

# THE SUMMIT®

## Retailer Newsletter

November 2018



### ***Holiday Parade & Fireworks***

Join us Friday, November 16th, from 5-8 pm for a magical celebration to kick off the holiday season! Lights Up features live music by Tragic City, a festive parade from Barnes & Noble to Johnny Rockets, fireworks, Santa, and even a little snow!



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# MARK YOUR CALENDAR

## **FALL BACK**

**Sunday, November 4 | 2:00 AM**

Please remember to set your clocks back one hour on Saturday night to account for the time change where Daylight Savings Time ends. Please adjust light timers as well.



## **MANDATORY HOLIDAY TENANT MEETING**

**November 7 | 8:30-9:30 AM**

Join us at the AMC movie theater on this Wednesday to discuss holiday hours, holiday events, employee parking and operational reminders. We will be giving away a \$50 Summit Gift Card to one random manager at the meeting.

## **MAKER WORKSHOPS**

The Summit hosts monthly DIY workshops, where attendees purchase a ticket to learn a fun, new skill. Get involved by becoming a “sips and treats” sponsor at one of the classes on property. Provide light snacks (tray of appetizers/desserts) and set up a display table with your product while offering bounce backs to the attendees. Class sizes vary.



*Nov. 8 | Cookie Decorating Workshop (Urban Cookhouse sponsor)*

**Nov. 13 | Holiday Home Prep with House Peace**

**Nov. 15 | Wall Hanging Macramé Workshop with Bonnybee Designs**

**Nov. 27 | Plant Hanging Macramé Workshop with Bonnybee Designs**

**Nov. 29 | Painting Workshop**

*Dec. 6 | Cookie Decorating Workshop (Urban Cookhouse sponsor)*

# THE NORTH POLE

**OPEN NOV. 23-DEC. 24, 12-6 PM**

## **Thursday, Dec. 6 | Sensory Santa Photo Day**

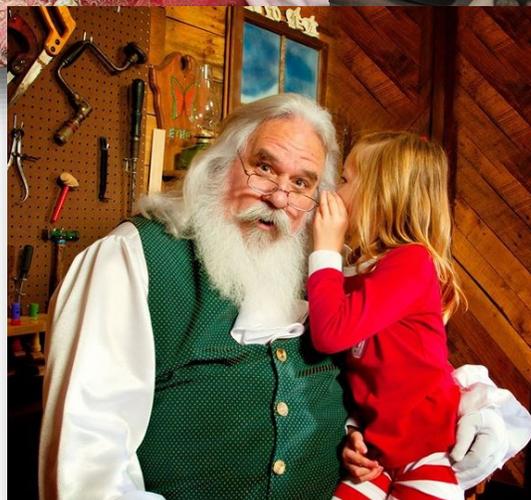
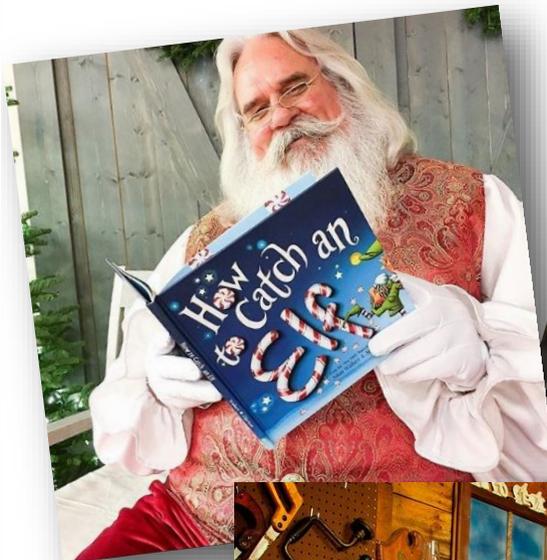
Families with children that have autism and other special needs can enjoy the time-honored tradition of a visit with Santa, in a more subdued and calm environment. Parents are welcome to take their own photos. Professional Photography (flash-less) will also be available for purchase.

## **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!



## **THE SUMMIT**

### **EMPLOYEE DISCOUNTS**

Employees must show proper ID to redeem.

- ◇ **10% Discount:** 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

### **EVENT SPOTLIGHT**

#### ***DROP & SHOP***

#### ***Sur La Table***

This Black Friday, leave the babysitting to us. From 10am-12pm, you'll enjoy two hours of kid-free shopping while they learn the ins-and-outs of making fresh pasta. Plus they'll leave with a free ravioli stamp, ready to dazzle you with their new-found skills once they get home. Classes open to children aged 8 – 12 only.

**Sur la table**  
THE ART & SOUL OF COOKING

**The Summit - Birmingham, AL** added an event.  
Yesterday at 1:47 PM

Join us on Sunday, December 9th from 4:30-6:30 PM for the 4th Annual Grand Menorah Lighting here at The Summit in Saks Plaza. We will have music, street performers, a photo booth, traditional Chanukah foods, a Gett Drop and of course the Grand Menorah lighting!

The Grand Menorah Lighting is a collaborative project of the LJCC, Chabad of Alabama, and the Birmingham Jewish Foundation.

Schedule... See More



SUN, DEC 9 AT 4:30 PM  
**Grand Menorah Lighting**  
The Summit - Birmingham, AL - Birmingham, AL

★ Interested

## FACEBOOK

**TAG US @THESUMMITBHAM**

**13,664 LIKES**

**15,320 FOLLOWERS**



## INSTAGRAM

**USE #THESUMMITBHAM**

**17.8K FOLLOWERS**

**2,238 POSTS**



# 2018 EVENT CALENDAR

- |            |                                       |
|------------|---------------------------------------|
| Nov. 7     | Tenant Holiday Meeting                |
| Nov. 16    | Lights Up                             |
| Nov. 22    | Thanksgiving— Center Closed           |
| Nov. 23    | Black Friday— Center Hours 9 AM– 9 PM |
| Nov. 23    | The North Pole Shop Opens             |
| Nov. 26    | VIP Party at The North Pole           |
| Dec. 1     | Breakfast with Santa                  |
| Dec. 6     | Sensory Santa Photo Day               |
| 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              |

## 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](http://thesummitbirmingham.com)
- ◇ Scroll to the bottom of the page and click on the box that says “**Store Log In**”
- ◇ Enter the password **sales4u**

