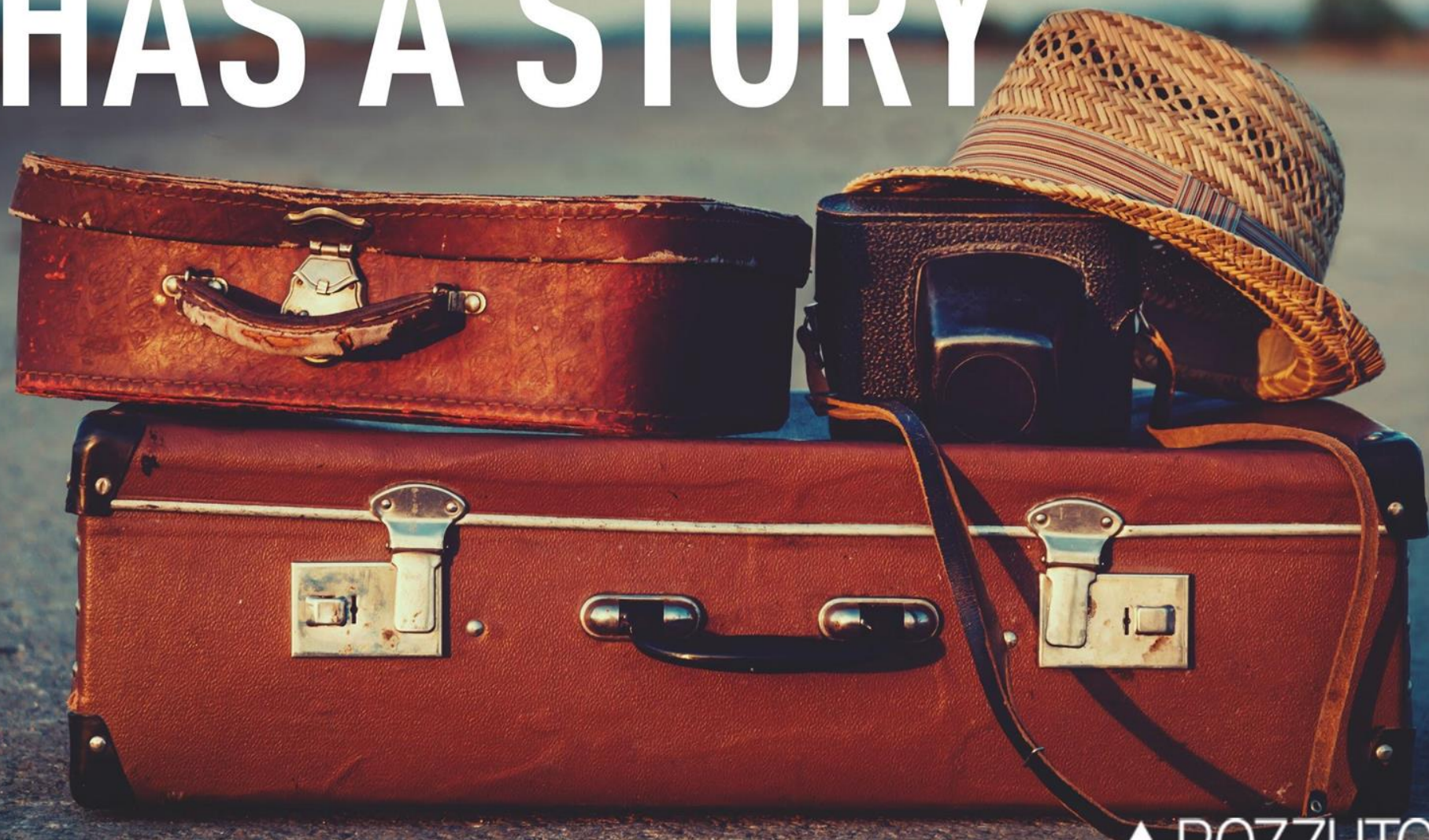


# EVERY SUMMER HAS A STORY



 BOZZUTO

A photograph of two young girls smiling. The girl on the left is a young girl of color with dark hair tied in a ponytail with a red headband featuring white bows. She is wearing a red and white striped shirt with a red flower pinned to it. The girl on the right is a white girl with blonde hair in pigtails, wearing a blue shirt. They are standing next to a white lemonade stand with a wooden shelf holding several lemons. The background shows a house with a dark door and white trim.

# CAMPAIGN OVERVIEW

**Summer is for adventure.** It's a season meant for exploring new horizons, making memories and sharing stories with the ones we love. More time is spent outside in our neighborhoods, the weather is warmer, the days are longer and everyone seems just a little happier. Use the ideas in this quarter's campaign to share the spirit of adventure with your residents and prospects, and help them make this summer one to remember.

## Inside This Campaign:

- Campaign Overview
- Alex's Lemonade Stand
- Monthly Email Campaigns
- Social Media
- Experiences That Matter
- Leasing Ideas
- Retail Therapy
- Photo Bank





# ALEX'S LEMONADE CHALLENGE



## Alex's Story

After being diagnosed with childhood cancer at the age of 4, Alex Scott announced she wanted to help kids like her find a cure by selling lemonade in her front yard. Her hope was that the money raised from her lemonade stand might help doctors find ways to make kids with cancer better.

## What's The Benefit?

With the help of kids all over the country selling lemonade, Alex had raised more than \$1 million to make sure other kids with cancer had a fighting chance. Even after her passing, kids all over the world keep Alex's stand going by holding their own lemonade stands and sending their proceeds to Alex's Lemonade Stand Foundation.

## The Challenge

This summer, Bozzuto will continue our tradition of supporting Alex's Lemonade Stand Foundation, which aligns with our health and wellness pillar in it's mission to find a cure for childhood cancer. In early June, each property will receive their [Fundraising Kit](#) in the mail.

**Beginning July 1, we challenge you to place a container at your front desk, download and print out the ALSF sticker from the Bozzuto Store and collect coins for a cause.** Challenge your community to donate to your property's goal.

To help maximize our impact, we will be using the Bozzuto Cares online platform, [Causecast](#), to manage this year's fundraising efforts. You'll see the Alex's Lemonade Stand campaign, where you'll be able to log your hours spent fundraising and residents and prospects can easily make donations through the platform.

Visit the next page to see some great fundraising ideas for residents and prospects to spread the word about the Foundation!



## Host a FUN-raising Night

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This will be a night to remember.

Host an event open to residents and prospects to collect some cash for an amazing cause! Serve up light bites and lemon-flavored beverages (anyone know how to make a Lemon Drop?), and raffle off some great prizes to help collect money for donations. Partner with your local businesses to get started.

## Signature Wear Yellow Day

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Let's get people talking about Alex's Lemonade Stand Foundation.

Create a day at your property when everyone, including the management team, is invited to wear yellow to promote Alex's Lemonade. Email and encourage your residents to wear yellow to show support and to post their photos on Instagram using the #LikesForLemonade asking their friends to support and donate to the foundation too.

## Did Someone Say Lemonade?

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Turn your hospitality bar into a lemonade bar.

Invite your prospects and residences to cool off with a refreshing glass of your favorite flavored lemonade. Whether it's strawberry lemonade, sparkling lemonade, or berry lemonade, the varieties are endless.

Don't forget to have a donation jar out for Alex's Lemonade.

## Cool Treats by the Pool

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Serve residents and prospects poolside. Have your lemonade stand set up on your outdoor patio area or by the pool and offer up some sweet treats for a good cause. Include cold lemonade, popsicles, and other fun treats for a charity pool party.

In addition to your donation jar, be sure to have your donation link visible so cashless residents can make a donation online via their phones.



# EMAIL CAMPAIGNS



# JULY

## E-BLASTS, EVENTS & INCENTIVES



You're invited on {INSERT DATE} to cool down from the summer heat and enjoy some local ice cream as you check out all ways {PROPERTY NAME} is amazing all year round. Lease an apartment home this weekend and you'll receive {INSERT LEASING INCENTIVE}.

Don't let this chance melt away, [schedule your tour](#) today.



### Host an Event:

- Partner with a local ice cream or gelato shop to host an ice cream social in your club room featuring their best-selling flavors.

### Feature a Floor Plan:

- Need relief from the summer heat? Refresh those long-standing vacants with a Dyson bladeless fan to help with airflow, a brand new hammock on the balcony, install a Vitamin C showerhead for amazing aromatherapy or create a custom closet from the Container Store for prospects looking to lease this floor plan.

### Leasing Incentives:

- Offer prospects a choice of a Cuisinart Soft Serve Ice Cream Maker, or a Gelato Party by the pool for them and 10 of their friends.



# JULY

## E-BLASTS, EVENTS & INCENTIVES



At {PROPERTY NAME}, we'd like to invite you to live the sweet life with us while supporting a great cause—Alex's Lemonade Stand. Join us on {INSERT DATE} to sip on sweet lemonade and enjoy a personal tour of our community and apartment homes. We're raising money all month long to support childhood cancer research, so stop in any time, get refreshed and start living sweeter with {PROPERTY NAME}.

Lease by {INSERT DATE} and we'll help sweeten your experience with {EXPERIENCE/INCENTIVE}. [Schedule your tour](#) today.



### Host an Event:

- Host a lemonade bar with both spiked and non-alcoholic beverages for prospects to sip on during their personalized tour. Don't forget to have a donation jar out for Alex's Lemonade!

### Feature a Floor Plan:

- Paint a complementary accent wall in one of your longest-standing vacants. Add some cute, summer décor to make it feel like a vacation home. Click [here](#) for summer design inspiration.

### Leasing Incentives:

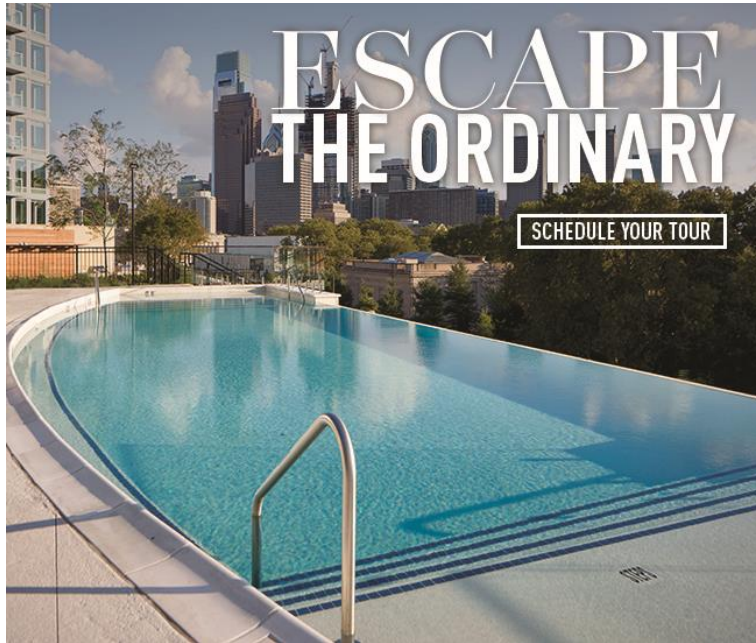
- #LikesforLemonade gift basket with lemon treats, lemonade glass pitcher and a variety of lemonade flavors.
- [Lemonade Gift Basket](#) or [Lemon-themed Giveaways](#)





# AUGUST

## E-BLASTS, EVENTS & INCENTIVES



Summer is the perfect time to rediscover what makes {INSERT PROPERTY'S CITY/STATE} so great. Whether you want to {INSERT LOCAL ACTIVITY} or visit {INSERT LOCAL LANDMARK}, when you live at {PROPERTY NAME}, you'll find your next adventure waiting right around the corner.

Lease with us this month and we'll treat you to {EXPERIENCE/INCENTIVE}, so you can escape the ordinary without hesitation. Start your extraordinary adventure by [scheduling a tour](#) today.

\*In your eBlast request, please advise which amenity or model photo you would like to feature for your email header.



### Host an Event:

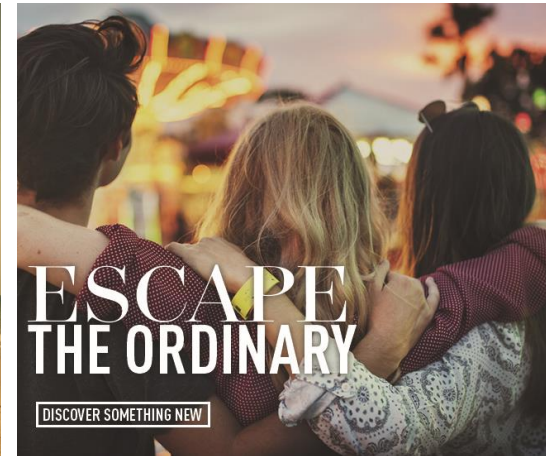
- Host an event that focuses on what makes your property's location so unique. If you're near water, host an open house with freebies like a branded beach bag, sunblock or sunglasses. If you're inland, feature great walking trails or cute downtown areas, and give out branded pet travel water bowls or branded reusable shopping bags.

### Feature a Floor Plan:

- If you have a long standing vacant, dress it up with a special welcome gift. Select a package from the [Passport Program](#), offer tickets to a local outdoor event or simply give a gift card that invites the prospect to pick their own adventure to celebrate their new home.

### Leasing Incentives:

- Invite prospects to celebrate the beauty of their own backyard by offering leasing incentives like a year-long [National Park Service pass](#), harbor cruise or dinner for two gift card to a local restaurant.





# AUGUST

## E-BLASTS, EVENTS & INCENTIVES



At {PROPERTY NAME}, we have the apartment home you've been waiting for. From stunning views to a beautifully designed amenity package, you'll feel like you're on vacation, every day of the year.

The perks of living at a Bozzuto community don't end with a great apartment. [Schedule your tour](#) today, and learn more about how you can call this fantastic community your home, just in time for staycation season.

\*In your eBlast request, please advise which amenity or model photo you would like to feature for your email header.



### Host an Event:

- Host a *Live Like a Resident* event in your best amenity space. Activate it with something interactive, like a property-inspired custom drink tasting, a masseuse offering 10-minute massages or a small menu tasting hosted by a local restaurant. Invite prospects to enjoy all the perks Bozzuto living offers.

### Feature a Floor Plan:

- Spice up a hard-to-move floor plan with a community-based incentive package. Offer two free clubroom rentals, two free nights in the guest suite or a private roof deck/courtyard reservation for the resident and 10 of their friends.

### Leasing Incentives:

- In lieu of offering concessions, present new move-ins with the option of two free accent walls, two complimentary apartment cleanings or waived pet rent/parking rent for 6 months to make life at their Bozzuto managed community a little more zen.



# SEPTEMBER

## E-BLASTS, EVENTS & INCENTIVES



We're kicking off football season by throwing our pom-poms in the air and sending savings your way. Join us on {DATE AND TIME} for a {INSERT PREFERRED EMPLOYER OR PROSPECT EVENT}.

Lease with us and receive {INSERT INCENTIVE} that will have you cheering all the way to your new apartment home. Be sure to [schedule your tour](#) today to learn more.



### Host an Event:

- Invite brokers and recruiters from your Preferred Employers to attend a Tours & Pours event in your model. Offer a selection of local beers or a Bloody Mary bar (for events earlier in the day) and allow the networking to begin. Not only will brokers have the chance to see your community and get face time, recruiters will recommend your apartment community to new hires from out of town.

### Feature a Floor Plan:

- Pep up a hard-to-love layout with a stocked fridge of beer, chips and dips. Go further and stage the closet with a jersey from the home team or tickets to a future game.

### Leasing Incentives:

- Give your prospects the choice between a \$500 gift card to the local team's pro-shop, or \$500 off their first month's rent.





# SEPTEMBER

## E-BLASTS, EVENTS & INCENTIVES



This September, we're pumping up the perks at {PROPERTY NAME}. Move in by {INSERT DATE} and receive {INCENTIVE} so your wallet stays full, just in time for the fall shopping season {or end-of-summer vacation season}.\*

From our prime location to our top-notch services you'll find the perks don't end with a great deal. [Schedule your tour](#) and find your new home today.



### Host an Event:

- Instead of hosting your monthly open house event in the lobby or clubroom, host the event in a vacant or your model and have a professional organizer on hand to give tips and tricks to prospects on how to best design their new home.

### Feature a Floor Plan:

- Dress up a floor plan, with a less-than-stellar closet, with a custom Elfa closet that maximizes storage space.

### Leasing Incentives:

- As a move-in gift, give the gift of a brand new look. Stitch Fix (for guys and gals alike) offer [gift cards](#) that you can use in lieu of an upfront monetary concession.



# EXTRAS



Need that extra boost to get you over the hump this week? You're invited on {INSERT DATE} for refreshing margaritas and a complimentary nacho bar while we show off our stunning amenities, spacious floor plans and signature services dedicated to meeting your every need.

Lease by {INSERT DATE} and you'll receive {INSERT LEASING INCENTIVE}. We look forward to spicing up your week, [schedule your tour](#) today.



Join us at {INSERT PROPERTY NAME} on Saturday, August 26 from {INSERT TIME} to celebrate National Dog Day. We've teamed up with {INSERT LOCAL PET RESCUE ORG} to bring you paws, purrs and pints. Find your new best friend and your new apartment home.

Lease during the event and we'll treat you and your furry friend to {WAIVED FEES/[BARKBOX](#)/[KITNIPBOX](#)}. We look forward to helping you discover your purrfect match. [Schedule your tour](#) today.



With Fourth of July fireworks right around the corner, it's about time we show you the best view. You're invited on {INSERT DATE} to celebrate Independence Day with {PROPERTY NAME} as we enjoy patriotic sweets, rooftop eats and of course—Independence Punch.

In honor of our nation's birthday, we'll treat you to {INSERT LEASING INCENTIVE}. We look forward to seeing you soon. Tap the photo above to [RSVP](#).

NOTE: This email's header image can be changed to feature a cat or kitten. Ask your Marketing Coordinator in your eBlast request.







# LET'S GET SOCIAL

## JULY

### #LikesForLemonade

We know you and your team are passionate about making a difference—this is your time to shine. Participate in a fundraiser for Alex's Lemonade Stand by asking current and future residents to help raise additional funds to fight against childhood cancer. Use **#LikesForLemonade** on social media to spread the word. We need your help to bring awareness to the foundation and to make a difference.

## AUGUST

### #MyBozzutoAdventure

Summer is the time for vacations, staycations and new adventures.

Encourage your staff and residents to share what it means to live (or work) at a Bozzuto community during the sunniest time of the year. Ask residents to hashtag **#MyBozzutoAdventure** whether they're laying poolside or waiting for their Uber to the airport. Employees can join the fun by posting photos while on vacation or to simply show off their favorite summer amenities.

## SEPTEMBER

### #WinWithBozzuto

Whether you're decked out in team gear or cheering on the home team with your residents, we want to see how your community celebrates the beginning of the fall sports' season.

Show off your team spirit by submitting photos on Instagram or Facebook using the hashtag **#WinWithBozzuto**. Invite residents to post their best fan photos and raffle off tickets to the local team's home game to the resident with the most likes.





## Fun with Filters

We know you and your team love to experiment with the latest trends in social media. This summer, engage with your residents and their guests on Snapchat through on-demand geofilters.

We've created three options using the monthly themes with placeholders to add your individual property logos.



## Activate

Ask your Marketing Manager and the Digital team to implement the geofilter for special events (Marketing budget is required).

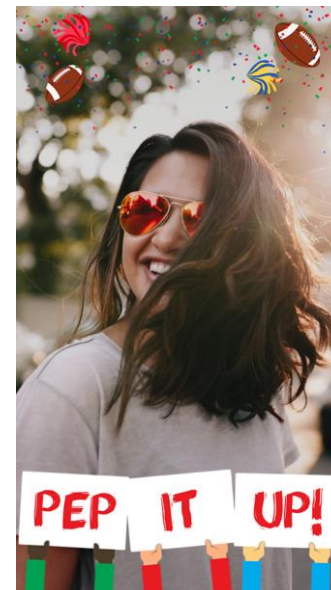
We'll finalize edits to the creative, schedule and provide insights upon completion. Please inform your Marketing Manager of geofilter request 7-10 days prior to event.



## Snap Away

Encourage your residents to use the filters. Ask them to add to their Snap Stories and send messages to the @LifeatBozzuto account. Click [here](#) to learn how to add a filter to your snap.


Employees can also join the fun. Use the filters on Snapchat, download the individual snap and post to your other social channels, like Instagram and Twitter.





# EXPERIENCES THAT MATTER

A child is sitting on the ground, silhouetted against a large tree trunk on the left. They are looking up at a night sky filled with fireworks. A large, circular firework with many white and blue streaks is exploding in the upper right. Below it, a bright blue firework streaks upwards. In the background, a body of water reflects the city lights and fireworks. The overall scene is a peaceful yet vibrant night scene.

 BOZZUTO

Choose from a variety of events to kick off the summer and don't forget to share your stories on social media.



### Likes For Lemonade

Host an event in your club room or lobby to promote Alex's Lemonade Stand and your ongoing fundraising efforts. Offer refreshing lemonade from your property's branded ["Alex's Lemonade" yellow cups](#). Invite prospects to tour and donate by offering to match their donation.



### We All Scream For Ice Cream

Celebrate National Ice Cream month with your favorite flavor. Partner with a local creamery to host an event in your community. Prospects can cool down from the summer heat with sweet treats and experience life as a resident while enjoying your amenities. Offer a variety of incentives including an ice cream maker and gift card to a local creamery, monthly ice cream subscription or private gelato party for them and 10 of their friends in the clubroom.



### Celebrate Independence Day

Invite prospects and residents for a Fourth of July rooftop party, since the view is better up there. Entertain with fresh cut watermelon, a selection of craft beers and hamburgers/hotdogs. Watch the local fireworks and encourage residents to post photos and tag your community during the event. The post with the most "likes" on Instagram wins tickets to an upcoming summer concert or festival.





# AUGUST

## RESIDENT AND/OR PROSPECT EVENTS

Choose from the events and social ideas below to help residents and prospects write their summer stories.



### S'mores & Tours

Thursday, August 10 is National S'mores Day and the perfect excuse to activate your community's fire pit or grilling stations. Go traditional or come up with a [fresh take on the classic dessert](#). Set up all the ingredients and invite your residents to wind down after work with a sweet treat. Alternatively, turn it into a fun weekday event for prospects and help them visualize how great your amenities (and your team) are.



### Happy Birthday to the Park Service

Many of our properties are within close proximity to parks and nature reserves that are managed and maintained by the National Park Service. In observance of the National Park Service's birthday, [admission to all national parks will be free](#) on Friday, August 25. Encourage your residents to post Instagram photos of them enjoying the great outdoors with hashtag #MyBozzutoAdventure. Whoever has the most likes wins a gift card to REI or Bass Pro Shops. Bring prospects in on the fun by offering a REI gift card if they lease on August 25.



### National Dog Day

Partner with [Baroo](#)\* and a local rescue organization to celebrate [National Dog Day](#) on Saturday, August 26 with a resident and prospect Pet Adoption event, or just invite prospects to tour with their pets that day. Engage your residents by asking them to share and post their #GotchaDayStory about how they rescued their four-legged best friend(s) and remind them to tag the property. Throw a Yappy Hour at the community dog park or dress up the pet spa with bandanas, a variety of pet shampoos and fresh towels so owners can pamper their pups on their special day.

\*Baroo premium pet care currently services Washington, D.C. metro, Boston metro and Chicago



# SEPTEMBER

## 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.



### Labor Day

[Labor Day](#) (September 4) is a tribute to the contributions American workers have made to the strength, prosperity and well-being of our country. If your community features a repurposed historic building, it's the perfect time to host an event that invites prospects and residents alike to raise a glass to the workers who shaped a piece of history. If your community isn't historic itself, recognize your region's industrial history (what was/is the driving source of the economy?) and integrate it into an event or incentive. Some examples include Corsair offering Flights of Beer, Jack Flats raffling off Converse gift cards or The Batch Yard offering a Charleston Chew & Wine Pairing.



### Kick Off Football Season

September means the beginning of football and the end of pool season. Celebrate the home team's season opener by putting on the game and stocking your community room or theatre with plenty of chips, dip, soda and brews. Send summer off with a splash by hosting a Pup Rally by the pool, where resident pets can cool off before the pool closes for the winter. Partner with [Baroo](#) (or enlist the help of your local pet services company) to help make the event even more special.



### National Grandparents' Day

Partner with a local florist to host a pop-up shop in your community room or lobby on Sunday, September 10. Invite the little ones to draw pictures and create cards for their grandparents, while the grown-ups can enjoy shopping for fresh flowers and light refreshments. This is an event that prospects and residents alike can enjoy.





# LEASING IDEAS





## EXPERIENCES LIKE:

- Complimentary tickets to a concert at a local venue featuring a favorite band
- A local water or adventure park
- The drive-in movie theater
- A day of mini golf
- Tickets to a local baseball game
- Local winery/brewery tasting
- Membership to a local fitness studio
- Bikeshare membership to explore the city
- Complimentary guest suite stay so friends and family can experience life at Bozzuto

## ADVENTURES LIKE:

- A river tubing or zip lining adventure
- A day on the bay—take a harbor cruise with dinner for two
- Kayaking or canoeing
- Scuba diving classes
- Private pool party for you and 10 of your friends



## GIFTS LIKE:

- A “bar hop” package with gift cards to neighboring sports bars
- Two train passes so you can take that last minute summer adventure
- Tailgate party featuring a stocked fridge with game-time favorites
  - Perfect for a long-standing vacant apartment
- Create your dream closet—install Elfa shelving (Container Store) for a custom closet experience
- A donation to Alex’s Lemonade Stand Foundation in a new resident’s name
- Gift card to a local doggy daycare, so your furry friend can have an adventure of their own while you’re on vacation







# RETAIL THERAPY



## Fourth of July

In celebration of Independence Day, partner with your on-site retailers to host a community barbecue by the pool or in the courtyard. Invite a local restaurant to cater the event or have a boutique shop distribute fun giveaways such as prizes or gift cards. Don't forget to share your photos on social media and to tag your retailers.

## Staycation Adventures

Who says you need to leave town to vacation? Help residents enjoy a summer staycation right at home in your community by offering one of the incentives below:

- Dinner for two at an on-site restaurant
- Complimentary cooking class at a local retailer
- Tickets to a concert/festival
- Passes for a tour of a local vineyard, or bottle of wine from an on-site shop

## Tailgate Party

Kick off the football season with a tailgate party. Broadcast the first game of the season and invite an on-site restaurant to cater the party and provide incentives to residents. Purchase desserts and other tailgate must-haves from an on-site grocer and make your party festive with decorations from nearby retailers. Don't forget to encourage residents to wear their favorite teams' swag so you can post festive party photos to your community's social media.





# PHOTO BANK







Click [here](#) to download images of the 2017 Quarter 3 Photo Bank. Please use them for social media, flyers, emails, etc.

