

# BIRKENHEAD POINT

SYDNEY'S LARGEST BRAND OUTLET

## Birkenhead Point Exclusive Shopping Nights

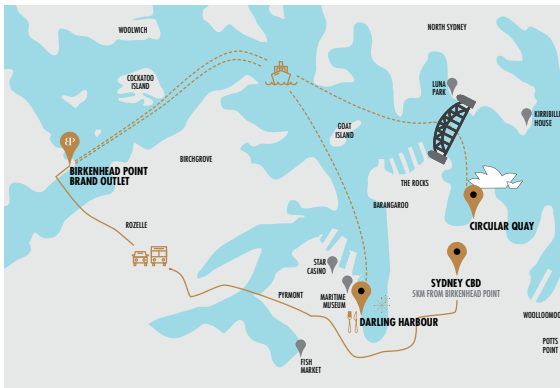
Birkenhead Point is Sydney's largest outlet centre located on Sydney Harbour only 6km from the city centre. Home to over 140 international and local brands all at up to 70% off. Enjoy global favourites like Bally, Coach, Nike, Tommy Hilfiger and Victoria's Secret or discover local Australian brands like Mimco, Sass & Bide, Ginger & Smart and Bonds.

Birkenhead Point's unique harbourside location allows access via water with our very own shopping ferry called the 'Shopper Hopper' or alternatively is only 6km from Sydney city centre with ample coach parking available at the main entrance for your convenience.

Birkenhead Point can offer MICE groups a private exclusive shopping experience afterhours at an iconic Sydney shopping destination.

### What Birkenhead Point can offer delegates;

Offer	Details
Exclusive Private Shopping	Exclusive private shopping across Level 1 – 2. Some shops on Level 3 may open (at retailer's discretion). Fresh Food and Convenience level remains open til 10pm. Available Weekdays (except Thursday) nights from 6:30pm – 10pm. Group minimum = 1,000.
Coach Set Down/Parking	Welcome crew assisting the buses in and out. Capacity for 2 x large 50 seater coaches to set down and/or park at Birkenhead Point front door. Access Map Provided by Centre. Capacity to enter Centre via Birkenhead Point Marina if required.
Guest Services	Bi-lingual welcome crew on arrival. Free WiFi. Exclusive Visitor Lounge to relax, recharge with refreshments or use exclusively for a VIP area. Additional security & cleaning to be provided.
Branding Opportunities	Opportunity for branding across Centre Digital Screens. Centre Atrium banners are available at cost (cost associated for print and install). Co-branded media wall available.
Exclusive Discounts	All customers will be provided with a Visitor Passport – Birkenhead Point's exclusive discount book for visitors to Sydney with over 35 offers and coupons. We will aim to get special offers for the evening however this is not guaranteed and will be at the retailer's discretion.
Gifts with Purchases	A free gift with purchase (valued at \$69.95) is given when guests spend over \$300AUD on their UnionPay cards.
In-Centre Experiences	DJ playing ambient music. Pop-Up stations throughout the mall providing Champagne and nibbles, pamper lounge for VIP delegates. Ability to offer a range of experiences for tiered delegate programs. Optional lucky door prizes (shopping gift vouchers) available. We are open to suggestions on what would work best for your delegates and can tailor accordingly.
Considerations	In the event of large amount of delegates – Birkenhead Point could do this event across 1-3 nights to ensure easy access and maximize shopping time. Alternatively, options to travel via both bus and boat could be included to maximize delegate access into the Centre – a quote would be sourced to provide the water access.



### Bookings

To book or for more information on this product, please contact;

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