

CROCKER PARK[®]
A STARK ENTERPRISES PROPERTY

2024-25
SPONSORSHIP
OPPORTUNITIES

CROCKER PARK

SPONSORSHIP OPPORTUNITIES



EXPERIENCE OUR PROPERTY: CROCKER PARK

Crocker Park is an innovative destination that will capture your imagination and delight your senses. The sophisticated mix of shops, restaurants and cafés — as well as beautifully designed luxury residences and Class A office space — all virtually integrated in a congenial neighborhood of parks and tree-lined streets. If you love the excitement of a big-city, but also long for the warmth and convenience of a small-town, you'll love the life at Crocker Park.

PROPERTY SUMMARY

PROPERTY SIZE: 4.5 MILLION SF

- High-end residential, Class A office space, specialty retail and fine dining
- 2 million sq. ft. of retail
- 1.2 million sf of residential - 534 Apartments
- 1 million sf of Class A office space - including the world headquarters of American Greetings
- 138,000 cars on I-90 at Crocker Road daily

LOCATION

ADDRESS: 177 Market Street, Westlake, OH 44145

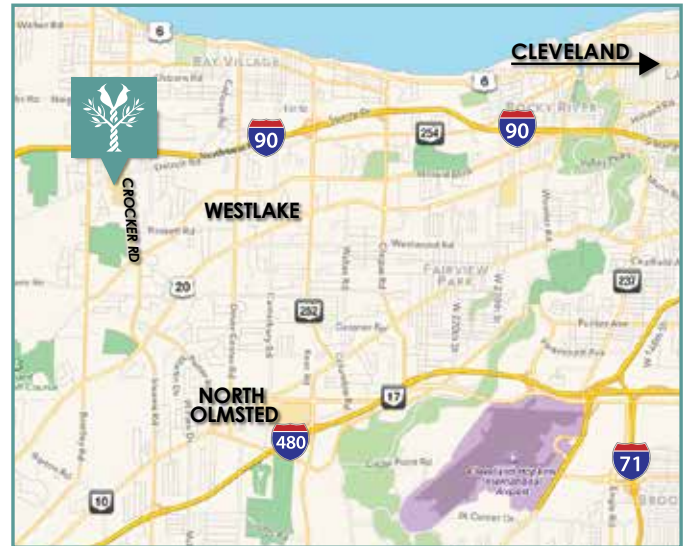
LATITUDE: 47.4635

LONGITUDE: -81.4742

DEMOGRAPHICS

	3 MI Radius	5 MI Radius	7 MI Radius	20 Min. Drive
Population	54,249	143,045	224,251	338,136
Households	23,173	61,894	98,481	145,317
Avg HH Income	\$132,694	\$111,271	\$106,290	\$114,593

*2020 Estimates from 2000-2010 Census Results



CROCKER PARK BY THE NUMBERS

2M+ SQ. FT. OF RETAIL SPACE



100+ STORES



35+ RESTAURANTS

FOR-RENT APARTMENTS



534 LUXURY UNITS

REGAL CINEMA

16-SCREEN THEATER WITH IMAX TECHNOLOGY



1M SQ. FT. OF OFFICE SPACE



15 OFFICES

HYATT PLACE HOTEL

110 ROOMS



SPECIAL EVENTS ALL YEAR



WITH 10 SOCIAL & EVENT SPACES, we are booked year-round for farmer's markets, concerts, outdoor fitness classes, movies, art shows, races, and numerous other community affairs.



+PLUS



2,000 Residents



131 Town Homes



7,500 Employees Daily



American Greeting's HQ



MetroHealth



8 parking garages & over 8,000 parking spaces



Two full-service grocery stores



State-of-the-art, two story LA Fitness facility



Market Square rentable event center



CROCKERPARK.COM

440.871.6880 • 177 MARKET ST • WESTLAKE, OH 44145

SIGNAGE OPPORTUNITIES



1. ELEVATOR WRAPS | Year Round

- Opportunity to reach guests coming and going from various garage locations
- Vehicular and pedestrian traffic
- Locations conveniently located by entrances and exits
- Size = 42" X 84"
- Size = 48" X 84"

SIGNAGE OPPORTUNITIES



2. GARAGE BACKLIT | Year Round

- Great visibility for pedestrian and vehicular traffic
- Prominently placed near elevators, exits and entrances
- Illuminated
- Size = 48" X 70"



3. GARAGE BANNERS | Year Round

- Large mesh banners to be prominently displayed on entrances/exits of garages throughout property
- Great branding opportunity
- Various sizes depending on location



4. GARAGE DECALS | Year Round

- Large scale garage decal spaces available
- Variety of locations and opportunities
 - Union – 1,119 spaces
 - Vine – 240 spaces
 - Crocker – 860 spaces
 - Main – 675 spaces



5. POLE BANNERS | Year Round

- Available throughout the venue to achieve maximum exposure via pedestrian or vehicular traffic
- Size = 30" X 59"



6. SIDEWALK SIGNS/ELEVATOR SNAP FRAMES | Year Round

- Great visibility throughout property
- Limited availability during seasonal attractions
- Size = 22" X 28"

DIGITAL OPPORTUNITIES



7. DIGITAL BOARD | Year Round

- Center Circle visibility
- Only current digital element within Crocker Park
- Ability to inter-change content rapidly and with ease
- Prime location for both vehicular traffic and pedestrian

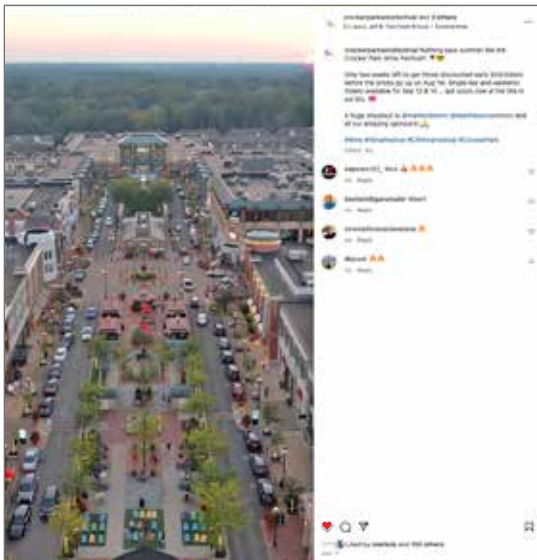


8. MAGAZINE | Monthly, Year Round

- All advertising and marketing partners receive the benefit of monthly newsletter exposure
- 8,620+ newsletter subscribers



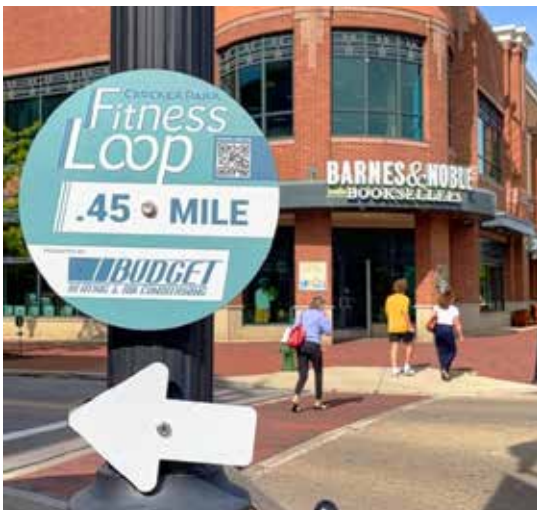
Printed & promoted on socials



9. SOCIAL MEDIA | Daily, Year Round

- All advertising and marketing partners receive the benefit of 96,100+ social media followers for additional exposure through our social media pages
- FACEBOOK: facebook.com/CrockerPark
 - 71,000+ followers
- INSTAGRAM: @CrockerPark
 - 21,500+ followers
- X: @CrockerPark
 - 4,900+ followers
- TIKTOK: @crockerpark
 - 660+ followers

YEAR ROUND EXPERIENCES



10. FITNESS LOOP | Year Round

- Looking for a unique way to expose your company to Crocker Park's 12 million+ visitors? Maximize your brand's message by being the title sponsor for the Crocker Park Fitness Loop. With signage displayed in a highly trafficked, one mile loop around the park this allows your company to have daily recognition and added exposure. Visitor's are prompted to take pictures for social media while on the Fitness Loop which will gain you even more exposure.
- Check it out at crockerpark.com/fitnessloop

YEAR ROUND EXPERIENCES



11. CHANGE MACHINE | Year Round

- We often find that our valued guests need easy and quick access to change in order to utilize the over 200 parking meters on property. As a convenience to our guests, we have installed a self- service change machine in the heart of Crocker Park by Center Circle. We would like to offer YOU the sponsorship of this machine, with great visibility and accessibility from ALL guests shopping, including pedestrian and vehicular traffic around Center Circle.



12. FARMERS MARKET | Year Round

- Year round exposure available through both Outdoor and Indoor markets produced by North Union Farmers Market. This event has been a staple for at Crocker Park for going on 18 years, continually offering fresh produce, meats, cheeses, baked goods and more with the continued goal of supporting our local communities and farmers.
- Check it out at crockerpark.com/farmersmarket



13. STATIC OR ANIMATED WINDOW DISPLAY | Year Round

- When storefront windows are available, the opportunity is open for a creative display promoting your business. It could be a static advertisement, or you can do a creative, digital display



14. AUTO SPONSOR | Year Round

- Ride and Drive Sponsorship offer automotive companies a valuable opportunity to showcase their latest vehicles at crocker Park. Potential buyers can test drive vehicles and experience their features first hand.

YEAR ROUND EXPERIENCES



15. GREEN WALL | Year Round

- Looking for a unique way to expose your company to Crocker Park's 12 million+ visitors and be a part of their special events? Maximize your brand's message by being the title sponsor for the 8ft. x 6ft Green Wall displayed in highly trafficked areas of the park. This versatile wall allows your company to have daily recognition and added exposure through participation in annual events by being the idyllic backdrop for visitor's social media photos.



16. FACE CUTOUT PHOTO OP | Year Round

- (2) boards in East Park or (2) in Union Square, have fun with your company message with these face out boards that prompt photo opportunities! These are located in East Park and Union Square, giving you great exposure throughout the property.



17. CROCKER PARK'S FIRE PLACE | Year Round

- Gather around the Crocker Park Fire Place to enjoy the space with a comfortable and welcoming feel. Your brand can be featured throughout the year to our guests in the center of Crocker Park.



18. CROCKER PARK MARQUEE | Year Round

- The 6ft tall Crocker Park Marquee has become a highlight of our guests' visit to Crocker Park. No one can come to shop or dine here without snapping a photo with this lightup marquee!
- Check it out at crockerpark.com/marquee

MONTHLY EXPERIENCES



19. ICE FESTIVAL PRESENTING SPONSOR

January 24 - 26, 2025

- Discover the magic of the Crocker Park Ice Festival, where artists craft stunning ice sculptures. This exceptional event extends the holiday spirit into January. Join in this enchanting celebration with a variety of sponsorship and participation options. The weekend features food trucks, entertainment, vendors, and as always, warm up with some shopping. Activities will be spread throughout Crocker Park, allowing everyone to savor the icy artistry and winter wonderland vibes.
- Check it out at crockerpark.com/icefestival

MONTHLY EXPERIENCES



20. ICE FESTIVAL ICE SCULPTURE

January 24 - 26, 2025

- A unique opportunity to have your name or logo carved out of ice. Ice sculpture can be carved to a sculpture of your choice with various sizes of ice sculptures available
- Accepting sponsorships for ice sculptures for next years ice festival as well
- Check it out at crockerpark.com/icefestival



21. EASTER BUNNY & STORY WALK

April 19, 2025 & April 1 - April 30, 2025

- Families are invited to Crocker Park for a reading adventure with Story Walk. Our popular reading adventure takes visitor on a magical journey throughout our property, with each page of the story featured in different store windows. Your brand will be showcased prominently throughout the property as families shop, dine, and discover a new page of the story along the way. With exposure to an audience of engaged shoppers, this is the perfect opportunity to build brand recognition and make a lasting impression on the community.
- Check it out at crockerpark.com/easter



22. CHECKERS PARK | April - Oct.

- Checkers is a classic game between two players! Checkers Park not only offers 8 checkers boards for players of all ages to enjoy, but also a "giant" checkers board for a quick game before you continue your shopping and dining!
- Check it out at crockerpark.com/checkerspark

MONTHLY EXPERIENCES



23. FOUNTAIN | May - Oct.

- With 2 focal point fountains on property your brand will be featured where families, friends, and shoppers gather daily to enjoy the sights and sounds at Crocker Park.



24. MUSIC IN THE PARK

Memorial Day - Labor Day

- Live music performances offer a unique experience where musicians perform in front of a live audience, creating a dynamic and emotional connection. A wide range of music appeals to all genres. These live music shows happen Friday, Saturday and Sunday night.
- Check it out at crockerpark.com/musicinthepark



25. MOVIES IN THE PARK

Memorial Day - Labor Day

- Enjoy a movie under the stars! Weekly during the summer, families come out to enjoy a different movie. Sometimes classics and sometimes newer releases. The magic of the movies meets the magic of Crocker Park.
- Check it out at crockerpark.com/moviesinthepark



26. SPLASH PAD | Memorial Day - Labor Day

- From Memorial Day through Labor Day, the Splash Pad located in West Park area lets parents take a break from shopping while kids cool off and have fun. The splash pad also is home to Twilight Splash at night.
- Check it out at crockerpark.com/splashpad

MONTHLY EXPERIENCES



27. SUMMER EXPRESS TRAIN

Memorial Day - Labor Day

- Crocker Park Summer Express Train is fun for everyone! Take a quick trip down the streets of Crocker Park. Train rides are a must-do activity throughout the summer.
- Check it out at crockerpark.com/expresstrain



28. CROCKER PARK SUMMER GARDENS

Memorial Day - Labor Day

- Take advantage of the beauty of the gardens and flower pots that adorn Crocker Park and add to the beauty and overall experience of thousands of visitors annually.
- Check it out at crockerpark.com/gardens



29. LOUNGE AREA | Memorial Day - Labor Day

- Lots of areas around property to enjoy while shopping, dining, browsing and relaxing. All these areas can be branded with your message.



30. CROCKER BARK | June 8, 2025 | 9am - 10am

- Co-sponsor of Crocker Barks 5K Run/1 Mile Walk with your pooch on a leash to benefit the Westlake Police K9 unit! After the race, join our Crocker Park Block Party on the streets of Crocker Park for an afternoon of fun and interactive safety activities for the whole family, with food, drinks, vendors, and music!
- Check it out at crockerpark.com/blockparty

MONTHLY EXPERIENCES



31. BLOCK PARTY | June 8, 2025 | 11am - 3pm

- Kick off the summer at the Crocker Park Block Party. In partnership with the City of Westlake, this event boasts fun touch-a-truck experiences, activities at every end of property and fun for the whole family.
- Check it out at crockerpark.com/blockparty



32. WINE FESTIVAL | Sept. 12 & 13, 2025

- Raise your glass to Rainbow Babies and Children's Hospital at the Crocker Park Wine Festival, where fine tastes meet philanthropy. Cheers to a memorable experience! Crocker Park Wine Festival showcases 150+ wines both local and international producers. It's two days of wine, live music, and endless opportunities to connect with the thousands who attend this event.
- Check it out at crockerpark.com/winefestival



33. FOOD TRUCK CHALLENGE | Sept. 27, 2025

- Join Cleveland's top food trucks will compete for "best of..." titles with more trucks, celebrity judges, and fun than ever before. Enjoy unique menu options from a variety of food trucks. Visitors can vote for their favorites by picking up a ballot at the designated station, trying different menu items, and submitting their votes. It's a food lover's paradise!
- Check it out at crockerpark.com/foodtruckchallenge



34. TRICKS & TREATS | Oct. 25, 2025

- Get ready for Crocker Park's Halloween extravaganza, Tricks & Treats! The park transforms into a spooktacular destination, with ghosts, goblins, heroes, and characters turning our streets into an unforgettable trick-or-treating adventure. This spine-tingling event is packed with lively characters, activities, live music, and fun for all ages. It's not just an event; it's a spellbinding community gathering.
- Check it out at crockerpark.com/tricksandtreats



35. TREE LIGHTING

Nov. 23, 2024 | Nov. 22, 2025

- Crocker Park's annual tree lighting ceremony, a festive event that brings the community together to kick-off the holiday season. Enjoy tons of entertainment, hot cocoa, and the arrival of Santa as we illuminate the beautiful tree and spread holiday cheer! The annual Tree Lighting is one of the largest events of the year and brings thousands of people to celebrate the start of the holiday season.
- Check it out at crockerpark.com/treelighting



36. SANTA HOUSE

Nov. 23 - Dec. 24, 2024 | Nov. 22 - Dec. 24, 2025

- Have you been naughty or nice? Here is your chance to help brand the new Santa's House at Crocker Park and achieve great brand awareness and exposure throughout the Holiday Season. Santa's House is where the magic of Christmas truly lives and kids of all ages can meet the man himself and get photos to remember the moment forever. Santa's House draws hundreds of children throughout the season.
- Check it out at crockerpark.com/santa



37. SANTA SLEIGH

Nov. 23 - Dec. 24, 2024 | Nov. 22 - Dec. 24, 2025

- Our perfectly hand-crafted wooden sleigh is a very popular attraction for families to line up for photos and holiday memories. Partnering with Santa's Sleigh aligns your brand with festive joy and family tradition, reaching thousands throughout the holiday season.
- Check it out at crockerpark.com/sleigh



38. WALK THROUGH ORNAMENT

Nov. 23 - Jan. 5, 2025 | Nov. 22 - Jan. 4, 2025

- A walk through ornament is a captivating holiday installation that allows visitors to step inside a giant, intricately decorated ornament, immersing themselves in a magical world of festive lights and decorations.
- Check it out at crockerpark.com/ornament

MONTHLY EXPERIENCES



39. GUEST SERVICES

Nov. 23 - Jan. 5, 2025 | Nov. 22 - Jan. 4, 2025

- A place where you can buy Crocker Park Gift Cards, Train Tickets, and find out the answer to any informational questions you may have while at Crocker Park.
- Check it out at crockerpark.com/guestservices



40. HOLIDAY PRESENTS

Nov. 23, 2024 - Jan. 5, 2025 | Nov. 22, 2025 - Jan. 4, 2026

- Enjoy these festive large decorative presents that add warmth, sparkle and a touch of magic to Crocker Park's holiday décor. Personalize these beautiful gifts with a tailored message tag promoting your business. Let these gifts located in strategic places across property draw people to your location for the holiday season with a special message on each gift.



41. HOLIDAY STREET LIGHTS

Nov. 23, 2024 - Jan. 26, 2025 | Nov. 22, 2025 - Jan. 25, 2026

- A unique chance to showcase your brand while lighting up the season. Your company will be featured alongside stunning street lights creating a festive, welcoming atmosphere. This sponsorship provides high visibility during the busiest time of the year, aligning your brand with a cherished community tradition.
- Check it out at crockerpark.com/streetlights



42. SNOWFLAKE GARDEN

Nov. 23, 2024 - Jan. 26, 2024

Nov. 22, 2025 - Jan. 25, 2026

- The Snowflake Garden offers a magical winter experience! Located near center circle, this enchanting display features large illuminated snowflakes along a lighted path, creating a beautiful backdrop for holiday strolls, photos, and family moments. The snowflake garden will be up though the holidays and last throughout Ice Festival in January.
- Check it out at crockerpark.com/snowflakegarden



43. 50 FT. HOLIDAY TREE NIGHTLY LIGHT SHOWS

Nov. 23, 2024 - Jan. 5, 2025

Nov. 22, 2025 - Jan. 4, 2026

- This iconic tree offers a unique opportunity to light up the holiday season while showcasing your brand in the heart of Crocker Park. As the exclusive sponsor, your company will be prominently featured and enjoyed by thousands of visitors throughout the season. Your brand will shine through on-site signage, digital promotions, and during the highly anticipated tree lighting ceremony, creating lasting visibility and aligning your business with the magic and joy of the holidays at Crocker Park.

- Check it out at crockerpark.com/lightshow



44. PLAY ZONE

Nov. 23, 2024 - Jan. 5, 2025 | Nov. 22, 2025 - Jan. 4, 2026

- Families are invited to celebrate the holiday season at Crocker Park's brand-new Play Zone, located inside the former buybuyBaby space. Kids can show off their skills on the exciting new GLICE Rink and enjoy a variety of fun activities in the dedicated play area, making it the perfect spot for festive family fun this winter!

- Check it out at crockerpark.com/playzone



45. HOLIDAY EXPRESS TRAIN

Nov. 24, 2024 - Jan. 5, 2025 | Nov. 23, 2025 - Jan. 4, 2026

- Crocker Park Holiday Express Train is fun for everyone! Take a quick trip down the streets of Crocker Park. Train rides are a must-do activity throughout the holiday season.

- Check it out at crockerpark.com/expresstrain

OUR PARTNERS

These are just a few of the many national and local brands that found success in marketing at some of our Stark Enterprises properties, including Crocker Park and Eton Chagrin Boulevard.



TESTIMONIALS

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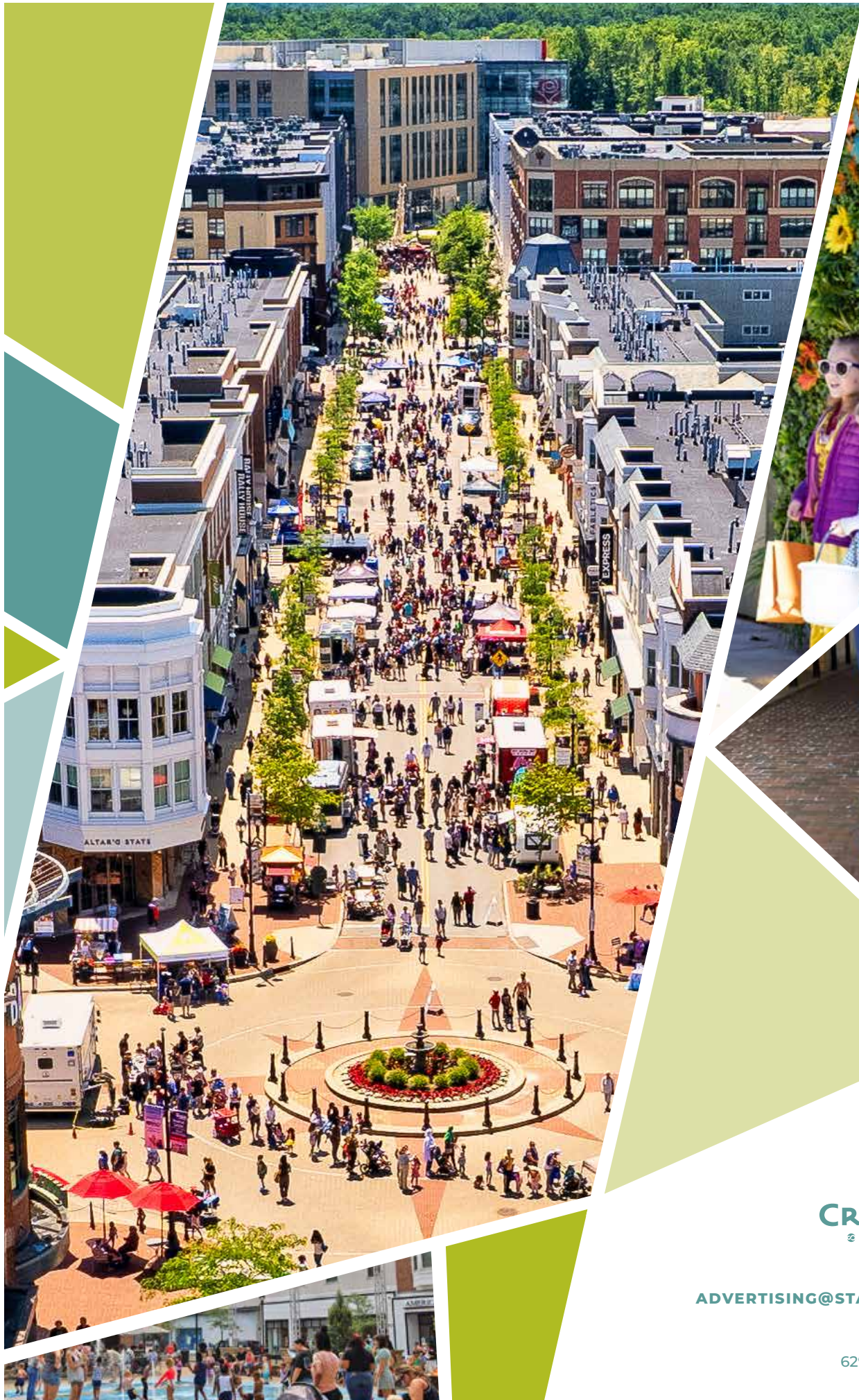
I have really enjoyed the relationship between Tri-C Westshore and Crocker Park. We are so proud to coexist in the Westlake community and are lucky to have forged a great partnership. Every year we are contacted by the Marketing Team at Stark Enterprises –and presented with opportunities not only for sponsorship but for participation in Crocker Park’s events as well. We rush to secure the “Walk Through Ornament” sponsorship that is offered during the holidays as that has become a signature thing for us. We like this one because it allows people—families, singles, friends, etc—to take a photo in the ornament as a holiday keepsake that may get them thinking about Tri-C Westshore. With other opportunities that arise throughout the year, we know that our friends at Crocker Park are always thinking of ways that we can stand out. Crocker Park is a great place to eat, shop and socialize—we’ve gathered as an after-work group there to recognize milestone events among the staff and faculty and look to Crocker Park to be “our” place in town!”

Mary (Nikki) Matala
Campus Community Relations Liaison
Tri-C Westshore Campus

“

Crocker Park and their team are an absolute pleasure to work with! Whether it’s marketing support, office maintenance, or general assistance, they consistently provide outstanding service. Their responsiveness is exceptional, and they are always accommodating and professional.”

Brooke Bungard
Practice Manager for Dr. Steven Goldman
Beachwood | Westlake Plastic
Surgery & Medical Spa



CROCKER PARK
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