



# 2022-2023 SPONSORSHIP OPPORTUNITIES

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

PROJECT SIZE: 4.5 MILLION SF

- High-end residential, Class A office space, specialty retail and fine dining
- 2 million sf of retail - 119 Stores
- 1.2 million sf of residential - 534 Apartments
- 1 million sf of Class A office space - including the new 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	15 Min. Drive
<b>Population</b>	54,249	143,045	224,251	177,839
<b>Households</b>	23,173	61,894	98,481	78,558
<b>Avg HH Income</b>	\$132,694	\$111,271	\$106,290	\$108,697

\*2020 Estimates from 2000-2010 Census Results



## CROCKER PARK BY THE NUMBERS

2M+ SQ. FT. OF RETAIL SPACE



100+ STORES



40+ 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
- Market Square rentable event center



**CROCKERPARK.COM**

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# SIGNAGE OPPORTUNITIES AT CROCKER PARK



## 1. ELEVATOR WRAPS

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



## 2. GARAGE BACKLIT

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

# SIGNAGE OPPORTUNITIES AT CROCKER PARK



## 3. GARAGE BANNERS

- 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

- Large scale garage decal spaces available
- Variety of locations and opportunities
  - Union – 1,119 spaces
  - Vine – 240 spaces
  - Crocker – 860 spaces
  - American Greetings – 1,454 spaces
  - Main – 675 spaces
  - Mulberry – 920 spaces
  - Market – 475 spaces
  - Detroit 405 spaces



## 5. POLE BANNERS

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



## 6. SIDEWALK SIGNS/ELEVATOR SNAP FRAMES

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





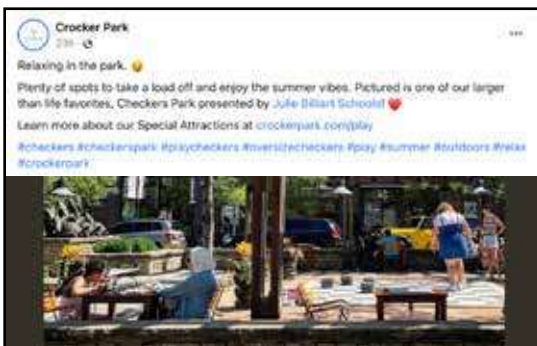
## 7. DIGITAL BOARD | Year Round

- 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
- 5,250+ newsletter subscribers



## 9. SOCIAL MEDIA | Daily, Year Round

- All advertising and marketing partners receive the benefit of 93,000+ social media followers for additional exposure through our social media pages
- FACEBOOK: facebook.com/CrockerPark
  - 68,900+ followers
- INSTAGRAM: @CrockerPark
  - 19,300+ followers
- TWITTER: @CrockerPark
  - 5,100+ followers





## 11. FITNESS LOOP | Year Round

- Fitness Loop throughout Crocker Park with the opportunity for 15+ branding signs at different locations on the Fitness Loop
- Naming rights to the Fitness Loop which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
  - Pedometers can be offered as part of a campaign to deliver sponsor information
  - Upwards of the 20 million visitors will see signage and messaging
  - Great opportunity to teach and educate
  - "Did you know" signage could be very effective

# YEAR ROUND OPPORTUNITIES AT CROCKER PARK



## 11. AUTO SPONSOR | Year Round

- Ride and drive opportunities to capitalize on the visitors at Crocker Park
- Auto display spaces for vehicles of all sizes
- Prime locations available for daily, weekly or monthly exposure



## 12. CHECKERS PARK | Year Round

- Fun family and friend activity to enjoy all season long
- Naming rights to the Checkers Park which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
  - Put your logo or signage on the checker piece faces for great exposure



## 13. FARMERS MARKET | Year Round

- Produced by North Union Farmers Market
- Perennial favorite event with consistent branding and exposure opportunities
- Year round exposure available through both Outdoor and Indoor market
- Over 100K visitors and guests annually
- Naming rights to the Farmers Market which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership



## 14. STATIC WINDOW DISPLAY | Year Round

- When storefronts are available, the opportunity is open for a creative and festive holiday display promoting your business
- Bring the magic of the holiday season with a digital and/or electronic light show to promote your business and products.



# YEAR ROUND OPPORTUNITIES AT CROCKER PARK



## 15. ANIMATED WINDOW DISPLAY | Year Round

- When storefronts are available, the opportunity is open for a creative and festive holiday display promoting your business
- Bring the magic of the holiday season to life to promote your business and products



## 16. FLOWER WALL | Year Round

- 8ft. x 6ft flower/selfie wall for taking memorable photos of family and friends with company logo included on wallscape
- Promote your business in a creative and entertaining way for social media
- Social media posts promoting the Flower Wall
- Opportunity for input on signage



## 17. FACE CUTOUT PHOTO OP | Year Round

- (2) boards in East Park
- Opportunity for creative visual that can brand your business with hashtags and logos for photo opportunities
- Lots of social media exposure with photos being posted making your brand front and center
- Social media posts promoting the photo opportunity



## 18. CROCKER PARK'S FIRE PLACE | Year Round

- 2022 Exclusive Sponsor of the Crocker Park Fire Place located between Center Circle and East Park
- (2) Plaques near the Fire Place with text and Sponsor Name/Logo
  - For example: *Warmth provided by "YOU"*
  - Name inclusion on CrockerPark.com as an attraction at Crocker Park, as well as property directory maps for the location of the Fire Place
- Tables and Chairs displayed around the fire place with logo decals on tables
  - *Available during the summer months, but may not be available during winter months due to excessive snow*
- Naming rights to the Fire Place which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership



# SUMMER EVENTS AT CROCKER PARK



## 19. CROCKER BARK | Jun. 11, 2023 | 9 - 10am

- Co Sponsor of Crocker Barks 5K Run/1 Mile Walk with your pooch on a leash to benefit the Westlake Police K9 unit!
- Logo included on all signage and registration materials, recognition as sponsor with logo & links on Hermes website and social media, as well as inclusion in tenant and residential magazines to brand the partnership
- Hermes Race Packet pickup at either Vionic or New Balance (sponsor to choose location) on Friday June 10
- Table opportunity at the Race in the morning (9am-10am) and at Crocker Park Block Party (11am-3pm)
- Verbal announcements at the race with sponsor appreciation
- 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!



## 20. BLOCK PARTY | Jun. 11, 2023 | 11am - 3pm

- Join us while we close down the streets of Crocker Park for The Best Block Party of the Summer and the largest event held at Crocker Park!
- An afternoon of fun and interactive safety activities for the whole family, with food, drinks, vendors, and music
- Naming rights to Block Party which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
- On-site opportunity with a 10x10 booth during event

# SUMMER EXPERIENCES

## OPPORTUNITIES AT CROCKER PARK



### 21. POP-UP FOOD TRUCKS

Select Tues., Memorial Day - Labor Day

- Variety of food trucks line the Main Street from 11am-2pm 1 Tuesday per month providing mouth watering options
  - A great opportunity to reach our audience of guests, tenants and residents
- Naming rights to Pop-Up Food Trucks which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
- On-site opportunity with a 10x10 booth during event



### 22. MUSIC IN THE PARK | Memorial Day - Labor Day

- Popular music series performed on Friday, Saturday & Sunday by local artists from Memorial day to Labor Day for guests to enjoy a variety of musical acts
- Naming rights to Music in the Park which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
- Opportunity to speak at any of the performances



### 23. MOVIES IN THE PARK | Memorial Day - Labor Day

- Safe family friendly outdoor open air movie experience on large screen every Thursday evening
- Naming rights to Movies in the Park which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
- Commercial and on screen opportunities for sponsors plus on-site opportunity for each movie



### 24. MOVE WITH A CAUSE | Memorial Day - Labor Day

- Workout class held in the lawn at Crocker Commons at Market Square with a portion of the proceeds benefiting charity
- Naming rights to Move with a Cause which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership



# SUMMER EXPERIENCES

## OPPORTUNITIES AT CROCKER PARK



### 25. CROCKER PARK SUMMER GARDENS

#### Memorial Day - Labor Day

- Take advantage of the beauty of the gardens and flower pots that adorn Crocker Park
- Naming rights to the Gardens which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership



### 26. SPLASH PAD | Memorial Day - Labor Day

- Signage promoting your brand surrounding the Splash Pad, including pole banners, property signage and RMU Cart with literature distribution
- Naming rights to the Splash Pad which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
- Opportunity to be on site



### 27. SUMMER TRAIN | Memorial Day - Labor Day

- The train runs a loop on Crocker Park Blvd. while providing rides all summer long to happy children and their parents
- Naming rights to the Summer Train which includes 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
  - Commercial runs on the trains music station



### 28. FOUNTAIN | Apr. - Oct.

- (2) focal point fountains on property with signage and branding opportunities
- Naming rights to the Fountain which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership



## 29. WINE FESTIVAL | Sept. 16 & 17, 2022

- 2 day event with over 7,000 people spread out along Main Street in the heart of Crocker Park
- Picturesque atmosphere for the weekend giving you an incredible opportunity for sponsorship
- Naming rights to Wine Fest which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
- On-site opportunity with a 10x10 booth during event



## 30. FOOD TRUCK CHALLENGE | Oct. 1, 2022

- One of our most popular foodie events where trucks compete in a variety of categories to win "best" in their category
- Great way to engage with more than 7,500 visitors
- Naming rights to Food Truck Challenge which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership



## 31. TRICKS & TREATS | Oct. 29, 2022

- Crocker Park's Halloween Event with kids trick-or-treating, live music food trucks & the express train
- Naming rights to Tricks & Treats which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
- On-site opportunity with a 10x10 booth during event





## 32. TREE LIGHTING | Nov. 19, 2022

- Celebrate the magic of the holiday season in a way that only Crocker Park can present as we light up our iconic 50-ft holiday tree featuring The Grinch!
- Holiday attractions, lights, music, festivities and family traditions begin at the Crocker Park Tree Lighting
- Naming rights to Tree Lighting which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership





### 33. GRINCHMAS MINI SHOWS & LIVE PERFORMANCES AT MARKET SQUARE | Nov-Dec

- Sponsor of Grinchmas 10 mini preview shows on East Park's Stage Sundays 1pm & 2pm
- 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
- Opportunity to be on site for promotion of your brand



### 34. SANTA HOUSE | Nov. 19 - Dec. 24, 2022

- 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 Santa House which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
  - TV Monitors for video commercial loop inside
- Branding opportunity with giveaway item from Santa
- Opportunity to be on site for promotion of your brand



### 35. SANTA SLEIGH | Nov. 19 - Dec. 24, 2022

- Our perfectly hand-crafted wooden sleigh is the perfect attraction
- Naming rights to Santa Sleigh which includes 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





### 36. SNOWFLAKE GARDEN | Nov. 19 - January

- Festive light display with walk through bridge for photo opportunities
- Naming rights to the Snowflake Garden which includes 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



### 37. WALK THROUGH ORNAMENT | Nov. 19 - Jan 2, 2023

- Ornament shape walk through light up display perfect for photo opportunities
- Naming rights to the Walk Through Ornament which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership



### 38. ICE RINK | Nov. 19 - Feb 20, 2023

- Crocker Park's "real" ice rink open through February to provide guests with extra fun after the holidays
- Naming rights to the Ice Rink which includes 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



### 39. HOLIDAY EXPRESS TRAIN | Nov.19 - Dec. 24, 2022

- 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 Holiday Express Train which includes 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
  - Commercial runs on the trains music station



### 40. HOLIDAY STREET LIGHTS | Nov. 19 - January 2023

- Highlight of holiday décor throughout the venue are the lights above and surrounding the streets of Crocker Park
- Naming rights to the Holiday Street Lights which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
- On-site opportunity with a 10x10 booth during Tree Lighting



### 41. 50 FT. HOLIDAY TREE NIGHTLY LIGHT SHOWS

Nov. 19 - Dec. 31, 2022

- The main attraction throughout the holiday season with music and lights
- Naming rights to the 50 ft. Holiday Tree Nightly Light Shows which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
  - Opportunity for signage surrounding the tree
- On-site opportunity with a 10x10 booth during Tree Lighting & during the Holiday Season



### 42. GUEST SERVICES | Nov. 19 - Dec. 24, 2022

- 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.
- Naming rights to Guest Services which includes logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership



### 3. THE GRINCH THRONE | Nov-Dec

- Sponsor this unique custom built attraction on East Park's Stage with logo on signage for photo opportunities
- Naming rights to the throne to include logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership



# 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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