

# DECK SAMPLE

(A FULL DECK TYPICALLY CONSISTS OF APPROXIMATELY 35 SLIDES)

FOR FULL CONTENT SAMPLES, PLEASE EMAIL [BIGDECKDESIGNS@GMAIL.COM](mailto:BIGDECKDESIGNS@GMAIL.COM). THANK YOU!



## DOWNTOWN LA OPEN HOUSE 2017

Single day event promoting residential life in DTLA

July 15th, 2017

10 - 15 featured properties

Anticipated crowd of 2,000 people; online registration through [downtownla.com](http://downtownla.com)

8th St  
9th St  
10th St  
11th St  
12th St  
Pico  
Broadway

8th & Grand 770 S Grand Ave  
Lavel Furniture Living 888 S Olive  
2000 Grand by Westwood 2000 Grand Ave  
North 2000 S Grand Ave  
612 1100 S Grand Ave

Market 800 S Olive St  
Hawman Olympic 600 S Olive St  
Olympic 600 S Olive St  
Olive DTLA 1345 S Olive St  
Market 1300 S Olive St

## SHOWCASE AMENITIES

**RELAXATION & INFO**

Guests can relax and enjoy the building's featured amenities, using this as an opportunity to learn more about leasing information or general Q&A.

**STAGING ZONE**

To control traffic and visitor flow, guests will be escorted to this staging area until the in-unit activation is ready for them.

**TOURS**

In addition to the primary activation, building personnel can be available to lead guests on tours of additional units.

## ADVERTISING PLAN

Advertising budget will be allocated across strategically selected media outlets, ensuring maximum impact and reach specifically within targeted residential demographics.

**TimeOut Los Angeles**

**REACH: 815K**

Median Age: 38  
Avg HHI: \$92k

**KCRW**

**REACH: 760K**

Avg Age: 25 - 54  
Avg HHI: \$100k

**laist**

**REACH: 1.4MM**

Median Age: 31  
Median HHI: \$70k

**CURBED**

**REACH: 715.4K**

Avg Age: 35  
Avg HHI: \$109k

**CRAIN'S LOS ANGELES**

**REACH: 730K**

Mean Age: 51  
Avg HHI: \$417k

**THRILLIST**

**REACH: 2.02MM**

Mean Age: 25-34  
Mean HHI: \$100k