

# THE SUMMIT<sup>®</sup>

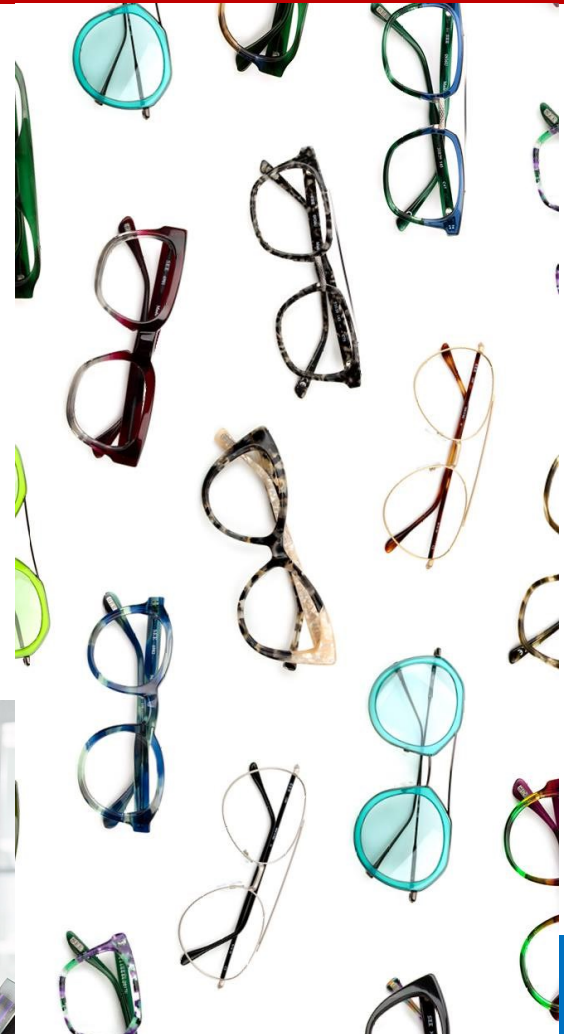
## Retailer Newsletter

July 2019

### NEW RETAILERS COMING SOON

The Summit has just announced two new retailers that are slated to open this fall! These two first-to-state concepts are **SEE**, a fashionable eyewear brand, and **Peloton**, the brand known for its high-tech stationary bikes for at-home use.

**SEE Eyewear** will be located next to Lush and Peloton near Williams-Sonoma.



### In This Issue

- NEW TENANT ANNOUNCEMENTS
- INDEPENDENCE DAY HOURS
- BACK TO COLLEGE GIVEAWAY
- MONTHLY EVENTS
- MANAGEMENT UPDATES
- SOCIAL MEDIA

## UPCOMING HOLIDAY HOURS



In observance of Independence Day, The Summit's holiday hours will be 10 AM—6 PM on Thursday. We will be open normal hours, Friday, July 5th.

Guest Services Management Office will be closed.

Happy Fourth of July!

## BACK TO COLLEGE GIVEAWAY

The Summit is hosting a Back to College Giveaway on July 14-20! One lucky winner will receive a prize valued at \$250.

If you would like to feature one of your gift cards during our Back to College giveaway, please email us [here](#) with the card's value.

We will also feature a Back to College Gift Guide on our social media channels, website and e-blast.



# MONTHLY EVENTS

## FOOD TRUCK FRIDAYS

Food Truck Fridays are held on the first Friday of the month from 6-8 PM, where visitors can enjoy live music, local food trucks and connect + shop with retailers from The Summit. Our next event is on August 2!

How to get involved?

- Set up a booth at the event with interactive games
- Drop by to hand out bounce back coupons
- Reach out to the **Marketing Team** to help brainstorm an idea that fits best for you!

## SWEAT FITNESS SERIES

The Summit hosts FREE fitness classes on Mondays from 6-7 PM!

**July 8: Yoga**

**July 15: Pilates**

**July 22: POUND**

**July 29: Hula Hoop**



# NOTES FROM MANAGEMENT



## ♦ 10% OFF

Alumni Hall, fab'rik,  
The Fitting Touch,  
L'Occitane, Macaroni  
Grill, Pieology Pizzeria,  
Seasons 52, Soft  
Surroundings, South  
Moon Under, Taco  
Mama, Village Tavern

## ♦ 15% OFF

Frutta Bowls, Kendra  
Scott, Soma Intimates

## ♦ 20% OFF

Belk Salon & Spa, CPK

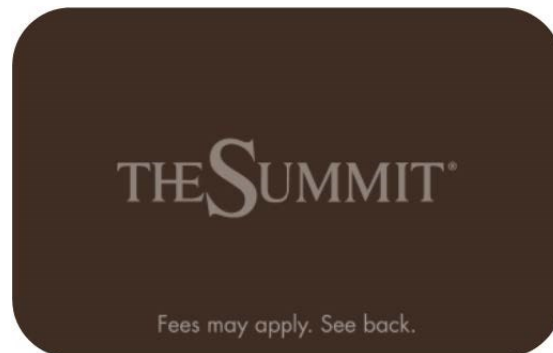
## GIFT CARD UPDATE

As of June 30, 2019, The Summit center-wide gift cards are no longer available for purchase.

We will be encouraging guests to purchase gift cards from you, our valued retailers and restaurants.

**All previously purchased Summit gift cards are still valid and are still accepted at participating retailers or restaurants.**

If guests need to check their balance, they can visit **[www.getmybalance.com](http://www.getmybalance.com)** or call 1.800.755.8713.

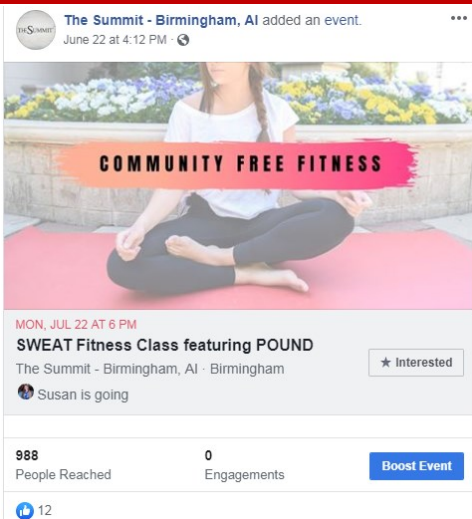


## GUEST SERVICES OFFICE HOURS

Please note that The Summit's Guest Services Office hours have changed.

**Monday-Friday: 8:30 AM—5:30 PM**

**Saturday-Sunday: Closed**



## FACEBOOK

TAG US @THESUMMITBHAM

14,701 LIKES

16,661 FOLLOWERS



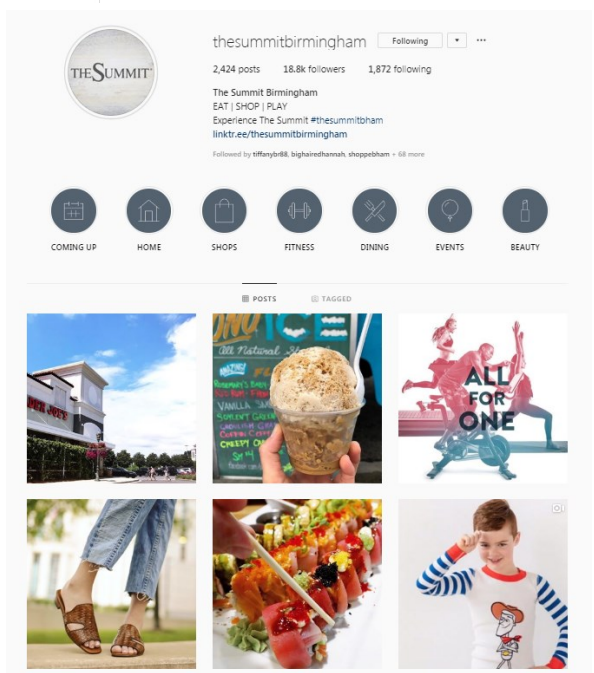
## INSTAGRAM

USE #THESUMMITBHAM

WHEN MENTIONING US

2,424 POSTS

18.8K 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 The Summit Marketing [here](#).

22x28 Signage



Directory Signage



## CALENDAR OF EVENTS

July 14-20 Back-to-College Giveaway

July 19-21 Back-to-School Tax Free Weekend

Aug. 2 Food Truck Friday

Sept. 2 Labor Day—Center Hours 10 AM - 6 PM

Oct. 2-13 [Shop, Save, & Share](#)

Nov. 22 Lights Up

*Don't forget to share your upcoming events with us!*

## Post Your Sales, Events and Career Information:

- Visit our website at [thesummitbirmingham.com](http://thesummitbirmingham.com)
- Scroll to the bottom of the page and click on the box that says "**Store Log In**"
- Enter the password **sales4u**

