

# March Madness 2015 Tenant Events

---

---

## Purpose

---

EQC is recommending that its office properties consider holding March Madness events for tenants as another way to enhance the tenant experience.

## Details

---

1. **Recommended Dates:** March 17<sup>th</sup> or 18<sup>th</sup>
2. **Game Times:** TBD – 16 games throughout the day
3. **Location:** large space within the building (conference room, vacant space, amenity floor, exterior, fitness center, other common area, etc).
4. **Items Needed:** Large screen TV or projector, game access, comfortable seating, refreshments, snacks, decor and any other items needed to create a fun atmosphere (March Madness banners, bracket winner board, March Madness hats, etc.).
5. **Who Should Be Invited:** All tenants and their employees
6. **Communication:** Please use the first two mediums to communicate the event to tenants. If the others apply or you have any additional ways to communicate with your tenants, please use them as well.
  - Captivate message (attached) – post at least 1-2 weeks prior to the event
  - Tenant Email Blast – paste the captivate message into the body of an email (not as an attachment) and send to your tenant contacts with a request to forward to all employee
  - Newsletters
  - Tenant portal
  - Social Media
  - Verbal/Word of Mouth
7. **Messaging:** March Madness is here! [building name] is excited to be hosting the opening games in [location] on Thursday (3/17) and/or Friday (3/18) starting at [time] until 5:00 pm. We hope you will stop in to catch up on the games and enjoy some snacks and refreshments.
8. **Other items to consider:**
  - On the day of the event, consider placing a March Madness event sign/poster board on an easel with some balloons in the lobby as a reminder to tenants.
  - If you have any tenants that are in the sports industry, consider collaborating with them on this event.
  - Consider creating a first round contest for any tenant stopping in – they can fill out their picks and the individual(s) closest to selecting all of the correct winners can win a \$100 gift card or other prizes. Or hold a cubicle decorating contest and ask tenants to send in their pictures with the best one winning a prize.
  - Events should be co-branded with both EQC and CBRE logos along with the attached March Madness logo.



- Think outside of the box if there are other opportunities to make this more interesting – bring in a food truck for the day, collaborate with your food tenants, etc.
- Please try to document the event with great pictures and/or videos. These can be used later in a tenant newsletter and for EQC to share best practices and success stories.

- If you feel your event was a success, EQC would love to hear about it. Please enter all details about your event including photos and any feedback you received from tenants in your monthly Executive Summaries.

### **General Event Guidelines for Real Estate Managers (REMs)**

---

1. There is no need to participate in this event if the building(s) you manage are: a lighter service property; a property where another tenant event is/was held close to the time of this event; property where the Asset Manager has indicated the budget will not support this; or a property that has other mitigating circumstances.
2. Whether using an outside event coordinator or handling internally, designate one individual as the “in-house” contact person. Determine in advance any additional CBRE individuals who will need to be involved in the planning process. These people should be kept informed about the event and copied on all updates as they occur.
3. The event theme should be carried through in all aspects of the event from invitations / announcements to décor to gifts / giveaways to entertainment and food. The event theme is included in the party invitation, attached to this correspondence.
4. Before developing the invitation specifics, determine all information that needs to be conveyed to invitees based on the above Details.
5. Plan to distribute invitations and reminders to your tenants at least two times in advance of the event. One of the reminder announcements should be delivered 24-48 hours prior to the event. Flyers on colored paper that are professional and easy to read are appropriate. Plan to deliver more than one invitation / announcement per tenant for posting in employee lounges or common areas. This will increase your turnout.
6. Plan to include information on the event in an upcoming property newsletter that will prompt the tenants to put the date on their calendar. Many tenants look forward to these events and like to be aware, well in advance, of the planned event date.
7. At the start of the event planning, a timeline / actionline should be developed showing all event planning tasks and the individuals assigned to each action. The event timeline / actionline should be updated regularly and distributed to involved parties.
8. Photos should be planned to be taken for uploading to the SharePoint site.
9. Please include Beth Phillips at EQC ([bphilips@eqcre.com](mailto:bphilips@eqcre.com)), your asset manager, and Lacey Willard ([lacey.willard@cbre.com](mailto:lacey.willard@cbre.com)) on all invitations, correspondence, and recaps.