

# THE SUMMIT<sup>®</sup>

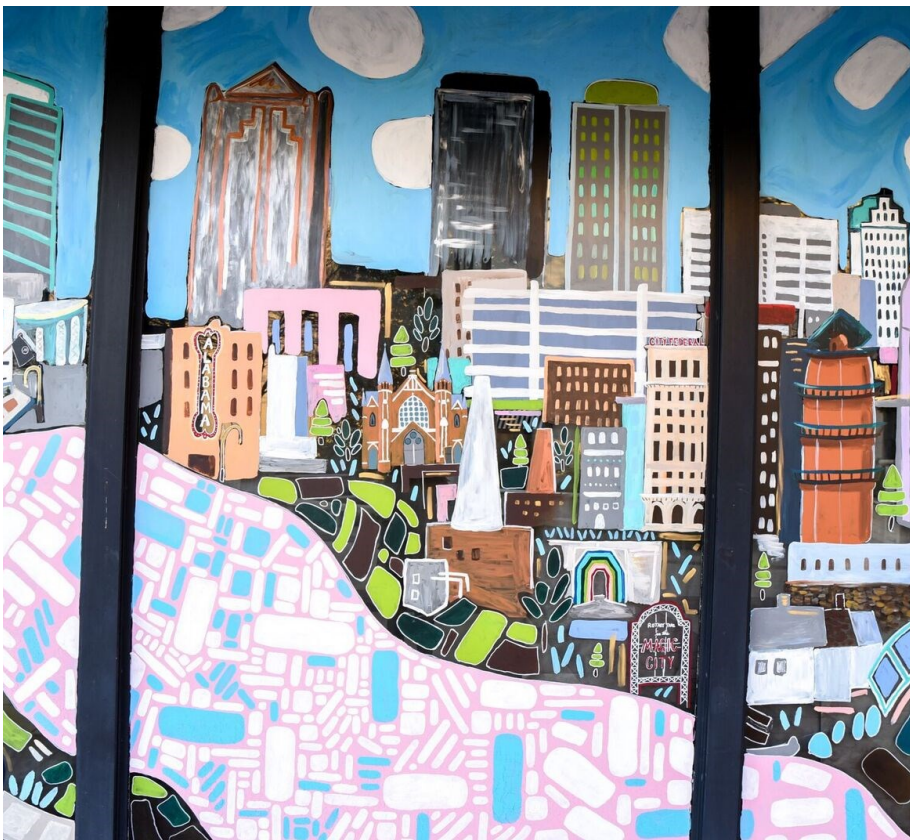
## Retailer Newsletter

MARCH 2018

### DOWN IN THE HAM INSTALLS MURAL

The Summit has partnered with Ashley Chesnut and Abby Little of Down In The Ham to complete a five pane window mural that resembles a scene from the book, *Down In The Ham: A Child's Guide to Downtown Birmingham* and is the first of many public art projects that will take place at The Summit this year. Stop by to see the window mural of the Magic City located in Saks Plaza between Sur La Table and Mountain High Outfitters.

Enter for a chance to win a Summit Gift Card by sharing your photo with the mural on Instagram using #thesummitbham!



### In This Issue

- DOWN IN THE HAM MURAL
- PROPERTY EVENTS
- FIDO FEST
- EMPLOYEE DISCOUNTS
- EVENT CALENDAR
- SPRING ADVERTISING
- PROMOTION OPPORTUNITY
- EASTER HOURS

# MARCH HAPPENINGS @ THE SUMMIT

## **Macramé Wall Hanger Workshop**

**March 22 | 6:30-8:30 PM**

Macramé, a 70's icon, has made a comeback in a big way! Join us to learn and practice the fundamental macramé knots that can be used to create decorative and functional shapes, while you create a modern wall hanging to adorn your home. We'll hold our second Macramé workshop with Bonnie Poore on March 22nd. Click [here](#) to purchase a ticket (space is limited).

## **Food Truck Friday**

**March 2 | 5:00-8:00 PM**

Food Truck Fridays are back! On the first Friday of every month, come enjoy live music (this Friday performing is duo, Zach & Cheyloe) and have a taste of the local cuisine. Kick back and relax for a while with our complimentary blankets. If your store or restaurant would like to be involved in this event by setting

up a booth or handing out discounts, please reach out with your interest to [summitbham@bayerproperties.com](mailto:summitbham@bayerproperties.com). Admission is free into the food truck area. Find the trucks located near Swoozie's.





# FIDO FEST

## *Third Annual Fido Fest at The Summit*

**April 7 | 11 AM—3 PM**

The Summit has partnered again with local vendors and retailers to create an afternoon of pet-friendly fun that benefits The Greater Birmingham Humane Society and Hand In Paw.

If your store or restaurant is interested in participating by offering a in-store special or charity giveback, please let us know by emailing the marketing team at [summitbham@bayerproperties.com](mailto:summitbham@bayerproperties.com). The event is free and open to the public. For more information, visit our website [here](#).



## THE SUMMIT EMPLOYEE DISCOUNTS

Employees must show proper ID to redeem.

- ♦ **10% discount:** Fab'rik, The Fitting Touch, Halcyon Days Salon & Spa, L'Occitane, Lily Rain, Macaroni Grill, Pieology Pizzeria, Seasons 52, Taco Mama, Village Tavern
- ♦ **15% discount:** Soma Intimates
- ♦ **20% discount:** Aveda, Belk Salon, California Pizza Kitchen and Flip Burger

## Exclusive Event

### *Athleta Friends & Family March 8-12*

Summit Employees are invited to Athleta's exclusive sale this month which offers **25% off** your entire purchase. This even applies to regular price merchandise! Must mention this newsletter to receive discount.

# 2018 EVENT CALENDAR

Mar. 2	Food Truck Friday
Mar. 3	Hanna Andersson's Happy Birthday Dr. Seuss Storytime
Mar. 3	Lilly Pulitzer's Bridal Event
Mar. 5	Sweat Fitness Class featuring Yoga
Mar. 10	Lizard Thicket's Spring Break Kick-off Party
Mar. 11	Daylight Savings Time Begins
Mar. 12	Sweat Fitness Class featuring Twilight Yoga
Mar. 15	Marbling Class at Paper Source
Mar. 17	Saint Patrick's Day
Mar. 19	Sweat Fitness Class featuring Twilight Yoga
Mar. 21	Macramé Wall Hanger Workshop with Bonnybee Designs
Mar. 22-25	Mountain High Outfitters Tent Sale
Mar. 24-25	Lilly Pulitzer's Spring Break Event
Mar. 26	Sweat Fitness Class featuring Twilight Yoga
Apr. 1	Easter Sunday - Center Closed
Apr. 6	Food Truck Friday
Apr. 7	Fido Fest
Apr. 20-22	Honda Indy Grand Prix of Alabama
Apr. 27	Athleta's Zumba Charity Event
Apr. 29	GBHS Saks Fifth Avenue Fashion Show
May 4	Food Truck Friday
May 13	Mother's Day
May 16-20	Regions Tradition at Greystone Golf & Country Club
Jun. 1	Food Truck Friday
Jun. 7	Sounds of Summer: Concert Series Begins [Every Thursday]
Jun. 17	Father's Day
Jul. 14-15	Sloss Fest Music and Arts Festival
Jul. 20-22	Alabama's Back-to-School Tax Free Weekend
Nov. 16	Lights Up



# SPRING ADVERTISING CAMPAIGN

Included in BMetro's print + Google Display Network



The Summit - Birmingham, AL

Hanna Andersson is hosting a painting party for your valentines, big and little! Stop in on tomorrow, February 10th to get in on all the fun!

\* The first 25 customers will receive a special canvas while supplies last and there will be paper to share with everyone following.



## INSTAGRAM

USE #THESUMMITBHAM

12.3K FOLLOWERS

## FACEBOOK

TAG US

@THESUMMITBHAM

12,529 LIKES



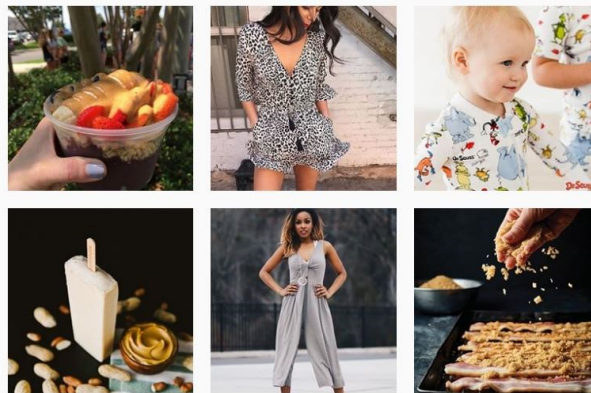
thesummitbirmingham

Edit Profile

1,917 posts 12.3k followers 1,848 following

The Summit Birmingham EAT | SHOP | PLAY Experience The Summit's 110+ shops and restaurants.  
thesummitbirmingham.com/play

POSTS SAVED



## DAYLIGHT SAVINGS

The Daylight Savings Time begins Sunday, March 11 at 2:00 AM. Clocks will shift forward 1 hour, making the local time 3:00 AM. Daylight Savings time started in an effort to help save energy and provide workers with more hours of serviceable daylight during the long summer days. Don't forget to move your clock forward by 1 hour on Saturday night.

## EASTER CLOSED

In reflection of Easter Sunday, April 1, The Summit will be closed. If your store or restaurant plans to be open during the holiday, please provide The Guest Services Office with your operating hours for Easter by calling 205-967-0111 or emailing [summitbhamgso@bayerproperties.com](mailto:summitbhamgso@bayerproperties.com).

## 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 Mindy Rohr, The Summit's Marketing Manager, at [mrohr@bayerproperties.com](mailto:mrohr@bayerproperties.com).



## To post Sales or Career Opportunities:

- ◇ 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**

