



Rosslyn BID Retail Opening Support Package

Website Listing – We will create a website listing for you on our interactive retail map as well as an individual retail landing page. You can see a similar page [here](#).

eBlast – Our weekly eBlast goes out to over 7,000 engaged subscribers (including residents and employees) every Wednesday. We will include you in this digital newsletter around the time of your opening to highlight you to the neighborhood.

Social Media – We will share the news of your opening and any activities around it on social media via our Twitter and Facebook channels. Rosslyn BID Twitter [link](#). Facebook [link](#).

Calendar – You may submit your opening to our event [calendar](#), which is a resource for people looking to explore Rosslyn. Simply fill out the form on our website here to be included: <http://www.rosslynva.org/events/submit-an-event>. Please submit at least two weeks before your opening event.

Bulletin – Depending on the time of your opening, we may include you in our [printed bulletin](#) which gets mailed to the 22209 & 22201 (Rosslyn & Courthouse) zip codes. The bulletin is also distributed to the office buildings in Rosslyn, as well as retail locations and BID events.

PR Support – We constantly strive to keep Rosslyn in the news. Through an ongoing relationship with our PR firm, we work to include retail openings in conversations with the media.

Ongoing Promotion Opportunities

Submit an Event – Any time you would like to promote an event or special offering, [you may fill out this form](#) to be included on our Events Calendar. Our team regularly reviews this calendar to pull relevant information to share with our stakeholders via our social media channels and weekly eBlast.

Rosslyn Employee Promotion – We work to promote restaurants and retailers to employees in the neighborhood. We can help promote you by putting your information in front of Rosslyn employees. To participate in this program, please create a unique promotion for employees and provide the BID with a printed card explaining the details. We package and distribute these offers directly to Rosslyn businesses for their employees. Specific parameters apply, so please contact us for more details and we will put you in touch with our Business Engagement Director.