



CROCKER PARK®

A STARK ENTERPRISES PROPERTY

2024-25

HOLIDAY
SPONSORSHIP
OPPORTUNITIES

CROCKER PARK

HOLIDAY 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

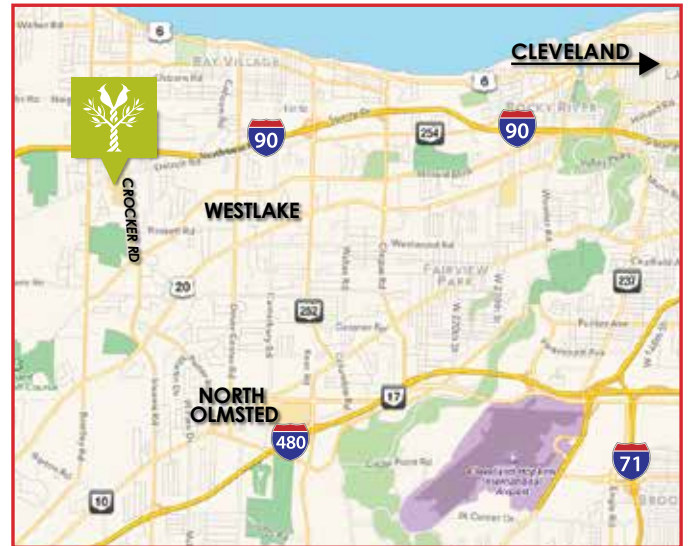
LATITUDE: 47.4635

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 Esporta Fitness facility
- 📅 Market Square rentable event center



CROCKERPARK.COM

440.871.6880 • 177 MARKET ST • WESTLAKE, OH 44145

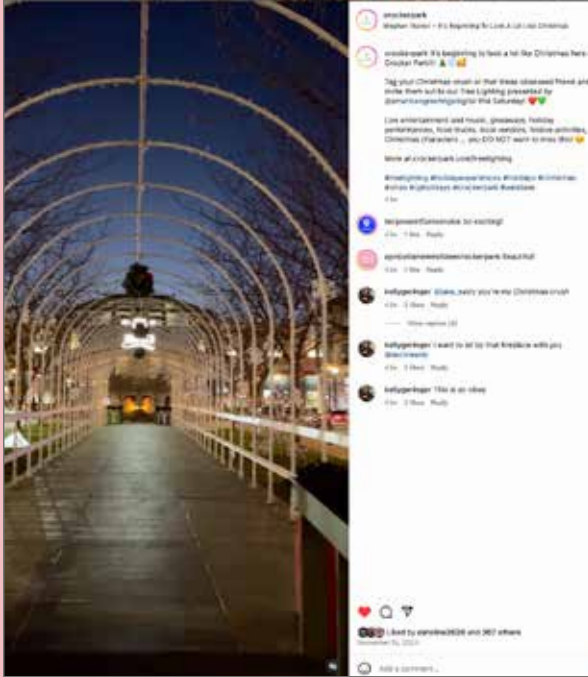
HOLIDAY OPPORTUNITIES



1. 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

HOLIDAY OPPORTUNITIES



2. 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



3. MAGAZINE | Monthly, Year Round

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



Printed & promoted on socials

HOLIDAY OPPORTUNITIES



4. 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



5. 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



6. 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



HOLIDAY OPPORTUNITIES



7. 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



8. 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



9. 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

HOLIDAY OPPORTUNITIES



10. GUEST SERVICES

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

- 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



11. 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.



12. 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



13. 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

HOLIDAY OPPORTUNITIES



14. 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



15. 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



16. HOLIDAY EXPRESS TRAIN

Nov. 24, 2024 - Jan. 5, 2025 | Nov. 22, 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

“ 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



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