



RESIDENT EVENT PLAYBOOK

Brew up an unforgettable SipWithMe resident event with tried-and-tested tips from our playbook!

MARKETING TEMPLATES

Family Friendly Events

Elevator/Common Space Flyer (1)
Elevator/Common Space Flyer (2)
Family-Friendly Social Graphic (v1)
Family-Friendly Social Graphic (v2)
Email Header/Banner
Email Template

21+ Events

Elevator/Common Space Flyer
21+ Social Graphic
Email Header/Banner
Email Template



Timing is everything. A 2-3 hour timeframe offers residents ample time to craft the perfect beverage and mingle with their neighbors. For an event the entire family can enjoy, opt for a morning time slot on the weekend. To delight the 21+ crowd, help them relax after work with a 7 p.m. - 9 p.m. weeknight “happy hour” featuring a lineup of liqueurs.

Start spreading the news... Get the word out well ahead of your event. Post on your social channels. Add the tasting to event calendars. Print fliers and hang them in elevators and common areas. Need inspiration? Look no further than the templates linked to the left!

Take stock. Double check your SipWithMe supply levels to be sure you have enough coffee beans, milk powder and flavor powder.

Add some flair. Elevate your tasting space with themed decorations to make the event feel festive and celebratory.

Mix it up. SipWithMe beverages may be delicious on their own, but give residents the chance to build their ultimate drink by offering a variety of mix-ins. You can't go wrong with flavored syrups, marshmallows, sweetened condensed milk, flavored creamers, chocolate chips, caramel sauce, ice cream, chocolate sauce or whipped cream.

Let them eat cake. Complement your coffee and cocoa with a few sweet treats like candies or cookies. Don't forget to offer allergen-friendly options!

Get in the spirit. For the adult crowd, offer a selection of liqueurs that pair nicely with hot beverages - solid options include Baileys Irish Cream, Kahlua, Godiva Chocolate Liqueur and Sugarlands Sippin' Cream.

Pics or it didn't happen. Encourage residents to take photos by setting up a backdrop or selfie station, and be sure to grab a few photos and videos of your own for your property's social media pages! Bonus? If you tag @withmeamenities in your posts, we'll share them with our followers!

#Winning. Enter all attendees into a drawing and send a lucky resident or two home with a branded mug or tumbler.