

# EVENTS & OPPORTUNITIES

## FREE *Ongoing Events & Services*

### PERSONAL STYLING

Tuesday - Saturday  
Various hours, book online

Centre Wide

### MUMS & BUBS MORNING TEA

1st Wednesday of every month  
9:30am - 11:30am

Level 2, Table 26

### SENIOR'S GAMES & MORNING TEA

1st Tuesday of every month  
9:30am - 11:30am

Level 1, Jamaica Blue

### CINEMA CHILDCARE

3rd Thursday of every month  
5:30pm - 8:30pm

Level 4, Event Cinemas

Opportunity: All retailers provide offers, bounce backs or experiences for these events and services - contact [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com) (this opportunity is available for all of the ongoing events).

## MARCH

### AUTUMN WINTER FASHION CONTENT

#### March - June

Digital

We commence our Autumn Winter Fashion campaign to support new season collections in the centre across our digital channels.

**Objective:** Raise awareness.

**Opportunity:** Please provide fashion content for our digital channels i.e. social media, digital screens and website.

**Email:** [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com)

### AUTUMN WINTER FASHION VM

#### March - June

Centre Wide

Our VM program commences again to showcase the amazing product of Indooroopilly fashion retailers.

**Objective:** Raise awareness and sales driving.

**Opportunity:** Please get in touch if you'd like to be featured in our VM program for the season. Product changes are made every fortnight.

**Email:** [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com)

## APRIL

### APRIL SCHOOL HOLIDAYS ACTIVITY

#### Sat 2 - Mon 18 April

Centre Court

Our very own Indro Island is back, bigger than ever. Brisbane kids will have the opportunity to conquer the new challenge!

**Objective:** Drive traffic.

**Opportunity:** Tell your customers and provide an offer or giveaways for us to promote over this period to encourage visiting customers to stay a little longer.

**Email:** [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com)

**Deadline:** Mon 21 March.

### APRIL SCHOOL HOLIDAYS FOOD COURT TACTICAL

#### Sat 2 - Mon 18 April

Food Court

We will again be providing participants with a voucher to redeem at the Food Court.

**Objective:** Drive traffic and sales.

**Opportunity:** Food Court retailers please get in touch for details on how you can be involved.

**Email:** [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com)

**Deadline:** Tue 15 March.

### COMMUNITY EASTER EGG HUNT

#### Sat 2 - Mon 18 April

Centre Wide

The community will be invited to partake in a centre wide egg hunt. To participate, kids can collect a passport from Customer Service on level 2 and follow the trail to collect the passwords. Once complete, they can show Customer Service and collect a chocolate treat.

**Objective:** Connecting with the community.

**Opportunity:** Tell your customers.

### EASTER PRESCHOOL & KINDY FUNDRAISER

#### Sat 2 - Mon 18 April

Digital

This year, we'll be helping local preschools and kindies raise important funds for a special project. Customers who complete the egg hunt will be able to vote for the kindy/preschool they want to win. We will then award the kindies and preschools with prizes to support funding their project.

**Objective:** Connecting with the community.

**Opportunity:** Tell your customers.

### FRESH FOOD EXPERIENCE

#### Dates: Late April (TBC)

Fresh Food

We are currently working on a 'foodie' campaign to showcase the Fresh Food precinct and an aligned tactical promotion to drive sales.

**Objective:** Drive traffic and sales.

**Opportunity:** A separate briefing kit will be distributed shortly.

## MAY

### MOTHER'S DAY - PHOTO ACTIVATION

#### Thu 6 - Sun 8 May

Location TBC

This Mother's Day we'll be offering free family portraits again to celebrate mum! We'll also have charity gift wrap for a gold coin donation.

**Objective:** Customer experience and connecting with our community.

**Opportunity:** Tell your customers.

### MOTHER'S DAY - DIGITAL CAMPAIGN

#### Fri 22 April - Sun 8 May

Digital

We will be promoting offers and gift ideas across our digital channels.

**Objective:** Raise awareness and sales driving .

**Opportunity:** Submit content for our digital screens, website and social.

**Email:** [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com)

**Deadline:** Mon 4 April.

### AUTUMN WINTER FASHION WEEKEND

#### Sat 21 - Sun 22 May

Level 2 and level 3

To celebrate Autumn Winter Fashion we'll be hosting a 2 day event in centre that includes a gift with purchase, giveaways and a pop up bar.

**Objective:** Sales and traffic driving.

**Opportunity:** Provide an offer or activate your store.

**Email:** [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com)

**Deadline:** Mon 2 May.

# INDOOROOPILLY

SHOPPING CENTRE

[marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com)