



holiday

SPONSORSHIP
OPPORTUNITIES
2024



MIXED-USE

CROCKER PARK

Westlake, Ohio



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 Esporta Fitness facility



CROCKERPARK.COM

440.871.6880 • 177 MARKET ST. • WESTLAKE, OH 44145

HOLIDAY EXPERIENCES

EVENT OPPORTUNITIES AT CROCKER PARK



1. TREE LIGHTING | Nov. 23, 2024

- Celebrate the magic of the holiday season in a way that only Crocker Park can present. Let's light up our iconic 50 foot holiday tree featuring a huge community sing-a-long led by Santa and his holiday friends
- Holiday attractions, lights, music, festivities and family traditions begin at the Crocker Park Tree Lighting
- Naming rights to the event and/or stage to include logo on ALL property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
- Speaking opportunity available
- Vendor space available at the Tree Lighting event



2. ICE FESTIVAL | January 26-28, 2024

- Visitors come out during the winter months to watch artists transform simple blocks of ice into beautiful sculptures with every day tools
- Opportunities available for presenting sponsorships and more!
- Social media posts promoting the event
- Opportunity to be on site for the weekend
- Sponsorships include a custom sculpture
- Single sculptures available with logo and/or custom colors
- Accepting sponsorships for ice sculptures for next years ice festival as well

HOLIDAY EXPERIENCES

EVENT OPPORTUNITIES AT CROCKER PARK



3. SANTA HOUSE | Nov. 23 - Dec. 24, 2024

- Have you been Naughty or Nice? Here is your chance to help brand the Santa House and give your brand great exposure throughout the holiday season by all visitors
- Naming rights to the Santa House both inside and outside to include logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
- Branding opportunity with giveaway item from Santa
- Opportunity to be on site for promotion of your brand



4. SANTA SLEIGH | Nov. 23 - Dec. 24, 2024

- Our perfectly hand-crafted wooden sleigh is the perfect attraction
- Naming rights to the Santa Sleigh to include logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
 - Photo opportunity for keepsake and holiday memorabilia that is branded with your company
- Opportunity to be on site for promotion of your brand various days during the holiday season

HOLIDAY EXPERIENCES

EVENT OPPORTUNITIES AT CROCKER PARK



5. WALK THROUGH ORNAMENT | Nov. 23 - Dec. 31, 2024

- Ornament shape walk through light up display perfect for photo opportunities
- Naming rights to the event and/or stage to include logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership



6. SNOWFLAKE GARDEN | Nov. 23 - January 26, 2025

- Festive light display with walk through bridge for photo opportunities
- Naming rights to the event and/or stage to include logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
 - Signage at all 4 corners of the display area
- Opportunity to decorate and display 100 snowflakes to compliment the design with credit given on signage for decorating snowflakes



7. ICE RINK | Nov. 23 - Feb 17, 2025

- Crocker Park's "real" ice rink open through February to provide guests with extra fun after the holidays
- Naming rights to the event and/or stage to include logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
 - Dasher board ads
 - Special skating events opportunity for sponsors and guests



8. HOLIDAY EXPRESS TRAIN

Nov. 24, 2024 - January 5, 2025

- The train runs a loop on Crocker Park Blvd. while providing rides all winter long to happy children and their parents
- Naming rights to the event and/or stage to include logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership including:
 - Train Signage, ticket branding & property signage
 - Opportunity for literature on the train
 - Radio commercial runs on the trains music station

HOLIDAY EXPERIENCES

EVENT OPPORTUNITIES AT CROCKER PARK



9. HOLIDAY STREET LIGHTS | Nov. 23, 2024 - January 5, 2025

- Highlight of holiday décor throughout the venue are the lights above and surrounding the streets of Crocker Park
- Sponsorship available for the holiday lights throughout the venue
- Logo on all property signage, social media and ads in tenant and residential magazines
- Opportunity to be on site for Tree Lighting
- On-site opportunity with a 10x10 booth during Tree Lighting



10. 50 FT. HOLIDAY TREE NIGHTLY LIGHT SHOWS

Nov. 23, 2024 - January 5, 2025

- The main attraction throughout the holiday season with music and lights performing nightly
- Signage surrounding the tree for branding and sponsorship support
- Social media posts
- Ads in residential and tenant magazines
- On-site opportunity with a 10x10 booth during Tree Lighting & during the Holiday Season



11. GUEST SERVICES | Nov. 23 - Dec. 24, 2024

- A place where you can buy Crocker Park Gift Cards and find out the answers to any informational questions you may have while at Crocker Park
- Naming rights to the space include logo on property signage, website, social media posts, as well as tenant and residential magazine to brand the partnership



12. CROCKER PARK MARQUEE | Year Round

- 6ft tall, light up Crocker Park Marquee with interchangeable icon depending on the season
- Crocker Park may move the marquee around the property for maximum exposure during events
- Lots of social media exposure with photos being posted day and night making your brand front and center
- Social media posts promoting the photo opportunity

HOLIDAY EXPERIENCES

EVENT OPPORTUNITIES AT CROCKER PARK

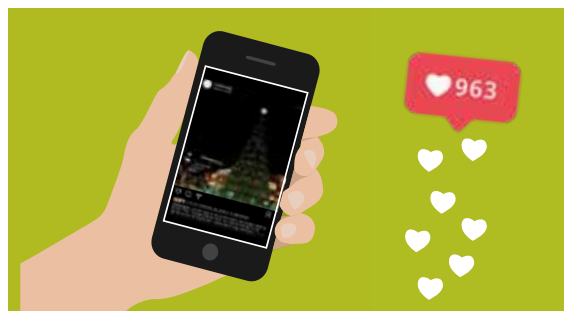


13. SOCIAL MEDIA | Daily, Year Round

- 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
- X: @CrockerPark
 - 4,900+ followers
- INSTAGRAM: @CrockerPark
 - 21,500+ followers
- TIKTOK: @crockerpark
 - 660+ followers

14. MAGAZINE | Year Round

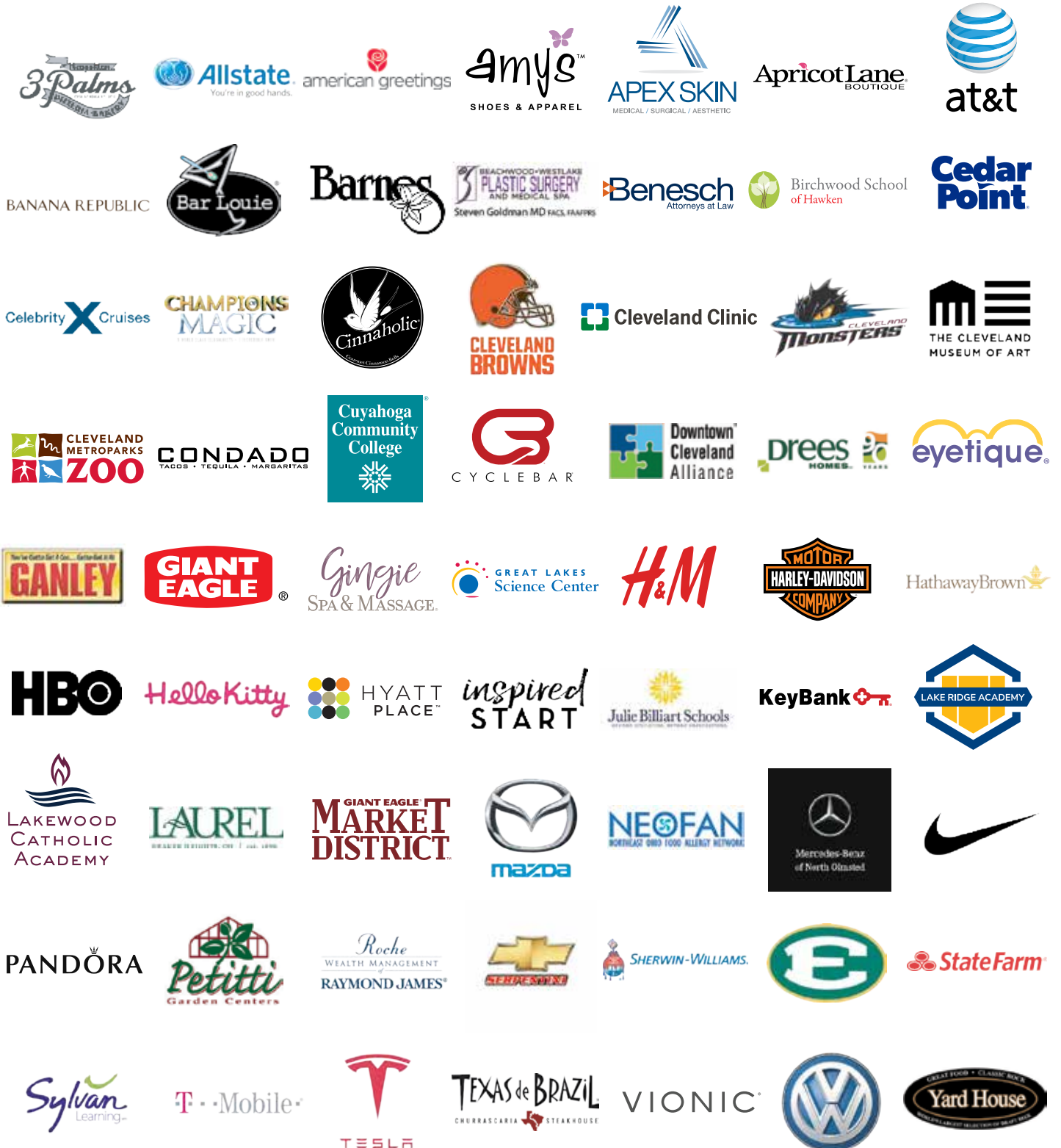
- All advertising and marketing partners receive the benefit of monthly newsletter exposure
- 8,620+ newsletter subscribers



OUR PARTNERS

STARK ENTERPRISES
it's all about the experience®

These national and local brands found success in marketing at many of our Stark Enterprises properties, including Crocker Park and Eton Chagrin Boulevard.



THANK YOU!



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