

MISSION PINK

The Mall of New Hampshire
Thursday, October 22
4:00 p.m. – 7:00 p.m.

Simon Malls are partnering for the first time at a national level with Susan G. Komen in their mission to find a cure for breast cancer. As focal points in communities across the nation, Simon centers are ideally positioned to help raise awareness around breast cancer, involving shoppers, tenants, employees and other community neighbors in a variety of ways, including events, signage and more. We will be hosting a **Mission Pink** event in support of the education of the overall importance of women's health in a relaxed and fun environment. This event will give women their very own night of retail and friend therapy through fashion, food, entertainment, retailer discounts / offerings, and worthwhile demonstrations, all while educating them about the scientific breakthroughs that are changing the face of cancer

Event Elements:

- Fashion
- Food and Wine sampling
- Beauty Advice, Tips, and Demos
- Health & Wellness
- Fitness & Nutrition
- Home Design
- Raffle Prizes & Gift Bags

Vendor/Sponsor Benefits:

Opportunities to engage target demographic, featuring:

- Custom activations
- Product showcases
- Demonstrations
- Sampling
- Contests and Activities

Event Promotion:

- On-Mall Signage (Sky Banner, Posters)
- Mall Website Posting, Email Blasts & Text Message Push
- Facebook, Twitter & Instagram
- PR Effort (Press Release, Calendar Listings)

Target Audience:

- All Women



1500 South Willow St. Manchester, NH 03103 • (603) 669-0434

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Donna Paquette • Marketing Assistant • dpaquett@simon.com

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Sign Up Info

Space is limited – Sign up Today!

- Fee: \$300 per table space
- Mall will provide (1) 6 ft table and (1) black table cloth.
- Electrical access provided on a 1st come 1st served basis
- Event Set-up: 3:30 pm-4:00 pm, Take-down: 7:00 pm-7:30 pm

General Rules

1. Must supply all materials needed to display and operate own space.
2. Responsible for setting up and taking down own space.
3. Must take away own trash and boxes at the end of the event.
4. Mall Management reserves the right of approval on all displays and set-ups.
5. Need to provide a Certificate of Insurance meeting Mall Requirements.
6. Must sign contract generated by Mall Management. Contract will be sent shortly after receipt of this completed Sign Up form.

Legal Business Name: _____

D/B/A Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone #: _____ **Fax #:** _____

Email Address: _____

Do you need to access to electricity? Yes or No (circle one)

PLEASE COMPLETE AND FAX 603.669.5006 , or EMAIL kimberly.haffner@simon.com

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