



bridgewater
shopping centre

MALL PROMOTIONS



THE SCHEME
COMPRISES
380,033 sq.ft

32,000 
POPULATION
WITHIN 15 MINUTE
DRIVE TIME

40+ 
STORE UNITS

55k+ 
WEEKLY
FOOTFALL

970 
CAR PARKING
SPACES

70 mins 
DWELL TIME

101,000
TOTAL CATCHMENT
POPULATION

€73 
AVERAGE
SPEND PER VISIT

ABOUT

Bridgewater Shopping Centre, located in Arklow, is the South East's top shopping destination with more than 40 fantastic fashion, food, lifestyle stores and cinemas in one location.

Key Tenants – Dunnes, Superdrug, TK Maxx, Argos, Boots, River Island, New Look, Starbucks and a 9 screen Omniplex.

OPPORTUNITIES

Short and Long Term Exhibition Stands:

- Vehicle Promotions
- Promotional Space
- Mall Retailing
- Pop Up Shops
- Product Launches
- Sampling Activities
- Roadshows

9 screens

OMNIPLEX
CINEMA



SHOPPER
PROFILE



73% female
27% male



DUNNES STORES

NEW LOOK

RIVER ISLAND



Superdrug



Bridgewater Virtual Tour



	Opportunities	Width	Height	Length	Power
1	Argos	3m	3m	4m	Yes
2	Oasis/Superdrug	3m	10m	6m	No
3	New Look	3m	10m	6m	Yes
4	Elvery's	3m	10m	6m	Yes
5	Dunnes	8m	10m	10m	Yes
6	Eddie Rockets/Oasis of Taste	6m	10m	10m	Yes

From time to time we may be able to accommodate larger sized stands/ Promotions at some of the locations. Please speak directly to our team to discuss your requirements in more details.

MALL PROMOTION REGULATIONS

- Centre does not provide equipment for promotions (tables, chairs, extension leads etc.).
- Equipment visible to the customer must be clean, tidy and portray a business like appearance.
- If your back drop is larger than 6ft high 4ft wide, please notify centre management prior to booking.
- Centre Management reserves the right to relocate a promotion to an alternative location.
- Centre Management reserve the right to terminate a promotion if any activity carried out is different to that outlined when the booking was made.
- The promotional display/stand design and materials to be used must be pre-approved.
- Promotional stands and signage must be of a high standard and professionally produced.
- No handwritten signage permitted.
- All set up and removal of promotional material must take place outside the normal operating hours of the centre.
- No stand building work can be completed during trading hours.
- Staff will not be permitted to eat, drink, or read while attending the stand.
- Promotional stand must be attended at all times by a member of the promotional team during centre opening hours.
- All personal belongings, promotional packaging and bags must be kept out of sight of customers at all times.
- All rubbish generated from the stand or by the promotional team must be removed to the service yard throughout the day.
- No storage facilities available.
- Noise is not permitted in any form from the promotional stand and staff.
- All promoters must contact security control prior to arrival for access. Tel: 0402 41060

MALL PROMOTION RATES

- €150 – per day (Midweek)
- €200 – per day (Weekend)
- €800 – 7 days

BOOKING REQUIREMENTS

A fully completed application form must be submitted to the following email address **manager@bridgewatercentre.ie**

Your application must include:

- Brand/ Company name (The brand being promoted, not the agency name).
- Nature of the activity – description of what the promotion entails, sampling, leaflet distribution etc.
- Proposed dates for the activity.
- Dimensions and specifications of promotional set, including images of all promotional materials to be used.
- A fully completed promotions insurance checklist.
- Details of power requirements etc.
- Full payment plus VAT @ 23% must be received prior to the promotion taking place.

CONTACT

Stephanie Staines, Centre Manager
T: 040 241 060
E: manager@bridgewatercentre.ie

OPENING HOURS

Monday	9.30AM - 6.00PM
Tuesday	9.30AM - 6.00PM
Wednesday	9.30AM - 6.00PM
Thursday	9.30AM - 8.00PM
Friday	9.30AM - 8.00PM
Saturday	9.00AM - 6.00PM
Sunday	12.00PM - 6.00PM

