

Summer Garden



EVENT OVERVIEW

- Creation of a family friendly summer environment with artificial trees, park benches, plants and flowers
- Provides space for families to relax
- Large interactive games (Giant Jenga, Connect 4)
- Artificial grass / soft play area.
- Ideal for Summer holidays
- Flexible event days - single day, consecutive weekends or short runs (i.e. 1 week).



BENEFITS

- Retained footfall, keeping customers on site for longer.
- Family friendly activities.
- Great opportunity for retailer involvement

ADDITIONAL ACTIVITIES

- Community group involvement – local artists, musicians, entertainers
- Educational / Environmental activities to promote learning
- Character actors to interact with & welcome guests
- Branded photo backdrops / peep through boards
- Food samples from retailers



COMMERCIALISATION OPPORTUNITIES



- Popcorn / Ice cream / refreshment sales
- Photo booth with paid for printing on site
- Photo booth branding for centre or retailers
- Launch event for local businesses
- Food samples provided by local restaurants/cafes
- Spend promotions



BRANDING

Full branding opportunities available



TAKE AWAYS

Free gifts, samples and activities for all families to take away.

Vouchers from retailers



AVAILABILITY

Available all year round or tied in with seasonal activities.



REPORTING

Full breakdown of visitor numbers and engagements