

THE SUMMIT[®]

Retailer Newsletter

March 2019



REI Co-Op coming to The Summit!

The Summit is thrilled to welcome REI, an outdoor gear retailer, opening a 20,000 square foot store in October this year! They are estimated to bring around 50 jobs to Birmingham with this new location. For 22 years the store has made Fortune magazine's 100 Best Companies to Work For.

[Click here](#), for more stores coming to The Summit this year!

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FREE FITNESS CLASSES

The Summit presents

SWEAT FITNESS SERIES

MONDAYS, 6-7P

March 4: Belly Dancing

March 11: Yoga

March 18: Hula Hoop

March 25: POUND

FIDO FEST

The Summit is holding the 4th Annual Fido Fest on Saturday, March 30th from 11am-3pm. Learn more about this property-wide event [here](#).

How to participate?

- Donate an item/provide a discount to go in the swag bags (first 300 people)
- Be a vendor with a display table including interactive elements like giveaways, crafts, or tastings
- Giveback a portion of your proceeds to benefit GBHS + Hand in Paw
- Be a sponsor

Email the [marketing team](#) for more details.



THE SUMMIT EMPLOYEE DISCOUNTS

Employees must show proper ID to redeem.

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

MORE IN MARCH



The Summit presents

SPRING COOKIE DECORATING WORKSHOP

March 14th from 6:30-8:30 PM



TENANT SPOTLIGHT: Kendra Scott Event

In honor of National Jewelry Day, leading fashion accessories and lifestyle brand Kendra Scott will celebrate this holiday on **March 13th from 6-8 PM**. Sips and sweets will be provided as well as complimentary in-store manicures to enjoy while shopping!

Kendra Scott will be offering a special gift with purchase of \$75+ and a "Buy 1 receive 15% off, Buy 2 or more receive 20% off silvery jewelry" promotion. Come shop the Spring Collection which balances minimalist layers with geometric detail and features new materials such as Peach Mother-of-Pearl and Sky Blue Illusion.



The Summit - Birmingham, AL
 Yesterday at 11:34 AM · 🌐

These artisan toasts from @fruttabowls_thesummital tho! 🍓🍓🍓
 #thesummitbham #fruttabowls #avocadotoast #humpday



FACEBOOK

TAG US @THESUMMITBHAM

14,123 LIKES

15,764 FOLLOWERS

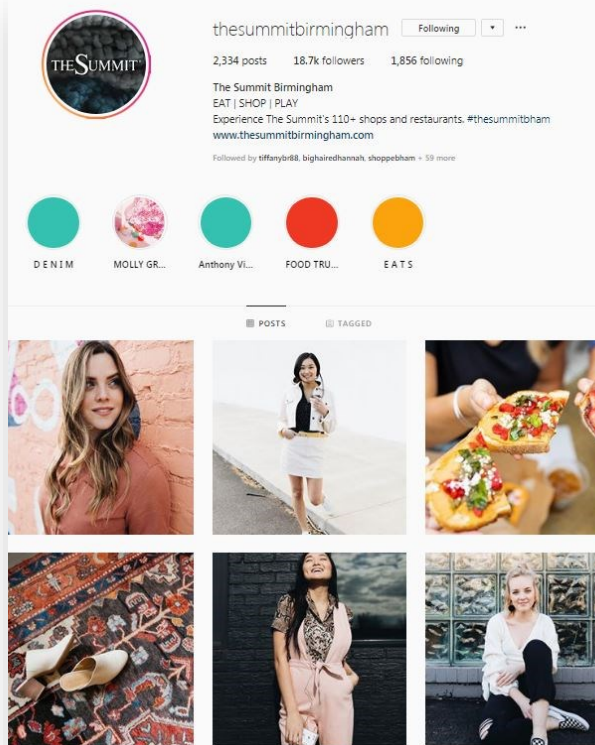


INSTAGRAM

USE #THESUMMITBHAM

2,334 POSTS

18.7K 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](#).



Post Sales and 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**



MARCH 2019

Mar. 7-10 Mountain High Outfitter's Tent Sale

Mar. 10 Daylight Saving Time Begins

Mar. 23-24 Lilly Pulitzer's Spring Break Promo

Mar. 17 St. Patrick's Day

Mar. 28 Sephora's Re-Grand Opening

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