Crocker Park
& A Stark Enterprises Property

2022
SPONSORSHIP OPPORTUNITIES
CLEVELAND
NORTH
OLMSTED
WESTLAKE
CROCKER RD
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

<table>
<thead>
<tr>
<th>3 MI Radius</th>
<th>5 MI Radius</th>
<th>7 MI Radius</th>
<th>15 Min. Drive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>54,249</td>
<td>143,045</td>
<td>224,251</td>
</tr>
<tr>
<td>Households</td>
<td>23,173</td>
<td>61,894</td>
<td>98,481</td>
</tr>
<tr>
<td>Avg HH Income</td>
<td>$132,694</td>
<td>$111,271</td>
<td>$106,290</td>
</tr>
</tbody>
</table>

*2020 Estimates from 2000-2010 Census Results

CROCKER PARK BY THE NUMBERS

2M+ SQ. FT. OF RETAIL SPACE
1M SQ. FT. OF OFFICE SPACE
15 OFFICES
HYATT PLACE HOTEL
110 ROOMS
SPECIAL EVENTS ALL YEAR

100+ STORES
40+ RESTAURANTS
534 LUXURY UNITS

REGAL CINEMA
16-SCREEN THEATER WITH IMAX TECHNOLOGY

+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
440.871.6880 • 177 MARKET ST • WESTLAKE, OH 44145
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”
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 80,000+ social media followers for additional exposure through our social media pages
- FACEBOOK: facebook.com/CrockerPark
  - 67,800+ followers
- INSTAGRAM: @CrockerPark
  - 18,500+ followers
- TWITTER: @CrockerPark
  - 5,100+ followers
7. DIGITAL KIOSK | Year Round
- Property wide exposure (12 kiosks with 24 sides)
- Easily updated content
- Great views for both pedestrians and vehicular traffic
- Kiosks are multi-use for property directories, self stations, location finder and advertising
- Please note: Advertising opportunities on the kiosks are available through sponsorship and advertising packages only.
- Any free-standing advertising (not combined with other opportunities) are provided through our third party vendor partners (Liquid Outdoor).

8. DIGITAL BOARD | Year Round
- Center Circle visibility
- Ability to inter-change content rapidly and with ease
- Prime location for both vehicular traffic and pedestrian

9. MAGAZINE | Monthly, Year Round
- All advertising and marketing partners receive the benefit of monthly newsletter exposure
- 5,250+ newsletter subscribers

10. SOCIAL MEDIA | Daily, Year Round
- All advertising and marketing partners receive the benefit of 80,000+ social media followers for additional exposure through our social media pages
- FACEBOOK: facebook.com/CrockerPark
- 67,800+ followers
- INSTAGRAM: @CrockerPark
- 18,500+ followers
- TWITTER: @CrockerPark
- 5,100+ followers
11. 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 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
12. **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

13. **CHECKER BOARD ZONE** | Year Round
- Fun family and friend activity to enjoy all season long
- 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
  - Put your logo or signage on the checker piece faces for great exposure

14. **FITNESS LOOP** | Year Round
- Fitness Loop throughout Crocker Park with the opportunity for 15+ branding signs at different locations on the Fitness Loop
  - 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

15. **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.
16. 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

17. 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

18. 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

19. CROCKER PARK’S FIRE PIT | Year Round
- 2022 Exclusive Sponsor of the Crocker Park Fire Pit located between Center Circle and East Park
- (2) Plaques near the Fire Pit 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 Pit
- Tables and Chairs displayed around the fire pit 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 pit to include logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
20. CROCKER BARK | Jun. 12, 2022 | 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!

21. BLOCK PARTY | Jun. 12, 2022 | 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 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
• On-site opportunity with a 10x10 booth during event
22. 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 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
- On-site opportunity with a 10x10 booth during event

23. MUSIC IN THE PARK | Memorial Day - Labor Day
- Popular music series performed on Friday, Saturday & Sunday by a variety of artists from Memorial Day to Labor Day for guests to enjoy a variety of musical acts
- 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 speak at any of the performances

24. 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 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
- Commercial and on screen opportunities for sponsors plus on-site opportunity for each movie

25. 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 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
26. GARDEN SPONSOR | Memorial Day - Labor Day
- Take advantage of the beauty of the gardens and flower pots that adorn Crocker Park
- 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

27. 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 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

28. 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 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
  - Commercial runs on the trains music station

- (2) focal point fountains on property with signage and branding 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
30. WINE FEST | 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 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
- On-site opportunity with a 10x10 booth during event

31. 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 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

32. 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 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
- On-site opportunity with a 10x10 booth during event
WINTER EVENTS 
AT CROCKER PARK

33. 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!
- 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 property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership

34. TOY SOLDIER MINI SHOWS | Nov-Dec
- Sponsor of Toy Soldier 8 mini preview shows on East Park’s Roche Wealth Management Raymond James Stage Sundays 12pm & 3pm
- 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

35. ICE FESTIVAL | February 2023
- 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!
36. 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 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
  - TV Monitors for video loop inside

- Branding opportunity with giveaway item from Santa

- Opportunity to be on site for promotion of your brand

37. SANTA SLEIGH | Nov. 19 - Dec. 24, 2022

- 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
38. SNOWFLAKE GARDEN | Nov. 19 - Jan 2, 2023
- 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

39. WALK THROUGH ORNAMENT | Nov. 19 - Jan 2, 2023
- Ornament shape walkthrough lightup 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

40. 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 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

41. 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 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
  - Commercial runs on the trains music station
HOLIDAY EXPERIENCES
EVENT OPPORTUNITIES AT CROCKER PARK

42. HOLIDAY STREET LIGHTS | Nov. 19 - Jan 1, 2023
- Highlight of holiday décor throughout the venue are the lights above and surrounding the streets of Crocker Park
- 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
- On-site opportunity with a 10x10 booth during Tree Lighting

43. 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 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 for signage surrounding the tree
- On-site opportunity with a 10x10 booth during Tree Lighting & during the Holiday Season

44. GUEST SERVICES | Nov. 19 - Dec. 31, 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 the space to include logo on property signage, website, social media posts, as well as tenant and residential magazines to brand the partnership
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!

LISA PIANECKI
Sales & Corporate Sponsorships Manager
lpianecki@starkenterprises.com
216.956.5361

Stark Enterprises
629 Euclid Avenue, Suite 1300
Cleveland, OH 44114