

RESIDENT EVENTS

*YOUR ULTIMATE GUIDE
TO SUCCESS*

from Sprout Marketing

25

EVENT IDEAS

Event Success Checklist

How to Increase Attendance

Simple Budgeting Tips

How To Use Events for Marketing



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YEAR-ROUND EVENTS

- Pizza Party
- Concession Stand
- Donut Bar
- Guess How Many Corks
- Comic Book Cereal Bar

SUMMER EVENTS

- Sunshine Bar
- Under the Sea
- Ice Pop Station
- Block Party
- Watering Hole Drinks

WINTER EVENTS

- Paw Bar
- Snowman Soup Hot Cocoa
- Winter Wonderland
- Glitz & Glam Bar
- Cookie Decorating

FALL EVENTS

- Community Library
- Tea Party
- Pumpkin Spice Bar
- Grazing Station
- Spiced Up Happy Hour

SPRING EVENTS

- Enchanted Bar
- Sips & Succulents
- Paris Brunch
- Pawty Time
- Flower Festival



SPROUTER SPOTLIGHT

"Owl Creek loves Sprout! With the help of Sprout we were able to put together some great community events. I would say they're a GAME CHANGER!"

*Noah Nelson
Owl Creek Apartments*

RESIDENT EVENT CHECKLIST

EVENT NAME: _____

DATE: _____ TIME: _____ PLACE: _____

BUDGET DETAILS: _____

YOUR INVITATION:

- Printed Invitation (Prints: _____ for \$ _____)
- Digital Invitation & Graphics Designed

EVENT PROMOTION:

Email

- 2 weeks out. Date: _____
- 1 week out. Date: _____
- 1 day out. Date: _____

Social Media

Circle Platforms:    

- 2 weeks out. Date: _____
- 1 week out. Date: _____
- 1 day out. Date: _____

Hashtag: # _____

Around The Community

- Leasing Office
- Community Room
- Elevator or By Stairs
- Parking Entrances
- In Communal Amenities
- On Doors

Outside The Community (Optional)

- Advertisements (\$ _____)
- Allow Resident Plus-Ones
- Invite Hot Leads

EVENT PREP:

Food & Beverage: \$ _____

Point Person: _____

Caterer: _____

Sponsor: _____

Serving Essentials:

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> Plates | <input type="checkbox"/> Napkins |
| <input type="checkbox"/> Utensils | <input type="checkbox"/> Area for Trash |
| <input type="checkbox"/> Cups | <input type="checkbox"/> Area for Recycling |

Entertainment & Decor: \$ _____

Point Person: _____

Sponsor: _____

Entertainment: _____

Decoration Materials:

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Tablecloth | <input type="checkbox"/> Table Settings |
| <input type="checkbox"/> Wall Decor | <input type="checkbox"/> Tape |
| <input type="checkbox"/> Signage | <input type="checkbox"/> Scissors |

POST EVENT:

Event Photography

Point Person: _____

Post on Social By: _____

Clean Up

Point Person: _____



SPROUTER SPOTLIGHT

“Sprout's website is super user-friendly and we were impressed with how quickly they responded to our questions. Plus, their team is so friendly and knowledgeable...”

*Claudia, Assistant Manager
The Gates at Meadow Place*

YEAR-ROUND

events

Quality events truly stand the test of time and seasons. Check out some of our favorites that are easy to host and never go out of style!



PIZZA *party*

Order and present to host this event! Or, buy some frozen pizzas and gift them to residents as a grab and go. Have residents vote "team cheese" or "team pepperoni!"



CONCESSION *stand*

Hosting your own community concession stand offers a wide variety of options when catering to different tastes. Whether someone prefers sweet, salty, or savory snacks, there's something for everyone.

DONUT *bar*

Your residents don't want to miss this sweet event with one of our favorite items: donuts. Do this as a grab-and-go event or combine it with another activity such as a happy hour, watch party, or even a yappy hour.





GUESS HOW *many corks*

Host this event online or in person. Set it up yourself, or use our image to collect guesses on social. For prizes, partner with local businesses to offer discounts, gift cards, or donated goods.

COMIC BOOK *cereal bar*

This simple event is perfect for both young and young at heart. Add games, play cartoons, or set out comic books for added fun!





SPROUTER SPOTLIGHT

“I LOVE SPROUT! Sprout has enhanced my creativity and allows me to do events quickly and efficiently.”

Tamanaca Gruppi, Senior Community Manager at Alleia at Long Meadow

WINTER

events

Winter is a time of togetherness and celebration. When things cool down, our events heat up!



PAW *bar*

Make sure your pet residents and their humans feel warm and welcomed at your community! Lay out a grab and go event featuring treats that are sure to please.



SNOWMAN SOUP *hot cocoa*

Let's take something cheap and easy and make it simply decadent! Start with the typical hot cocoa packets and toppings like marshmallows and peppermint. Then build upon that with extra mix-ins, decorations, and a cute backdrop.

WINTER *wonderland*

Your residents have a lot going on this month, so host an easy grab-and-go event. This winter treat bar is a great way to end the year on a sweet note!





GLITZ & glam bar

Who doesn't love bubbles? Start a new tradition in your community with this adorable bar of champagne and sparkling juice for all.

COOKIE *decorating*

This cookie decorating event is a great way to indulge your residents while letting them embrace their creative side. Set up an assembly line where residents can grab their preferred decorations, then sit and decorate with their neighbors.





SPROUTER SPOTLIGHT

“Proper marketing of any event is essential to a good turnout. Get the message out early and reinforce it...”

*Anna Maria, Resident Coordinator
Artisan at Judson Parks*

SPRING

events

Spring has sprung and so have these resident events! Help your residents bloom where they are planted and enjoy living life at your community.



ENCHANTED *bar*

Host an enchanting event that will bring out all the nostalgia of your favorite fairytales. Everyone wants home to feel like their own kingdom and this theme is a great way to connect to that in a variety of ways.



SIPS & succulents

Gardening is a great mood booster and provides many other benefits that your residents will love. At this event they can adopt a plant and grab delicious thirst-quenching drinks.

PARIS brunch bar

Welcome spring and shine with this classic and beautiful spread. Complete your brunch with some favorite pastries, croissants, sweets, drinks, and more!





PAWTY *time*

Invite all residents furry and otherwise to pawty at your community! Provide some treats or toys for a simple grab and go, or deck it out by hosting a mini stuffed animal adoption session and post pictures on social!

FLOWER *festival*

This event is all about flowers, music, and most of all finding the small things that bring your residents joy. Then you add the festival essentials like glow sticks, temporary tattoos, flower crowns, and more. If they can't get to a festival, bring it to them!





SPROUTER SPOTLIGHT

“We love Sprout! My life is so much easier because of you guys and your amazing social media designs, event ideas, etc.”

*Alba Sanchez, Property Manager
Arbors of Grandview*

SUMMER

events

Things heat up during the summer!
Make this season one to remember
with bright and vibrant events.



SUNSHINE *bar*

Go all out or set out some treats your residents can grab. All things sweet and yellow are the focus, and simple decorations bring this event to life even more.



UNDER *the sea*

Jaw ready for this? Host an under-the-sea party with some jawsome treats for all ages. Play a shark documentary or the sounds of ocean waves in the background as residents mix and mingle.

ICE POP *station*

Nothing screams summer like ice pops by the pool! Keep your residents cool with this easy-to-create ice pop bar.





BLOCK *party*

Host a block party and invite local businesses and services to set up a table and meet the members of your community!

WATERING *hole drinks*

Drink up pardner! Provide a variety of thirst-quenching drinks to beat the summer heat. This event pairs well with IPA Day!





SPROUTER SPOTLIGHT

“I am so thankful for the ideas you all come up with. Makes my life as a community manager much easier!”

*Jenny Cuellar, Community Manager
Graces Reserve Apartments*

FALL *events*

Your residents will fall more and more in love with living life with you after these events.



COMMUNITY *library*

Create a mini library or reading corner, hold a book drive, or host a book club. Encourage residents to cozy up with a good book and share their favorite finds with you on social!



TEA *party*

Host this fun tea party, complete with sips, treats, and games for all! Residents will surely love taking a dive down the rabbit hole. Little “late” to the party? Make grab-and-go tea treats for a simpler event.

PUMPKIN *spice bar*

Spice up your coffee bar and treat residents to a hot cup of tea or coffee, complete with fall flavors. Encourage residents to invite a friend to this event because “referrals mean a latte!”





GRAZING *station*

Make your hallways festive with a fun contest! Decorations will make your tours and social media pages memorable. It will also show off the true community you've built. Offer an Amazon gift card as a prize!

SPICED UP *happy hour*

Ready to go into the woods? Set up a grazing station with forest-inspired snacks like fresh strawberries and blueberries. Wood risers and woodland creatures add to the aesthetics of the table spread.





SPROUTER SPOTLIGHT

“Sprout is an absolute game-changer for our team! It's a must-have tool that gets our creativity flowing and helps our team generate content quicker and stay on top of the latest trends.”

*Adriane Dowlen, Property Manager
Vantage at Helotes*



ways to

INCREASE RESIDENT EVENT ATTENDANCE

#1: KNOW YOUR RESIDENTS

The key to well-attended resident events is simple: Know your residents! If you don't know their interests and what will get them excited, how can you expect them to attend your events? You don't need an entire research strategy to have great resident events, but you do have to continually put out feelers to see what is going to spark their interest. Think surveys or polls on social media!

Remember, one survey or poll done once does not mean you have it in the bag. Things change, people change, and you change. Make getting to know your residents just part of your monthly marketing strategy. Doing small things more often helps you figure out what interests them the most.

#2: COMPELLING EVENTS

What is your event and why would I want to show up? If I'm exchanging my time for attending your event, it has to be compelling. Let's be honest, why would I get out of my sweat pants to go interact with other humans? It's gotta be good.

We're not saying you have to throw the event of the century every time, but you do have to keep your ideas fresh. We have to tap into the creative energy of the moment that gets people excited and motivated (compelled) to come out to an event!

Here are some examples:

- Pool Party **upgrade to** Flamingole Pool Party
- Breakfast To Go **upgrade to** Waffle Bar
- Popsicles **upgrade to** Desert Island Treats

#3: IT'S ALL ABOUT TIMING

Your residents have work, friends, family, and so many other things that factor into their schedules. You need to give them enough notice in advance about your upcoming events, but not so much notice that it's easily forgotten. We love promoting events around 2-4 weeks in advance.

This allows you to generate hype around your events, and tease all the fun things you have planned while allowing your residents to easily mark their calendars for these events. Make sure to email your residents weeks in advance, and then send out reminders as you get closer to the event so it doesn't fall off their radar.

#4: POST ON YOUR INSTAGRAM STORY

70% of users on Instagram watch stories on a daily basis. Think about it, when you log into Instagram what are you doing first? Scrolling the feed or jumping right into the Stories that are at the top?

Posting your events in your Stories is key to informing residents about upcoming events. You need to promote things where your residents are looking. According to the data, they are on Instagram Stories. At Sprout, we provide our members with easy Instagram Story Posting Templates to promote apartment resident events. Simply open up your design in a free Canva account, customize it, and post.

Here are a few ideas on how to do this:

- Post the Instagram Resident Event Story Template with the countdown feature. Users are able to set a reminder for the event right inside the story, notifying them an hour before the event.
- Every few days post a reminder about the upcoming event so it doesn't fall off your residents' radars.
- On the day of the event, post the behind-the-scenes prep of the event to build some excitement.

#5: START A RESIDENT AMBASSADOR PROGRAM

Every community has that resident that always has the tea about what's going on at the community, and you can use that to your advantage.

Start a Resident Ambassador program where residents can get involved in spreading the word about upcoming events, leasing specials, and any other exciting things happening at your community. In return, you can offer promotional items, discounts at local businesses, or even concessions (if your budget allows).

This way your promotions aren't just coming from your office, but feel more word-of-mouth coming from another resident.

#6: GIVEAWAYS

Create a giveaway that only takes place at your event so you have incentive for attendance. It can be something as easy as an Amazon gift card or you can make it more flashy like an air fryer, a seasonal item (like a cooler), or a gift card to a local experience or restaurant.

Pro Tip: See if a local business will partner with you on the giveaway. They'll give you the gift card for a discounted price or free and you'll promote their business at the event. Win-win!

#7: CONSISTENCY

If your resident events are hit or miss or too sporadic, residents won't know what to expect. Don't give up too easily. At the very beginning, you may only have a few people show up, but if it's a great event, the word will get out. People love to be a part of something that others want to be part of.

Consider hosting recurring monthly events:

- Thematic Weekly Events: Movie Mondays, Treat Tuesdays, Wine Wednesdays, etc.
- Monthly Events: Garden Club, Book Club, Treats by the Pool First Saturday, etc.

SMALL BUDGET *event tweaks*



VIRTUAL *events*

The beauty of social media is that you can host events that cost VERY little because it all happens online:

- Trivia
- Scavenger Hunts
- Guess How Many
- Photo Contests
- Word Searches
- Bingo
- Challenges

PARTNER *ships*

A great way to save money on an event is to partner with a local business. Remember, you have residents that could be great customers for them so you have A LOT to offer.

Ask a local business to supply food, gift cards, or coupons to your residents and in return you can include their info in welcome packets, common areas, and promote them on social media & via email.



TAP YOUR *residents*

Do your residents have a small business or a side hustle? Maybe it's music, painting, baking, comedy, etc.

See if they would be willing to teach a class, play a set, or film a video for their neighbors. You can share their Venmo so they can get extra tips.



RESIDENT *clubs*

Resident clubs will be the best thing to happen to your event calendar because they cost very little money and they are resident-lead, i.e. minimal work. Poll your residents to see what clubs interest them. Pick a leader to organize, and all you have to do is provide a few snacks or a few tools. A few ideas:

- Book Club
- Gardening Club
- Watch Party Club
- Craft Club

SIMPLE *events*

Not every event needs to be super flashy. Sometimes it's just about taking something small and dressing it up a bit. Take these Skittles...it's just candy with a little extra wow to surprise and delight your residents.

Add a few mix-ins to your coffee bar, have fresh lemonade at the gate after work, have some nostalgic cereal in the morning to take to go.



WHY EVENTS MARKET YOUR APARTMENTS



Word-of-mouth marketing is something every apartment is after. Some think that it is created by shouting into the social media void while others believe it's by well-crafted experiences at their community. Both are right, but there is one aspect of your apartment marketing and resident retention strategy that can turn up the volume when it comes to word-of-mouth....your resident events! You set the stage, and let them use it as a background for their lifestyle with your apartment right at the center.

MAKE IT LOOK AMAZING

Everyone wants to be the influencer of their own life. They want everyone to see them having the best time, and they will reward you by talking about you if you give them that opportunity. You don't need to go crazy, just take something simple and dress it up. Give people something to talk about...and that something is you!

- Frame a cute sign
- Add some tags
- Put some florals or plants on the table

MAKE IT A PHOTO OP

You want to encourage photos at your resident events so that it's SO easy for them to get a good photo to post on their page. Creating photo booths is such a cheap and easy way to do that. Just get a background that is easy to put up...we love a using garlands and paper plates here at Sprout. Then you can add some accents like paper flowers, lanterns, balloons, etc.

Then have someone on your team man the pictures. Make sure to take photos with both your phone and theirs. Remember, you want them posting these photos on their own page and tagging you. Don't be afraid to remind them to tag you so it's fresh in their mind when they are posting. If you don't ask, you don't get!

BRING A FRIEND TO A RESIDENT EVENT

The best way to get more people seeing your community is having your residents invite their friends to your resident event. They have a built-in network of friends, family, and coworkers that can tag along, and you can have a potential new resident in your midst.

One idea we love is having a pet meet-up at your dog park or in the local neighborhood. It's a great way to show you are pet friendly while showing your residents and their friends how great it is to have pet friends that live nearby.

Pro Tip: If you really are looking to lease a few apartments, you can host the event inside the model unit! Make it that easy for them to take a tour of their future home while you entertain residents.

Even if that specific friend doesn't end up leasing, they will post about you on social media in a way that will catch someone's eye.

INVITE PROSPECTS TO YOUR EVENTS

Have someone that is on the fence about renting? Invite them to one of your resident events so they can see life at your community for themselves. What better way to see how residents enjoy your amenities than to see it in use. Plus, they may be able to make a new friend with a potential new neighbor in the process.

Simply email and call them and invite them. Let them know they have a plus one, because no one likes to go to stuff alone. Then when they come, you can offer to give them another tour during or after the event. It may be just the thing they need to push them over the edge.

POST A RECAP ON SOCIAL MEDIA

The biggest mistake to make when it comes to your events is to not share them online. After every event, post pictures from the event on your social media pages and encourage residents to share them.

Again, it's about giving them content to curate their own life on their social media feed. You want them to share these photos on Instagram Stories or tag themselves on Facebook. Then your community's page will be seen by their network of friends, coworkers, and family.

Continually sharing pictures of real things happening at your community shows how authentic your community is and how other residents are happy with their life at your community.

MAKE YOUR RESIDENT EVENTS A 2-FOR-1.



BECOME A
SPROUT
MEMBER

*Access Design Templates
Shopping Lists & More*

JOIN TODAY