THAT MATTER



APRIL

RESIDENT AND/OR PROSPECT EVENTS

Host events to show residents how easy it is to go green and grow as a community. These events will convey to prospects how your property supports sustainability and how fun it can be for residents to invest in a community.



Bring Your Own Mug

Host a BYOM customizable hot chocolate bar, either with or without alcohol. The most creative cup can win a sustainable gift package filled with energy efficient LED light bulbs, herb seeds, stainless steel water bottles and a gift card to a local organic restaurant.



E-Recycle

Promote a sustainable E-recycle event for residents by partnering with Staples®. Host an E-recycling drive to collect old electronics that are no longer in use, invite residents and prospects to E-recycle phones, ink cartridges and batteries in an effort to save resources and reduce greenhouse gas emissions. Visit page three to choose your sustainability bundles.



Upcycling

Upcycling is a great way to reduce our footprint by reusing materials that would otherwise end up in a landfill. While recycling is beneficial for our planet, it does require energy or water to break down materials. Upcycling only requires your own creativity and elbow grease. Invite your residents and prospects to an “Upcycle That” party where they can refashion old objects into something with a new life. Check out our favorite upcycling ideas [here](#). Step it up a notch and share a new upcycling idea every day on your social media channels.



MAY

RESIDENT AND/OR PROSPECT EVENTS

Choose from a plethora of spring events to show residents and prospects alike, what it means to celebrate community.



Cinco de Mayo

Life's a fiesta when you live with Bozzuto! Host a Guacamole Bowl and challenge residents to bring a sample of their best homemade guac for all to judge. Provide tortilla chips and drinks and have residents vote on each. Spice up the competition by offering a night of authentic Latin cuisine for the best guacamole.



Mother's Day

Have residents submit photos of them with their mom(s), or of moms and their kids, to be featured in a "Mom & Me" album on your community's facebook. After all that photos have been submitted, upload the album to your Facebook page and encourage others to like them. The photo with the most Facebook "likes" by the end of the week will receive a Mother's Day themed gift basket.



Memorial Day

Kick off the start to summer with a pool opening party—grill hot dogs and hamburgers with fresh lemonade. Have prospects savor the Bozzuto living experience and showcase what it's like to spend the summer at your property.



JUNE

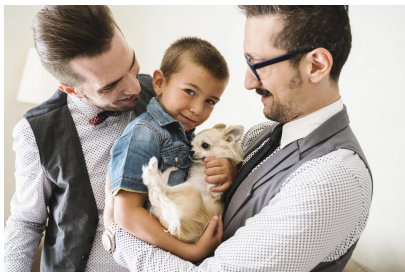
RESIDENT AND/OR PROSPECT EVENTS

Create moments you'll remember forever with Bozzuto. Show prospects we're more than just an apartment building—we're a community.



Pride Month

We believe in integrity, passion and love. Let's celebrate Gay Pride month by asking employees, prospects and our residents to share what gives them #BozzutoPride. We encourage all to share what makes them proud about living an authentic life—with the courage and strength to stand tall spiritually, emotionally and physically. Tell us your stories all month long and encourage those in your community to share using the tag #BozzutoPride.



Father's Day

Host a "Drinks With Dad" event and invite local mixologists to mix drinks in your models or LSV apartment homes to bring a different twist to the touring experience. Or, support a local brewery and host a tasting event. Feature a behind the scenes tour of the brewery and beer tasting experience as a leasing incentive.



National Doughnut Day

Host a "Dough-Not Wait, Lease Today" event on June 2, in honor of National Doughnut Day. Feature a Decorate-Your-Own Doughnut Bar, with a variety of icing and candy. Work with a local doughnut shop and create a custom doughnut flavor for your property. Allow prospects and residents to both try it out. Anyone brave enough to taste can be entered to win free doughnuts for the year from the local shop.



LEASING IDEAS



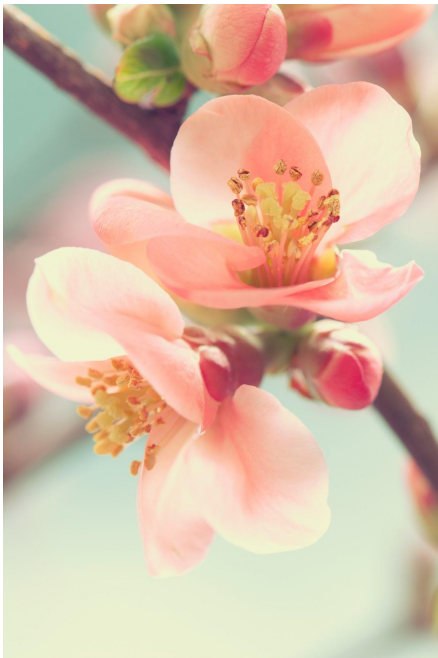


BUDGET-FRIENDLY

- **Welcome Home Package**—offer a complimentary clubroom rental to future residents who lease by a certain date, so they can host their own house warming party.
- **#BeTheGreen Gift Package**—including The Bozzuto Store’s [Eco Planter Herb Garden Set](#), LED light bulbs, Brita filter, stainless steel water bottle and organic wine.
- **Experience Local**—partner with local businesses around you to offer specials like free appetizers/lunch, or a 30-minute happy hour.
- **Bozzuto Resident Advantage Card**—give discounts at local shops and restaurants all year long.
- **Mini Pool Party**—provide extra guest passes for anyone who leases a featured floor plan so they can sit back and relax poolside with a few more friends. Good for one-time use.
- **You Choose Your Gift Package**—customized gift from [Loop & Tie](#) based on price range (\$20-\$200).

PREMIUM

- **Cherry On Top Package**—offer two tickets to the [Cherry Blossom Festival](#) and one complimentary night in a DC Bozzuto Community Guest Suite.
- **Home Sweet Home Package**—in honor of National Decorating Month (April), give prospects a gift card to [Havenly.com](#), [Pier1 Imports](#) or [HomeGoods](#). Step it up a notch and work with a local decorator to offer a complimentary consultation.
- **Fresh Start Package**—offer to stock their fridge with a gift card to a local organic market if they move in by a certain date.
- **Date Night Package**—spice it up with a date night for two at a local farm to table hot spot.
- **Juice it up**—with a month of fresh cold-pressed juices from a local store like [Pressed Juicery](#).
- **Pet Perks Package**—including [BarkBox](#) or [KitKnip](#) subscription, treats and other items located in the [Bozzuto Store](#).
- **Fan Favorite Package**—tickets to a local sports event with Uber/Lyft credits for carefree transportation.
- **Jetsetter Package**—raffle a \$1,500 travel voucher or gift card to [Airbnb](#), so your new residents can start the summer off right.
- **Experience Adrenaline Package**—help new residents check some items off their bucket list with a \$500 gift card to [Cloud9Living](#).



A group of people are sitting on a dark, textured bench. From left to right: a person in a blue and white striped shirt and dark blue pants holds a tablet; a person in a colorful patterned shirt and blue jeans holds a brown leather shopping bag; a person in a brown leather bag and blue jeans holds a green smartphone; and a person in a light blue shirt and blue jeans holds a yellow shopping bag and a striped shopping bag. They are all wearing various styles of shoes, including brown leather sneakers, black boots, and grey sneakers. The text 'RETAIL THERAPY' is overlaid in large, white, serif capital letters across the center of the image.

RETAIL THERAPY



APRIL: Savor Local

In honor of Earth Month, invite a chef from an on-site restaurant to serve up a cooking demonstration in your community kitchen using local ingredients to educate the community about the importance of sourcing local ingredients and supporting local farms.

MAY: Pawpurrazzi

In honor of National Pet Month, partner with an on-site pet supply store/grocer to host a themed pet party, parade or fashion show in a common area. Raffle off prizes/gift cards to on-site retailers or local shops. Step it up a notch and incorporate a local photographer or portrait vendor to offer complimentary pet portraits. Want to give back? Host a fundraiser in conjunction with your event and collect donations to support a local animal shelter.

JUNE: Summer Staycation

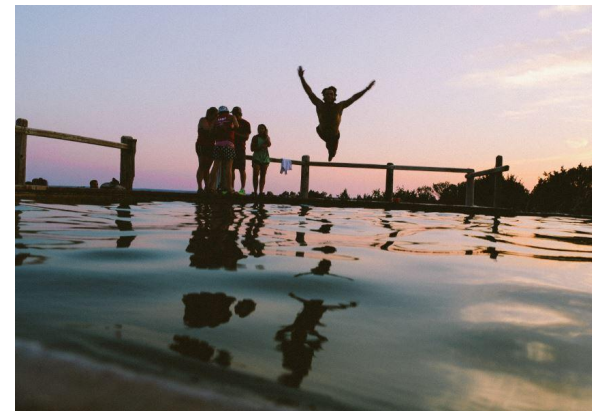
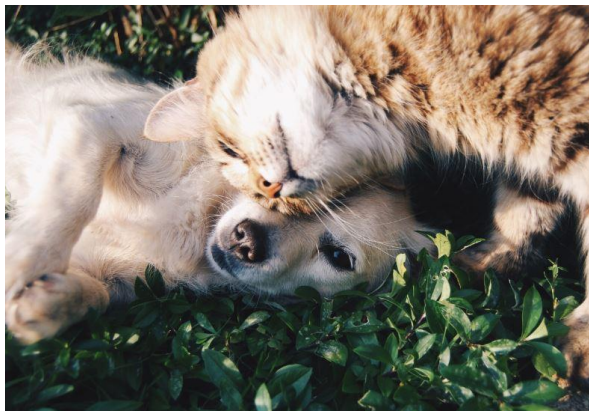
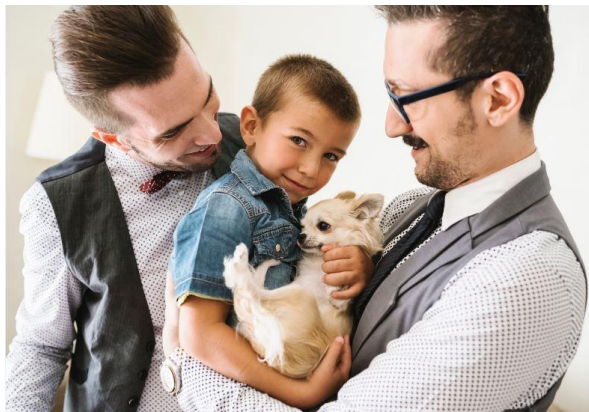
Highlight local attractions by offering a staycation package, complete with a suggested itinerary and locally curated gifts such as:

- Passes to a local museum/art gallery
- Dinner for two to a local hot spot
- Complimentary dance lesson for two at a local studio
- Gift certificate for a couple's massage at the local spa



PHOTO BANK





Click [here](#) to download images of the 2017 Quarter 2 Image Bank. Please use them for social media, flyers, emails, etc.

