

# BUSINESS PROMOTION

## CALENDAR

*Events you want to share with the South Park community*

Our calendar, at [southpark.la/calendar](http://southpark.la/calendar), showcases BID and community events.

Requirements:

1. Your event needs to be in South Park, or have some other connection or special connection to the community.
2. Send us a description including date, time and location; and a link to further information and/or to RSVP. Include a high resolution photo if you'd like the listing to include one.
3. Event information must be received by the BID at least ten days before the event.

## NEWSLETTER

*Events, new promotions, and big updates*

Our newsletter, The South Park Post, is distributed weekly to approximately 4,000 people.

Requirements:

1. Newsletter announcements are reserved for big news – new businesses, exciting changes, special promotions or events, etc.
2. Send us at least one high resolution photo (preferably square), a 40-45 word description, and a link to further information.
3. Newsletter information must be received by end of day Tuesday for Thursday inclusion.
4. Occasionally, promotional information is included in other eblasts. To have your promotions considered for eblasts outside of the regular newsletter, it must be received at least ten days before the event.

## SOCIAL MEDIA

*Events, new offerings, promotions, or anything you want to share*

We can share your events, new offerings (like menu items), special promotions, and other news on our social media.

Requirements:

1. Send us at least one high resolution photo, any applicable flyers or graphics, a description, and a link to further information and/or RSVP.
2. Please share events and promos at least one week prior, and news as it happens.

PROMOTIONAL COMMUNICATIONS ARE PLANNED IN ADVANCE. PLEASE EMAIL THE ABOVE TO [SAFIYA@SOUTHPARK.LA](mailto:SAFIYA@SOUTHPARK.LA), AND ALLOW AT LEAST TWO BUSINESS DAYS FOR A REPLY.

