THE CURRENT

**POP-UP MEDIA QUESTIONNAIRE**

**OVERVIEW:** YOUR POP-UP IS A MARKETING VEHICLE, and The Pop-Up Media Questionnaire will help organize, execute, and track your marketing efforts for your upcoming pop-up. The Pop-Up Media Questionnaire provides RE&I and the Seaport Marketing Team with information to support your business before opening and on the ground, maximizing traffic and attendance for the duration of your pop-up. During your weekly status meetings, we will review this document and offer any assistance in execution.

Complete the template below to provide REI and Seaport Marketing team with the information needed to help you be successful this season (see sections marked in red).

**WEBSITE BUSINESS LISTING:** For every business at The Current, we create a landing page within the Boston Seaport website listing your business as a part of your onboarding. Complete the information below for Seaport Marketing to make the online business listing.

* **Address:** Provided by Team
* **Hours:** Provided by Team
* **Phone Number (**If applicable):
* **Website URL:**
* **Brief Excerpt** (Approximately two sentences about your business- short bio):
  + Write Here:
* **Full Excerpt (**One paragraph about your business):
  + Write Here:
* **Images:** Please provide the following for each of your images
* Detail Image (4 photos)
  + Pixels 1780 x 1190
  + High-Resolution Imagery
  + Landscape Format
  + Clean, professional Photos
* Feature Image
  + Pixels 830 x 570

**PAID MEDIA / PRESS RELATIONS:** WS will partner with you on press releases and distribution. Tenants must fill these fields with approved press language to be used in our Press Release. Please pre-approve the written language below if you have an in-house team or work with a 3rd party agency. If you do not have media representation, please make sure all written language is something you would use externally.

1. Tell us the origin of your brand
2. describe your brand in 3 sentences
3. Any special unique selling points you can tell us about our brand
4. Are you working with any other media outlet or plan to draft your own release? If so, please provide more information below.