ETON
CHAGRIN BOULEVARD
& A STARK ENTERPRISES PROPERTY

2022–2023
SPONSORSHIP OPPORTUNITIES
EXPERIENCE OUR PROPERTY:
ETON CHAGRIN BLVD.

Eton Chagrin Boulevard is Northeast Ohio’s luxury fashion district – the place where authentic, one-of-a-kind boutiques and fine dining blend with the hippest national brands, including Tiffany & Co., The Apple Store, Free People and lululemon athletica. This mixed-use property consists of 314,000 square feet of upscale retailers, specialty shops and exclusive dining, many of which are the only locations in the region. Special events, outdoor chessboards and award-winning gardens further add to the center’s unrivaled ambiance. Located just east of the I-271/Chagrin Boulevard interchange, Eton Chagrin Boulevard is situated amongst the area’s highest income neighborhoods.

PROPERTY SUMMARY
LEASABLE SPACE: 313,256 SF

LOCATION
ADDRESS: 28601-28889 Chagrin Blvd, Woodmere, OH 44122
LATITUDE: 41.4630
LONGITUDE: -81.4742

DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Radius</th>
<th>Population</th>
<th>Households</th>
<th>Avg HH Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Mi</td>
<td>37,202</td>
<td>16,296</td>
<td>$161,371</td>
</tr>
<tr>
<td>5 Mi</td>
<td>161,078</td>
<td>72,352</td>
<td>$112,210</td>
</tr>
<tr>
<td>7 Mi</td>
<td>340,828</td>
<td>154,509</td>
<td>$94,552</td>
</tr>
<tr>
<td>15 Min Drive</td>
<td>143,865</td>
<td>64,805</td>
<td>$121,582</td>
</tr>
</tbody>
</table>

*2020 Estimates from 2000-2010 Census Results

ETON CHAGRIN BLVD. BY THE NUMBERS

330,000 SQ. FT. OF RETAIL SPACE
100,000+ SQ. FT. OF OFFICE SPACE

40+ STORES
10+ RESTAURANTS
12+ OFFICES
4 MAIN EVENTS

ETONCHAGRINBLVD.COM
216.591.1762 • 28867 CHAGRIN BLVD #113 • WOODMERE, OH 44122
SIGNAGE OPPORTUNITIES
AT ETON CHAGRIN BLVD.

1. BOTTOM ENTRANCE DOORS
   - Window decal exposure opportunity
   - Entrances at both the East End and West End
   - Size = 35.5" X 28"

2. TOP ENTRANCE DOORS
   - Window decal exposure opportunity
   - Entrances at both East End and West End
   - Size = 43.5" X 42.5"

3. OUTDOOR POLE BANNERS
   - (38) outdoor pole banner locations with prime visibility
     on Eton Chagrin Boulevard’s property
   - Size = 30” x 90”
SIGNAGE OPPORTUNITIES
AT ETON CHAGRIN BLVD.

4. OUTDOOR WINDMASTER
   • (4) available
   • (8) sides
   • Can be moved to prime locations, including the outdoor entrances
     of the Apple Store, Sur la Table and Barnes & Noble
   • Size = 24” X 36”

5. INDOOR SIGNAGE
   • (10) available
   • (20) sides
   • Placement can be made throughout the interior of the mall
   • Size = 22” X 28”

6. SMALL BULKHEAD
   • (1) available
   • Placement next to highly trafficked Dino Palmieri Salon, across from
     La Bella Vita, Gingie Spa and Mullholland & Sachs
   • Size = 96” X 48”

7. LARGE BULKHEAD
   • (1) available
   • Location gives immediate visual impact throughout the indoor space
   • Size = 120” X 60”

8. SNAPFRAME
   • (4) available
   • (1) in the West Entrance Lobby
   • (1) in the East Entrance Lobby
   • (2) framing Barnes & Noble
   • Size = 48” X 70”
9. NEWSLETTER | Monthly, Year Round

- All advertising and marketing partners receive the benefit of monthly newsletter exposure
- 2,000+ newsletter subscribers

10. SOCIAL MEDIA | Daily, Year Round

- All advertising and marketing partners receive the benefit of 15,000+ social media followers for additional exposure through our social media pages
- FACEBOOK: facebook.com/EtonChagrinBlvd
  - 16,000+ followers
- INSTAGRAM: @EtonChagrinBlvd
  - 11,200+ followers
- TWITTER: @EtonChagrinBlvd
  - 700+ followers
- WEBSITE:
  - 4,050 users/month | 20,169 pageviews/mo
- NEWSLETTER:
  - 2,000+ subscribers
11. BOULEVARD BEATS | Memorial Day - Labor Day

- Outdoor music every Saturday evening for our guests throughout the summer, offering you a 3 month long sponsorship opportunity
- Reach visitors and guests as they stroll the ground of Eton for a leisurely and enjoyable musical experience
- Naming rights to the event to include logo on property signage, website, social media posts, as well as monthly newsletter to brand the partnership
- On-site opportunity with a 10x10 booth during event

12. SIDEWALK SALE | Jul. 13-15, 2023

- Iconic bi-annual Sidewalk Sale inside and outside Eton Chagrin Blvd
  - Only held twice a year, this signature event provides exposure to a broad audience
- Naming rights to the event to include logo on property signage, website, social media posts, as well as monthly newsletter to brand the partnership
- On-site opportunity with a 10x10 booth during event
13. GRAND TIMES | Sept. 10, 2022
- A day to celebrate grandparents and make memories
- Presenting sponsor opportunity with naming rights to the event with logo included in all property signage, website, social graphics, table 2 chairs for vendor display
- Craft sponsor opportunity with a chance to showcase your brand on a take-home craft, logo inclusion in social & event graphics, table 2 chairs for vendor display
- Onsite opportunity with a 10x10 booth during event.

14. BOO-TIQUE “TRICK OR TREAT” | Oct. 27, 2022
- Annual Halloween event that draws more than 1,500 guests to Eton Chagrin Boulevard with Trick-or-Treating for all ages, including allergy free and gluten free treats
- Naming rights to the event to include logo on property signage, website, social media posts, as well as monthly newsletter to brand the partnership
- On-site opportunity with a 10x10 booth during event.

15. WINTER WOODLAND | Nov. 20, 2022 - Feb. 15, 2023
- Opportunity to be front and center for the magic of the holidays at Eton Chagrin Boulevard. The beauty and the gifts of giving, caring and sharing are part of this sponsorship opportunity
- Full 12 weeks of promotion Benefitting the Monarch School of Autism
- Both indoor and outdoor exposure that will reach both pedestrian and vehicular traffic
- Naming rights to the event to include logo on property signage, website, social media posts, as well as monthly newsletter to brand the partnership
- On-site opportunity with a 10x10 booth during event.
**EVENT OPPORTUNITIES AT ETON CHAGRIN BLVD.**

- Community event to celebrate the beginning of Chanukah with a ceremonial Menorah lighting, traditional holiday foods, games, activities, music and more! Join us for an opportunity to reach 1,000+ event attendees
- Naming rights to the event to include logo on property signage, website, social media posts, as well as monthly newsletter to brand the partnership
- On-site opportunity with a 10x10 booth during event

17. **HOLIDAY LIGHTS** | Nov. 20, 2022 - Feb. 15, 2023
- Holiday light displays illuminating Eton Chagrin Boulevard during the holiday season. These displays will be the holiday spirit of the shopping center.
- Naming rights to the event to include logo on property signage, website, social media posts, as well as monthly newsletter to brand the partnership
- On-site opportunity with a 10x10 booth during event

18. **WINTER SIDEWALK SALE** | Jan. 19 - 21, 2023
- Iconic bi-annual Sidewalk Sale inside and outside Eton Chagrin Blvd
  - Only held twice a year, this signature event provides exposure to a broad audience
- Naming rights to the event to include logo on property signage, website, social media posts, as well as monthly newsletter to brand the partnership
- On-site opportunity with a 10x10 booth during event
19. BRIDAL BOULEVARD | 2023
- Bridal Blvd. sponsor of all collateral materials promoting Eton as a Bridal destination
- Opportunity for sponsor materials to be on site at Eton for additional exposure and promotion
- Digital content, social media posts and website inclusion
- Booth space available at Eton events such as Grand Times, Tricks & Treats, and Menorah Lighting included

20. AUTO SPONSOR | Year Round
- Over 10 million guests come annually to Eton Chagrin Boulevard; a perfect demographic and audience to showcase dealerships, brands, and new models
- Naming rights to the event to include logo on property signage, website, social media posts, as well as monthly newsletter to brand the partnership including: test drive, valet opportunities and more
- On-site opportunity with a 10x10 booth during event

21. ETON SUMMER GARDENS | May - Sept.
- The beauty of the award-winning gardens at Eton Chagrin Boulevard are like no others in the region
- Naming rights to the event to include logo on property signage, website, social media posts, as well as monthly newsletter to brand the partnership including:
  - Individualized signs for the gardens, pots and baskets, with more than 30 opportunities for branding
- On-site opportunity with a 10x10 booth during event
22. INDOOR POINSETTIA GARDEN | Nov - Feb.

- The holiday season would not be complete at Eton Chagrin Blvd. without the spectacular array of poinsettia plants throughout the atrium, symbolizing the beauty of the holiday season.
- Naming rights to the event to include logo on property signage, website, social media posts, as well as monthly newsletter to brand the partnership
- On-site opportunity with a 10x10 booth during event

23. ETON GREEN WALL | Year Round

- Maximize your brand’s message by being the title sponsor for the new, attractive Green Wall displayed in highly trafficked areas on the property!
- Naming rights to Eton Green Wall
- Sponsor plaque on the wall with 24/7 exposure
- Logo inclusion on all printed and digital Green Wall promotional materials
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
Stark Enterprises
629 Euclid Avenue, Suite 1300
Cleveland, OH 44114
216.956.5361
lpianecki@starkenterprises.com