



element

INSPIRED BY WESTIN

hotel announcement &  
ground awakening  
*the basics*

# table of contents

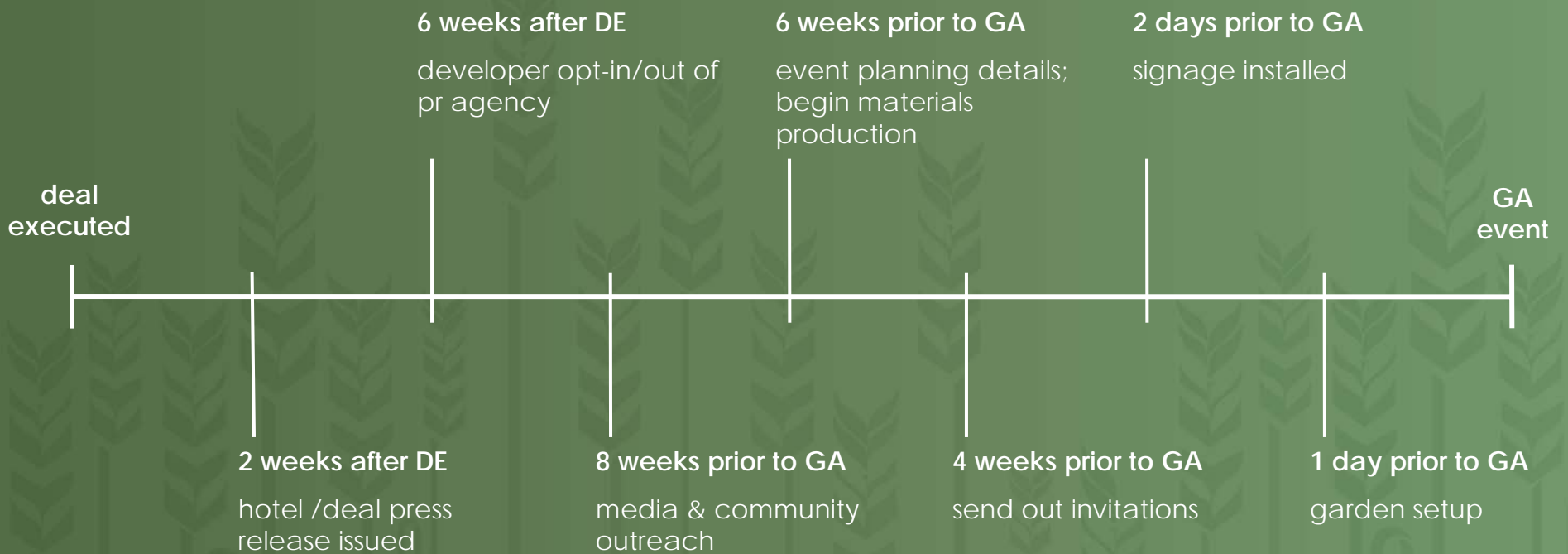
## **overview & timeline**

hotel announcement

ground awakening event

templates & checklist

# ground awakening timeline



# who you need to know?

## director, new builds & transition

brent rumsey and/or sean fleming and will help with all marketing related materials:

- renderings
- interior and exterior prototype photos
- signage
- construction and ground awakening signage templates
- logo & visual language
- collateral
- marketing materials and premiums/gifts

note: all collateral and materials must be submitted to element for final approval



brent rumsey

brent.rumsey@  
starwoodhotels.com

sean fleming

sean.fleming@  
starwoodhotels.com



# who you need to know?

Roxanne Rabasco: manager, public relations

roxanne rabasco will help with all matters related to public relations:

- press release
- drafting deal and ground awakening announcements to be issued by starwood/**element**
- receiving approvals from starwood/**element** on developer issued releases
- local and regional media outreach
- scheduling ground awakening events

note: all press releases and materials must be submitted to starwood/**element** for final approval



roxanne rabasco  
roxanne.rabasco@  
starwoodhotels.com  
+1 (914) 640-3687



# table of contents

overview & timeline

**hotel announcement**

ground awakening event

templates & checklist

# hotel announcement timeline overview

**day 0**

hotel/deal  
executed

**day 3 - 4**

1st draft of press  
release issued

**day 6 - 7**

2nd draft of press  
release issued

**day 8 - 10**

hotel press release  
sent to national, local  
and industry press

**day 1**

fact sheet issued  
within starwood

**day 5 - 6**

comments on press  
release due

**day 7 - 8**

starwood senior  
leadership approves  
(if necessary)



# hotel announcement

## key points to remember

the deal announcement will be drafted and issued by **element**/Starwood

the ground awakening announcement will be drafted & issued by **element**/Starwood (if necessary)

the official talking points and ground awakening agenda template will be provided by **element**

all media requests should be presented to **element**/starwood for review & scheduling

as the official spokespersons for **element**, starwood will address national press/interviews to be coordinated by **element**/Starwood

total projected turnaround time from deal execution to deal announcement release is 8 to 10 business days

projects involving both **aloft** & **element** property development will require a separate schedule

releases will not be issued on fridays

all **element** releases/announcements (including those issued by the developer) must have **element**/Starwood approval



# hotel announcement timeline

## fact sheet issued

created by starwood global development and delivered to corporate pr. The fact sheet includes all relevant project details

- developer & contact information
- official hotel name i.e. **element** new york
- hotel location and address
- hotel details (i.e. rooms, meeting space, amenities)
- community info



# hotel announcement timeline

## 1<sup>st</sup> draft of press release

created by **element**/starwood corporate public relations.  
the release includes the following details:

- official hotel name i.e. **element** new york
- hotel location and address
- projected ground awakening and opening dates
- hotel details (i.e. rooms, meeting space, amenities)
- a quote from brand and developer, respectively



# hotel announcement timeline press release

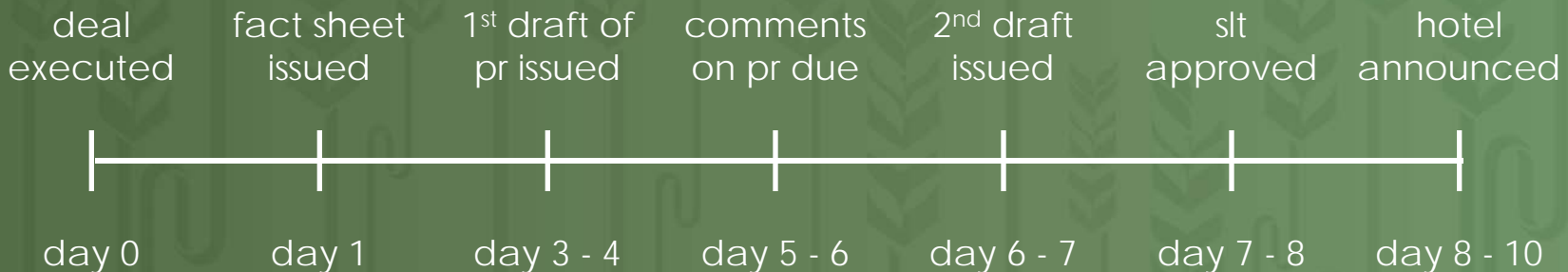
developer to send comments on release to **element**/starwood corporate public relations

second draft to be sent to developer for comments

final comments submitted to **element**/starwood

If release is to be sent over the wire, Starwood Leadership Team (SLT) to approve release (24-hour turnaround time)

hotel release is distributed to national, local & trade publications



# ground awakening announcement

once all the permits and approvals for the hotel have been received, a ground awakening announcement should be created and released

the ground awakening announcement will follow a similar schedule and process as the deal announcement

in instances where a hotel is executed within 1-month of the ground awakening ceremony, only one announcement will be issued

the ground awakening announcement will be released within 1-day of the ceremony to ensure maximum press coverage on the day of the event



# table of contents

overview & timeline

hotel announcement

**ground awakening event**

templates & checklist

# overview

rather than do a traditional groundbreaking event or call it such, **element** wants to differentiate itself and show its commitment to the local community by planting the seeds to the future of the hotel and conducting a ground awakening

a garden is to be planted at the most visible point of the site and coupled with signage and stones that showcases the **element** brand, its products and amenities

the garden will demonstrate **element's** desire to help the community and its citizens grow, prosper and flourish and its visitors to thrive



# element ground awakening garden

the ground awakening garden should consist of local, indigenous plants and flowers that can grow and flourish on the site along with appropriate signage

the garden must be located in a highly visible spot on the site but out of the way from all the construction activities

every effort should be made to sustain the garden in its original or transplanted to a better location once the hotel has opened

the actual planting of the garden by the selected officials will serve as the photo opportunity for all the media in attendance (similar to the shovel ceremony of a traditional groundbreaking event)



# ground awakening event timeline execution options

if you need assistance with local public relations outreach, event planning and execution for your ground awakening, you can opt into the services of **element** PR agency, SS+K

SS+K offers 2 options for ground awakening events

- (1) ideation and planning with the assumption that the developer's local resources will handle execution
- (2) ideation, planning and execution



# ground awakening event timeline execution options (continued)

ss+k option 1 (ideation & planning) includes the following:

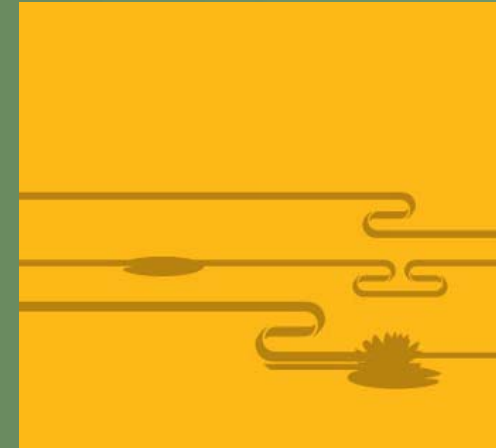
- full event concept, including garden planning, invite + gift recommendations, etc
- list of potential local partners
- run of show document
- local market media list
- list of photo opportunities
- suggested vip list
- cost: \$3,000 per event



# ground awakening event timeline execution options (continued)

ss+k option 2 (ideation, planning & execution) includes the following:

- all options outlined in option 1
- invitation creation, fulfillment and rsvp tracking
- local and trade media outreach
- all media materials, including factsheet and press release
- on-site staffing on the day of the event (1-staff member)
- all event logistics (e.g. flower delivery, a/v equipment, etc)
- cost: \$14,000 per event

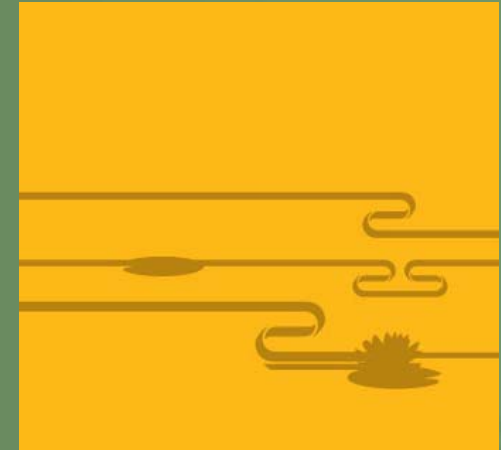


# ground awakening event timeline execution options (continued)

If you choose to work with the **element** PR agency (ss+k), please note that in either case the project fee excludes:

- all reasonable out-of-pocket expenses, including phone, fax, messenger, hotel, transportation, etc at cost (no mark-up)
- all event related cost (invitations, garden supplies, etc) will be agreed to in advance and billed to the developer at cost

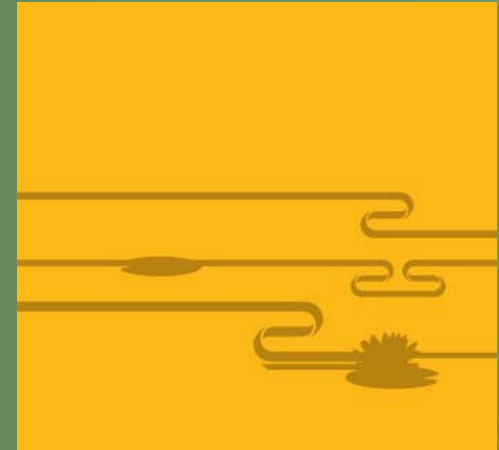
Please contact Kate Rothen should you wish to inquire further about the ss+k services ([krothen@ssk.com](mailto:krothen@ssk.com) or +1 ( 212) 274.9500)



# ground awakening event timeline execution options (continued)

if you choose to work with your own pr agency or handle internally:

- the developer is responsible for local media outreach, with assistance on national and trade press from starwood corporate pr
- the developer is responsible for event coordination and production, with guidance from **element** / starwood



note: all ground awakening events require **element** / starwood approval



# ground awakening event timeline

## media & community outreach

local & regional media contact strategy to inform of them of the upcoming event

- distribute images and information about the hotel (*see basic element document available on FTP site*)
- coordinate media placements

contact locally elected & community officials to secure attendance and availability for the event

coordinate local, regional, business & trade media placements



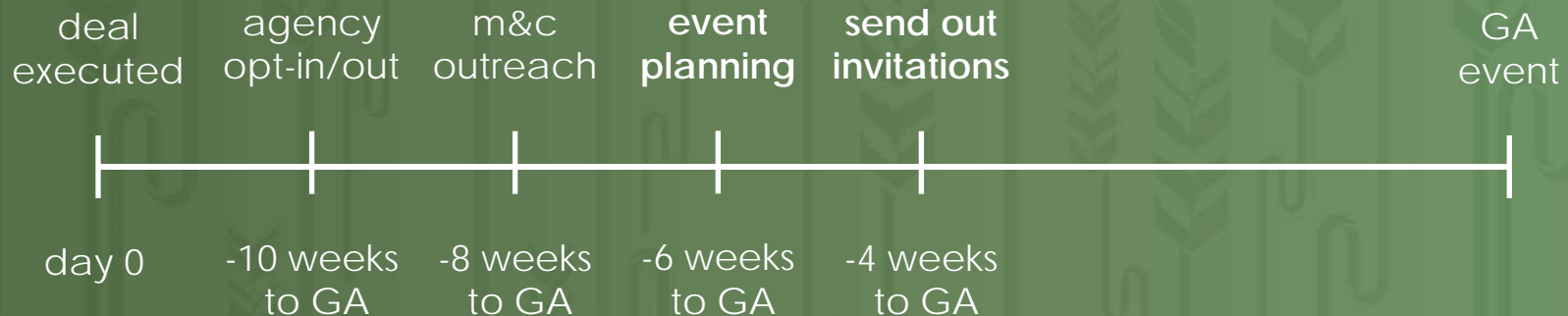
# ground awakening event timeline

## event planning & invitations

**element**/starwood corporate pr to work with developer to identify targeted guest list

- elected officials & community leaders
- local & regional media
- future customers (local businesses)
- **element**/starwood corporate attendees

invitations distributed to all invitees 1-month prior to the event



# ground awakening event timeline

## event planning & invitations

prepare an event agenda to coordinate production of **element** brand requirements for ground awakening event

*Brand item detail to be provided shortly*

Note: All collateral and materials must be submitted to **element** for final approval



# ground awakening event timeline

## setup & celebrate

construction signage and tent are installed on-site  
2-days prior to event

garden is partially planted and setup the day  
before the event

catering, premiums and collateral are setup the  
morning of the event

all ground awakening events should begin at 10am

ground awakening announcement/media alert  
issued day of event



# table of contents

overview & timeline

hotel announcement

ground awakening event

**templates & checklist**

# hotel announcement checklist

item	timing	owner
1. fact sheet	24-hours from deal execution	starwood
2. press release draft issued	48-hours after receiving the fact sheet	starwood pr <b>element</b> brand
3. 1 <sup>st</sup> draft distributed	48-hours from receiving draft	developer
4. 2 <sup>nd</sup> draft issued	24-hours from receiving comments	starwood pr <b>element</b> brand
5. final comments/ release approval	24-hours from receiving 2nd draft	developer
6. deal announcement released	upon receiving final approval or first business morning after approvals	developer starwood pr



# ground awakening event checklist

Item	timing	owner
1. agency opt-in / out	2-months after deal signing	developer
2. local community & media outreach	8-weeks prior to ground awakening	developer pr starwood pr
3. coordinate local/regional media placements	8-weeks prior to ground awakening	developer pr starwood pr
4. coordinate event logistics (see event requirements checklist)	6-weeks prior to ground awakening	developer agency
5. produce branded event materials	6-weeks prior to ground awakening	developer agency



# ground awakening event checklist

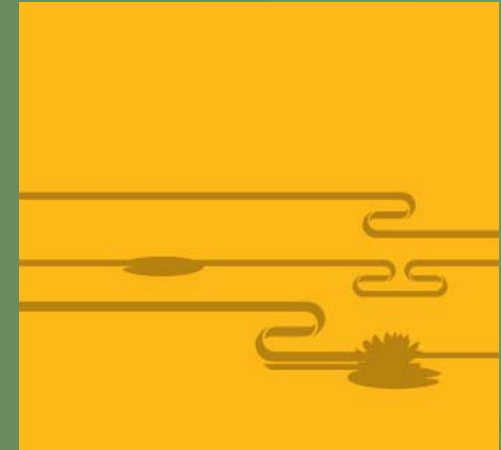
Item	timing	Owner
6. send invitations	4-weeks prior to ground awakening	developer / agency starwood pr
7. secure photographer / videographer	4-weeks prior to ground awakening	developer / agency
8. event agenda confirmed	2-weeks prior to ground awakening	developer with <b>element</b> approvals
9. signage installed	2-days prior to ground awakening	developer with <b>element</b> approvals
10. garden & event setup	1-day prior to ground awakening	developer / agency



# ground awakening event check list

## sample agenda

Time	Event
9:30am	event begins
9:45am	MC welcomes everyone to event
9:50am	developer addresses the group/media
9:55am	public official/ member of the community addresses the group/media
10:00am	starwood address the group/media
10:05am	planting ceremony and photo opportunity takes place
10:15am	MC closes the event and invites everyone to enjoy the element breakfast



# ground awakening event checklist

## marketing & collateral items

### marketing materials, renderings & visual language

Invitations, construction signage, logo banner, marketing signage

Exterior: full exterior, portal close-up (day and night)

Public spaces: full lobby (both views)

Private spaces: desk, bed, sitting area, bathroom and kitchen (studio and one bedroom)

All templates and renderings can be found at [www.starwoodarchive.com](http://www.starwoodarchive.com) (password required)

### collateral materials

gloves, **element** pride pins, napkins, coffee cups, event premium/gift

### **COLLATERAL SOURCES TBD**

NOTE: all collateral must be submitted to **element** for approval (allow 3-business days for approval)



# ground awakening event checklist

## premiums & setup

### suggested premiums/gifts

element potted plant set

element water bottles

element travel coffee mugs

element jump drive

### additional setup items

Podium/A/V set up for speeches



# ground awakening event checklist

## food & beverage

ground awakening events should always take place in the morning and feature the **element** signature breakfast offering

Hot breakfast sandwich (pretzel roll and 1 vegetarian options)

Fresh baked goods (muffins and sweet pasties)

Signature a.m. smoothie shooter

Whole fruit (apple, orange and banana)

Coffee, tea, juice and water





element

INSPIRED BY WESTIN

a place to thrive

**STARWOOD**  
HOTELS & RESORTS WORLDWIDE, INC.

FOUR POINTS  
BY SHERATON



loft  
W HOTELS

W  
HOTELS

bliss

LUXURY COLLECTION

MERIDIEN

ST. REGIS

WESTIN

element  
INSPIRED BY WESTIN