

THE SUMMIT®

Retailer Newsletter

December 2018

Lights Up Recap

On Friday, November 16th, The Summit held the annual Lights Up celebration to kick off the holiday season! This year's festivities began with a concert by Tragic City Band and other live performances, followed by a festive parade featuring a local high school band, vintage car club, dance teams, Miss Iron City and UAB cheerleaders to name a few. With Santa's arrival, he led the crowd in a countdown to the main event – a grand firework show! Guests were invited to stay around to play in faux “fallen snow” and dance to holiday tunes. American Family Care sponsored the Santa photo booth which offered free photos. It was estimated that the attendance was around 20K for the entire day!



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HOLIDAY GIFT GUIDE

The Summit's Holiday Gift Guide has been released on social media to feature everyone on your list! The full Holiday Gift Guide can be found [here](#).

Gift Guides Include:

FOR HER

FOR HIM

FOR THE ENTERTAINER

FOR THE MILLENNIAL

FOR THE LITTLE ONES



SANTA COIN

This holiday season each child who has a keepsake photo taken with Santa at The North Pole will receive a wooden Santa Coin, redeemable for a free gift provided by The Summit at participating retailers. Thank you to Swoozie's, Kendra Scott, Hanna Andersson, The Cowfish, and Frutta Bowls for participating this year in the Santa Coins!

Redemptions available through December 24, 2018.



THE SUMMIT **EMPLOYEE DISCOUNTS**

Employees must show proper ID to redeem.

- ◇ **10% Discount:** Alumni Hall, Fab'rik, The Fitting Touch, L'Occitane, Lily Rain, Macaroni Grill, Pieology Pizzeria, Seasons 52, Soft Surroundings, Taco Mama, Village Tavern
- ◇ **15% Discount:** Soma and Frutta Bowls
- ◇ **20% Discount:** Aveda, Belk Salon & Spa, California Pizza Kitchen and Flip Burger

UPCOMING HOLIDAY EVENTS

Saturday, Dec. 8 | Breakfast with Santa

We're partnering with Village Tavern for a festive Breakfast with Santa on this Saturday. Each ticket purchased directly benefits The Bell Center. This event includes a delicious breakfast, kids activities and a photo with Santa! Learn more [here](#).



Sunday, Dec. 9 | Grand Menorah Lighting

Join us on Sunday from 4:30-6:30 PM for the 4th Annual Grand Menorah Lighting in Saks Plaza. We will have music, street performers, a photo booth, traditional Chanukah foods, a Gelt Drop and of course the Grand Menorah lighting!

Thursday, Dec. 13 | Santa Paws Photo Day

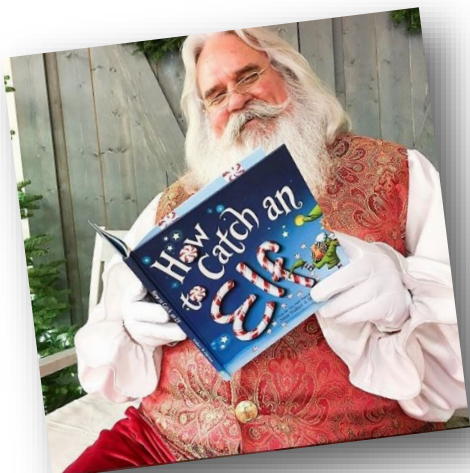
Bring your pet to The North Pole to snap a photo with Santa while proceeds benefit The Hand in Paw!

Mon, Dec. 17 - Fri, Dec. 21 | Storytime with Santa

Children can listen to a special holiday story read by Santa himself at the North Pole at 3:00 PM daily!

Mon, Dec. 17 | Forgotten Angel Tree

The Summit is hosting a Forgotten Angel Tree gift drop at The North Pole. The tree contains tags that include the age and gender of a child in need of gifts this holiday season. This is a heartwarming family tradition for many in the Birmingham area. Drop off your gift by Monday, December 17.



2018 HOLIDAY HOURS

December 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 10a-9p
2 12-6p	3 10a-9p	4 10a-9p	5 10a-9p	6 10a-9p	7 10a-9p	8 10a-9p
9 11a-7p	10 10a-9p	11 10a-9p	12 10a-9p	13 10a-9p	14 9a-9p	15 9a-9p
16 11a-7p	17 9a-9p	18 9a-9p	19 9a-9p	20 9a-9p	21 9a-9p	22 9a-9p
23 11a-7p	24 9a-6p	25 CLOSED <i>Christmas</i>	26 10a-9p	27 10a-9p	28 10a-9p	29 10a-9p
30 12-6p	31 NYE 10a-6p	Jan. 1, 2019 10a-6p				

TENANT REMINDERS

- Holiday Sales Reporting is set to occur three times this holiday season. We will be calling stores to ask about holiday sales and related sales activity. Thank you to those tenants that participated in the first Holiday Sales Reporting covering Black Friday and the Thanksgiving Weekend!
- Please notify the [Marketing Team](#) if you have an event or product launch that is expected to draw a large crowd or a late closure no later than 3 days prior to the event.
- Report all criminal activity to Security by calling 205-281-1889.

The Summit - Birmingham, Al
7 hrs · Instagram · 🌐

Have you seen our new window art at The North Pole?! How cute is it?! Huge thank you to @levi.axleigh.art and @thosepaintergirls!! #thesummitbham #shoplocal #localart #holidayseason



INSTAGRAM

USE #THESUMMITBHAM

18.1K FOLLOWERS

2,266 POSTS

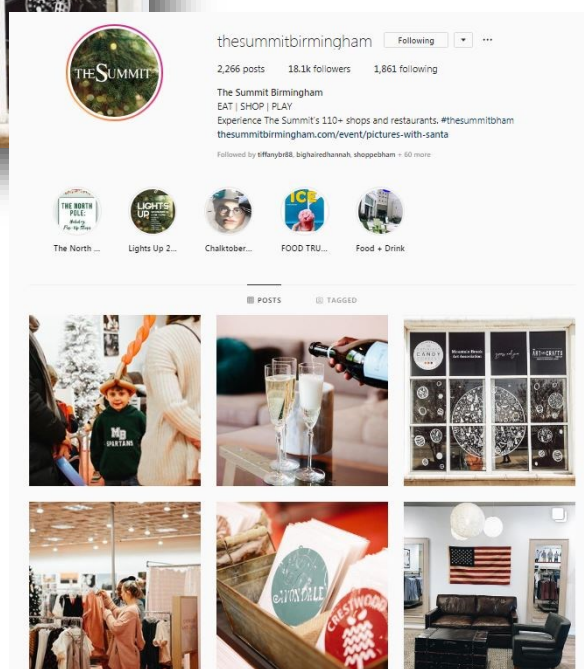


FACEBOOK

TAG US @THESUMMITBHAM

13,937 LIKES

15,586 FOLLOWERS



Submit Promotions

The Summit offers multiple avenues to promote your store and boost new product awareness.

These include signage opportunities, Social Media {Facebook & Instagram} as well as the Retailer Newsletter, which will go out on a monthly basis.

Signage is based on availability. For rates and space availability, contact Natalie Gravois The Summit's Marketing Manager [here](#).



To post Sales or Career Opportunities:

- ◇ Visit our website at thesummitbirmingham.com
- ◇ Scroll to the bottom of the page and click on the box that says "**Store Log In**"
- ◇ Enter the password **sales4u**

2018 EVENT CALENDAR

Dec. 6	Sensory Santa Photo Day
Dec. 6	Holiday Cookie Decorating Workshop
Dec. 8	Breakfast with Santa
Dec. 9	Grand Menorah Lighting
Dec. 13	Santa Paws Photo Day
Dec. 17-21	Storytime with Santa
Dec. 25	Christmas– Center Closed

