

THE SUMMIT[®]

Retailer Newsletter

MAY 2018

MOTHER'S DAY WEEKEND MAY 11-13

According to the National Retail Federation annual survey, 86% of Americans will celebrate Mother's Day this year and spend an average of \$180 per person. Individual ages 35-44 will be the biggest spenders at an average of \$224. The Summit has put together a Mother's Day Gift Guide to celebrate Mom on her special day. Through Instagram, we will be giving away a \$250 Gift Card to one lucky winner to spend on or gift to Mom. Bring her to The Summit and enjoy a weekend full of activities. See all Mother's Day Weekend events [here](#).



celebrate
MOM!
AT THE SUMMIT



KENDRA SCOTT
ROSE CANDLE
\$65



BRAHMIN
DUXBURY STACHEL
\$335



ANTHROPOLOGIE
AGATE CHEESE BOARD
\$78



PANDORA
MOM CHARM
\$50



SUR LA TABLE
LE CREUSET
\$284




BRIGHTON
BELLA ROMA NECKLACE
\$78

In This Issue

- MOTHER'S DAY
- ADVERTISING CAMPAIGN
- THE SUMMIT GIVES BACK
- PROPERTY EVENTS
- EMPLOYEE DISCOUNTS
- EVENT CALENDAR
- PROMOTION OPPORTUNITY
- INCLEMENT WEATHER

MOTHER'S DAY ADVERTISING CAMPAIGN


Included in Google Display Network



CELEBRATION FOR MOM.

ANTHROPOLOGIE
+
WILLIAMS-SONOMA
+
WEST ELM
+
SUR LA TABLE
+
100 MORE

THE SUMMIT®



GIFT GUIDE FOR MOM.

ANTHROPOLOGIE
+
SUR LA TABLE
+
BRAHMIN
+
PANDORA
+
KENDRA SCOTT
+
BRIGHTON
+
100 MORE

THE SUMMIT®



GIFT GUIDE FOR MOM.

ANTHROPOLOGIE + SUR LA TABLE
KENDRA SCOTT + PANDORA + BRAHMIN
BRIGHTON + 100 MORE

THE SUMMIT®



CELEBRATION FOR MOM.

ANTHROPOLOGIE + WILLIAMS-SONOMA
WEST ELM + SUR LA TABLE + 100 MORE

THE SUMMIT®

THE SUMMIT GIVES BACK: WEDNESDAY MAY 9TH



BENEFITING THE MARCH OF DIMES

THE SUMMIT

Wednesday, May 9 | 6:30-8:30 PM

The Summit is excited to partner with the March of Dimes for a giveback night! Shop or eat these retailers and a % of your purchase will be donated back to the March of Dimes: Flip Burger, Kendra Scott, Lilly Pulitzer, and Urban Cookhouse. The March of Dimes fights for the health of all moms and babies.

Lilly Pulitzer®



KENDRA
SCOTT



BENEFITTING



**The Summit
Gives Back**

MAY HAPPENINGS @ THE SUMMIT

Food Truck Friday

May 4 | 5:00-8:00 PM

Make sure to stop by on the first Friday of every month for a free family-friendly event, Food Truck Fridays! Visitors enjoy live music and a variety of local food vendors located at the Food Truck Park, across from Swoozie's. Retailers interested in getting involved in this event by setting up a booth or handing out discounts, please reach out by emailing the Marketing team at summitbham@bayerproperties.com. See May's vendor lineup [here](#).



Cookie Decorating Workshop

May 10 | 6:30-8:30 PM

The Summit and Flying Squirrel Cookies have partnered together to host a Spring Themed Cookie Decorating Workshop as one of The Summit's monthly workshops! Each participant will learn the basics of cookie decorating including icing consistencies, basic outlining, flooding, and easy techniques to create a lovely design. Participants will take home their boxed assortment of decorated cookies. This class is sold out. If you are interested in becoming a "sips and snacks" sponsor for an upcoming workshop, please contact the Marketing Team at summitbham@bayerproperties.com.



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

EVENT SPOTLIGHT

Madewell + Samford
May 6 | 2:00-5:00 PM

Madewell is reaching out to our Samford community to offer a special discount for students! With an ID, Samford students can receive 20% off of their purchase, even on markdown styles! Plus guests can enjoy sips and sweets in store.



Madewell

2018 EVENT CALENDAR

*HOLIDAYS BIRMINGHAM EVENTS

May 4	Food Truck Friday
May 5*	Cinco De Mayo
May 5	Mommy and Me Yoga
May 7	SWEAT: POUND class
May 9	March of Dimes Giveback Day
May 9	South Moon Under Opening
May 10	Cookie Decorating Workshop with Flying Squirrel
May 11	Mountain High Outfitters Grand Re-Opening
May 12	Anthropologie's Mother's Day Event
May 13*	Mother's Day
May 14	SWEAT: Yoga class
May 16-20*	Regions Tradition at Greystone Golf & Country Club
May 21	SWEAT: Hula Hoop class
May 19*	Do Dah Day
May 28*	Memorial Day: Mall Hours 10 AM - 6 PM
Jun. 1	Food Truck Friday
Jun. 4	Red Cross Blood Drive
Jun. 7	Sounds of Summer: Concert Series Begins
Jun. 7	Macramé Wall Hanger Workshop with Bonnybee Designs
Jun. 14	Sounds of Summer
Jun. 17*	Father's Day
Jun. 21	Sounds of Summer
Jun. 28	Sounds of Summer
Jul. 4*	Independence Day: Mall Hours 10 AM - 6 PM
Jul. 14-15*	Sloss Fest Music and Arts Festival
Jul. 20-22*	Alabama's Back-to-School Tax Free Weekend
Sept. 3*	Labor Day: Mall Hours 10 AM - 6 PM
Sept. 29	Sum-It Up To Health Event

The Summit - Birmingham, AL
Published by Mindy Rohr (?) · March 28 · Instagram · 🌐

ti and his mom Rachel Awtrey love stopping by to visit and shop v
Free People babes on his afternoon walks. 🐾

he years ago, The Summit became pet friendly and we celebrate
1 year with Fido Fest (coming up, April 7th)! Keep your eyes peeled
he dog paw on the window to know if it's okay to bring your four-
legged friend in to shop with you.

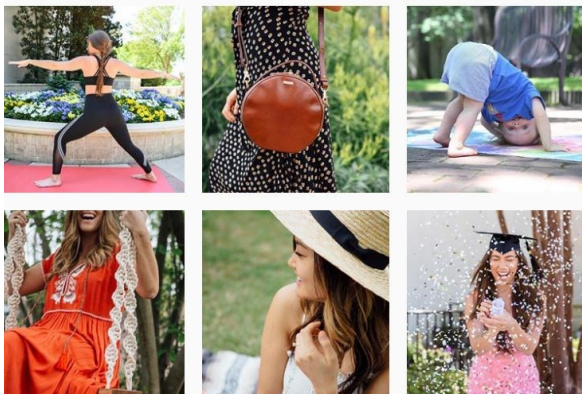
g your pup out to Fido Fest to shop local pet vendors, visit with a
city of rescue groups, vets and t... See More



INSTAGRAM

USE #THESUMMITBHAM

12.8K FOLLOWERS



FACEBOOK

TAG US

@THESUMMITBHAM

12,703 LIKES

INCLEMENT WEATHER

In the event of severe weather, center management's decision to close or alter operating hours will be communicated through the MallCast alert system [text, email and/or voice mail messages]. If you are not currently enrolled in MallCast or receiving alerts via text, email, and/ or voicemail, please contact the Guest Services Office at 205-967-0111. Each store may have up to **four** contacts, in addition to the store number that will receive a recorded phone call alert. It is your responsibility to keep the GSO informed of any changes or updates of contacts.

UPCOMING HOLIDAY HOURS

- Memorial Day, Monday, May 28: 10 AM-6 PM
- Independence Day, Wednesday, July 4: 10 AM-6 PM

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.



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**

