



**CROCKER PARK**

A STARK ENTERPRISES PROPERTY



# 2020 MARKETING & ADVERTISING OPPORTUNITIES



**STARK ENTERPRISES**  
*it's all about the experience®*



Crocker Park is a rare and wonderful place. It's an innovative destination that will capture your imagination and delight your senses. The sophisticated mix of shops, restaurants and cafés, beautifully designed luxury residences and Class A office space, all come together 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.

### Greetings!

My name is Lisa Planecki and I am the Manager of Corporate Partnerships for Stark Enterprises based in Cleveland, Ohio.

We are one of the largest real estate developers in the country, currently spanning over eight states with both residential and commercial properties with the plans to continue growing and developing.

You can visit [starkenterprises.com](http://starkenterprises.com) for a full list of the properties we currently own and manage.

In the Cleveland market, where CEO and founder, Bob Stark began the company almost 40 years ago, two of the most prominent properties in our portfolio are Crocker Park in Westlake and Eton Chagrin Boulevard in Woodmere. Both being located in ideal areas covering the East and West side of Cleveland makes way for fantastic exposure and advertising opportunities that several businesses in and outside the city take part in.

With over 20 million annual visitors at Crocker Park and 10 million visitors at Eton Chagrin Boulevard, I would love to help craft the best plan for you to get the most out of your branding and marketing efforts.

Visit our websites to learn more about each property: [crockerpark.com](http://crockerpark.com) and [etonchagrinblvd.com](http://etonchagrinblvd.com)

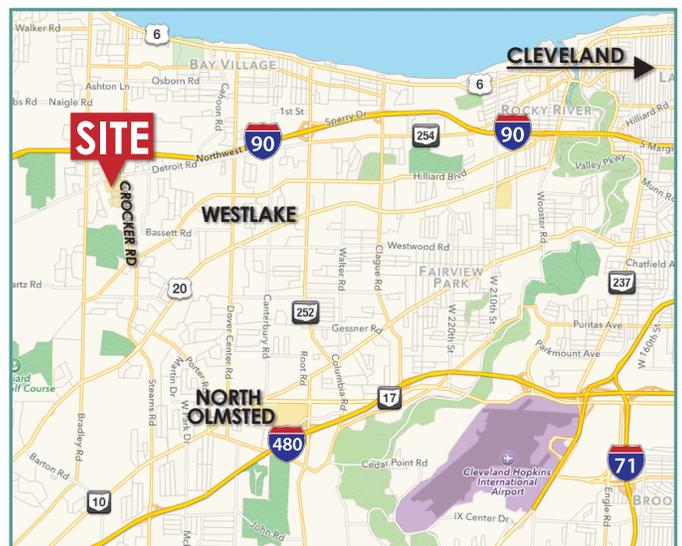
I have a variety of on-site assets ranging from pole banners, elevator wraps, garage signage (both indoor and outdoor), sidewalk signage, kiosk signs and other assets like social media for both properties, newsletters and signature event sponsorships.

I am always available to talk through any of these options, as well as brainstorm new ideas to fit your needs and branding. I am available via email at [advertising@starkenterprises.com](mailto:advertising@starkenterprises.com), I look forward to hearing from you!

Sincerely,

**Lisa Planecki**

Stark Enterprises - It's All About the Experience  
 Manager of Corporate Partnerships  
 629 Euclid Avenue, Suite 1300  
 Cleveland, OH 44114  
 Cell: 216.956.5361



### LOCATION

Address: 177 Market Street  
 Westlake, OH 44145

Latitude: 47.4635 Longitude: -81.4742

### DEMOGRAPHICS

	Trade Area
Population	1,082,948
Households	419,046
Avg HH Income	\$100,389

### PROPERTY SUMMARY

- 2.5 million SF fashionable, mixed-use "lifestyle" project
- High-end residential, Class A office space, specialty retail & fine dining
  - 1.2 million SF of residential
  - One 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



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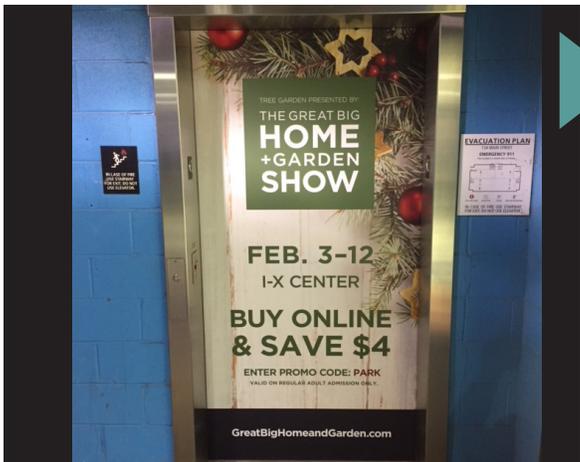
The market analysis, estimates and similar information, including all statements of opinion and/or belief, contained herein are subject to inherent uncertainties and qualifications and are based on a number of assumptions. All statements in this Memorandum (and oral statements made regarding the subjects of this Memorandum) other than historical facts are forward-looking statements, which rely on a number of assumptions concerning future events and are subject to a number of uncertainties and factors outside the Company's and Opportunity's control which could cause actual results to differ materially from such statements. No representation or warranty, express or implied, is made as to the accuracy or completeness of the information contained herein, and nothing shall be relied upon as a promise or representation as to the future performance of the Company or the Opportunity. Differences between past performance and actual results may be material and adverse. Estimates throughout the Memorandum provided by sources other than the Company have not been independently verified. It should not be assumed that recommendations made in the future will be profitable or will equal the performance of the investments in this Memorandum. Past performance is not indicative of, or a guarantee of, future results.

*Thank you,*

 **STARK**ENTERPRISES  
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# SIGNAGE SPONSORSHIP OPPORTUNITIES



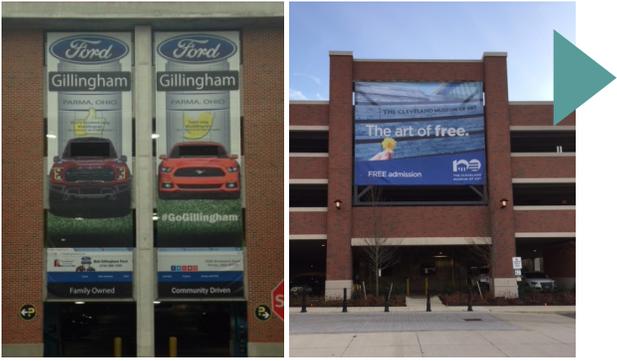
## 1. ELEVATOR WRAPS

- 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
- Limited availability during seasonal attractions
- Size: 22" X 28"

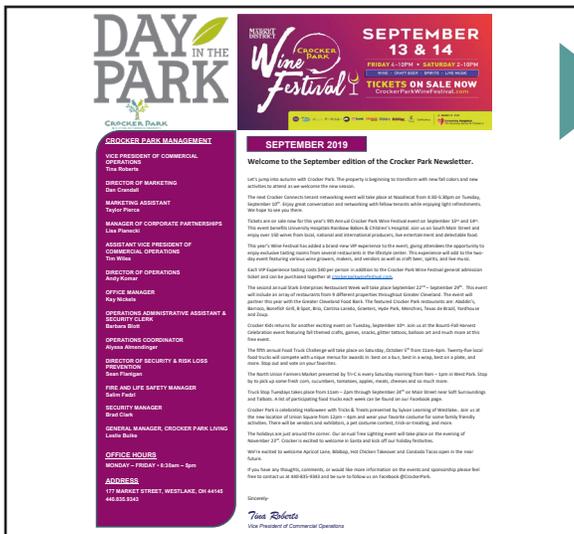


# DIGITAL SPONSORSHIP OPPORTUNITIES



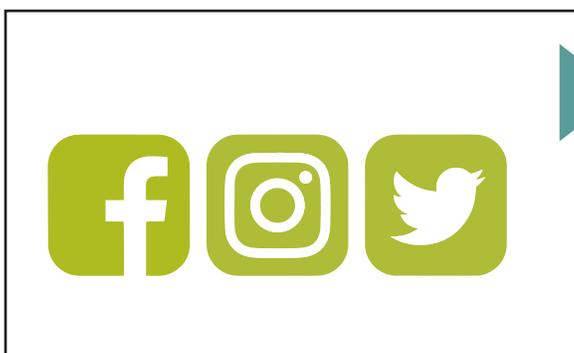
## 7. DIGITAL BOARD | Year Round

- 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. NEWSLETTER | Year Round

- All advertising and marketing partners receive the benefit of monthly newsletter exposure
- 5,250+ newsletter subscribers



## 9. SOCIAL MEDIA | 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
    - 63,000+ followers
  - INSTAGRAM: @CrockerPark
    - 12,600+ followers
  - TWITTER: @CrockerPark
    - 4,800+ followers



## EVENT SPONSORSHIP OPPORTUNITIES



### 10. FARMERS MARKET | Year Round

- Produced by North Union Farmers Market
- Perennial favorite event with consistent branding and exposure opportunities
- Located in the center of Crocker Park
- Year round exposure available through both Outdoor and Indoor market
- Over 100K visitors and guests annually
- On-site branding available with booth and signage
- Naming rights to the Farmers Market
- Social media posts throughout the season



### 11. GATHER ON THE SQUARE | Memorial Day - Labor Day

- Naming rights to this area for a variety of performances, including musical acts, kid-friendly entertainment, family activities and more
- Social media posts throughout the season
- Property signage
- Digital presence
- Logo placement
- Opportunity for a table or display for various performances



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

- Stage naming rights to our popular music series from Memorial Day to Labor Day guests enjoy a variety of musical acts
- Naming rights to the Stage
- Social media posts throughout the season
- Property signage
- Logo placement
- Opportunity to speak at any of the performances
- Digital presence



## 13. TRUCK STOP TUESDAY | Memorial Day - Labor Day

- A great opportunity to reach our audience of guests, tenants and residents who enjoy a variety of food trucks
- Naming rights to the festivities
- Logo placement
- Signage on property and other locations promoting the event
- Digital presence
- Extensive social media
- Opportunity for a table/booth/display



## 14. SUMMER EVENT | June 28, 2020

- Highlight of the summer season
- Family focused fun and entertainment for all ages
- Branding opportunities with a variety of sponsorship levels
- On-site opportunity
- Logo placement
- Property signage
- Digital presence
- Social media and website presence
- Custom packages available



## 15. WINE FESTIVAL | September 18 & 19, 2020

- The festival will be spread out along Main Street in the heart of Crocker Park
- 2 day event with over 7,000 people
- A picturesque atmosphere for the weekend giving you an incredible opportunity for sponsorship
- Sponsorships range in cost with a variety of benefits
- Naming rights
- Stage sponsor
- Logo placement
- Property signage
- Digital presence
- Social media posts
- On-site exposure



## 16. FOOD TRUCK CHALLENGE | October 3, 2020

- Trucks competing in a variety of categories to win “best” in their category
- One of our most popular foodie events
- Great way to engage with more than 7,500 visitors
- Naming rights to the event
- Social media posts throughout the season
- Digital presence
- Property signage
- Radio, TV and print promotion (when available)
- Opportunity for a table/booth/display



## 17. TRICKS & TREATS | October 24, 2020

- Naming rights to the event
- On-site availability for sponsor table at event
- 10 pumpkins with logos placed throughout Crocker Park
- Property signage
- Stage banner the day of event
- Digital presence



## 18. TREE LIGHTING | November 21, 2020

- Celebrate the magic of the holiday season in a way that only Crocker Park can present as we light our iconic 50-ft holiday tree!
- Holiday attractions, lights, music, festivities and family traditions begin at the Crocker Park Tree Lighting
- Sponsorships range in cost with a variety of benefits



## ON-SITE SPONSORSHIP OPPORTUNITIES



### 19. 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



### 20. WALKING PATH | Year Round

- Walking Path throughout Crocker Park
- Opportunity for 12-15 branding signs throughout the park at different locations on the Walking Path
- 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



## 21. FOUNTAIN SPONSORSHIP | April - October

- (2) focal point fountains on property with signage and branding opportunities
- Property signage
- Pole banners
- Social media posts



## 22. GARDEN SPONSOR | Memorial Day - Labor Day

- Take advantage of the beauty of the gardens, flower pots and hanging baskets that adorn Crocker Park
- Branding, signage, social media posts and Facebook Live opportunities to promote the partnership



## 23. HOLIDAY WINDOW DISPLAY | 21 November - January 1

- When storefronts are available, the opportunity is open for a creative and festive holiday display promoting your business
- With the help of our talented property designers, we will help bring the magic of the holiday season to life to promote your business and products



## 24. PARK ON US METER BAGS | 21 November - January 1

- Holiday branding and good will promotion for the holiday season
- Hooded meter bags promote "free parking" from your company
- Social media posts



## ATTRACTIONS SPONSORSHIP OPPORTUNITIES



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

- Signage promoting brand surrounding the Splash Pad, including pole banners, property signage and RMU Cart with literature distribution
- Social media



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

- Branding on the train with signage
- Opportunity for literature on the train
- Commercial loop runs on the train
- Naming rights
- Ticket branding
- Social media updates and digital board ads
- Property signage



### 27. SANTA'S SLEIGH | Mid November - December 24

- Naming Rights to Santa's Sleigh
- Photo Opportunity for keepsake and holiday memorabilia that is branded with your company
- On-site exposure available on various days during the holiday season
- Signage surrounding the sleigh that is branded for your company
- Social media updates and digital board ads
- Property signage



### 28. SANTA'S HOUSE | 21 November - December 24

- Naming right to the Santa House both inside and outside
- Banner signage on the outside of the house
- TV Monitors for video loop inside
- Great exposure throughout the holiday season by all visitors
- Branding opportunity with giveaway item from Santa
- On-site exposure available
- Social media updates and digital board ads
- Property signage



### 29. HOLIDAY TRAIN TOWN | 21 November - December 24

- A miniature train town, complete with working engines, cars, bridges and more is a highlight of the holiday magic at Crocker Park
- Wonderful way to message your brand to families for holiday fun
- Property signage
- Naming rights
- Opportunity to be on-site
- Social media updates and digital board ads



### 30. HOLIDAY TREE GARDEN | 21 November - January 1

- 40 decorated trees decorated by our valued tenants glisten with holiday lights
- Branding opportunity to sponsor trees of their own
- Signage on the walkway to and from the tree garden viewing path
- Property signage
- Social media posts
- Photo opportunity throughout holiday season



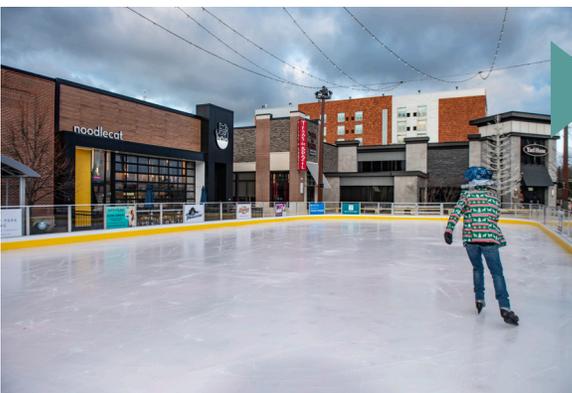
### 31. WALK THROUGH ORNAMENT | 21 November - January 1

- Naming rights to this photo experience
- Signage opportunity
- On-site presence available
- Social media updates and digital board ads



### 32. HOLIDAY EXPRESS TRAIN | 24 November - December 24

- Branding on the train with signage
- Opportunity for literature on the train
- Commercial loop runs on the train
- Naming rights
- Ticket branding
- Social media updates and digital board ads
- Property signage



### 33. ICE RINK | November 21 - February 28

- Naming rights to the "real ice" Skating Rink
- Logo placement on all signage promoting the rink
- On-site exposure opportunity for sponsor to appear
- Dasher Board ads
- Social media posts
- Digital Board ads
- Crocker Park website exposure
- Special skating events opportunity for sponsor and guests

# OUR PARTNERS

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





# 7 REASONS TO SPONSOR AN EVENT

1. Put your business in the spotlight
2. Get in front of your target market
3. Lead generation and new contacts
4. Get your brand noticed
5. New clients, new customers, new business
6. Give attendees a "taste" of your business
7. Market your business inexpensively with maximum benefits

*Thank you for your time!*



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**MARKETING AND ADVERTISING OPPORTUNITY PACKAGE**  
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