



holiday
SPONSORSHIP
OPPORTUNITIES
2022



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
Population	54,249	143,045	224,251	177,839
Households	23,173	61,894	98,481	78,558
Avg HH Income	\$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+

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

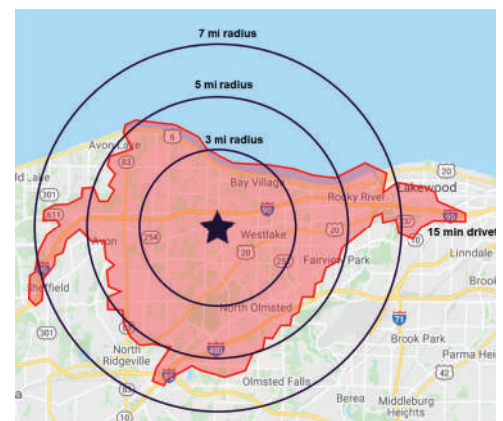


WITH 10 SOCIAL
& EVENT SPACES,
we are booked year-round
for farmer's markets,
concerts, outdoor fitness
classes, movies, art shows,
races, and numerous other
community affairs.



+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

440.871.6880 • 177 MARKET ST. • WESTLAKE, OH 44145

HOLIDAY EXPERIENCES

EVENT OPPORTUNITIES AT CROCKER PARK



1. 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



2. 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



3. 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!

HOLIDAY EXPERIENCES

EVENT OPPORTUNITIES AT CROCKER PARK



4. 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



5. 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



6. 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

HOLIDAY EXPERIENCES

EVENT OPPORTUNITIES AT CROCKER PARK



7. 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



8. 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



9. 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



10. 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

HOLIDAY EXPERIENCES

EVENT OPPORTUNITIES AT CROCKER PARK



11. 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



12. 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



13. STATIC WINDOW DISPLAY | Holiday

- 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.



14. ANIMATED WINDOW DISPLAY | Holiday

- 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

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!



LISA PIANECKI

Sales & Corporate Sponsorships Manager

lpianecki@starkenterprises.com

216.956.5361

Stark Enterprises

629 Euclid Avenue, Suite 1300

Cleveland, OH 44114

