



2021 MARKETING & ADVERTISING OPPORTUNITIES

ETON

CHAGRIN BOULEVARD

⌘ A STARK ENTERPRISES PROPERTY

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



Eton Chagrin Boulevard is Cleveland's luxury fashion district – the place where authentic, one-of-a-kind boutiques and fine dining blend with national brands, including Tiffany & Co., The Apple Store and Lululemon Athletica. This mixed-use property consists of 330,000 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 an award-winning garden 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.

Greetings!

My name is Lisa Pianeki 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 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 and etonchagrinblvd.com

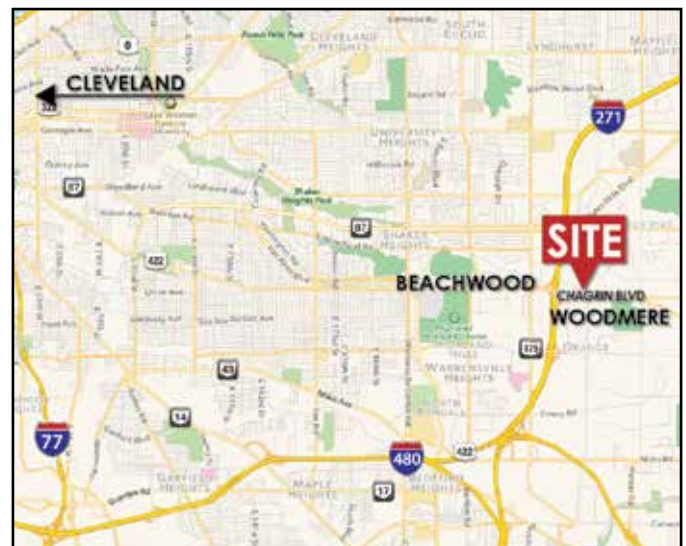
I have a variety of on-site assets ranging from pole banners, elevator wraps, garage signage (*both indoor and outdoor*), sidewalk signage, kiosk signs and other assets like social media for both properties, newsletters and signature event sponsorships.

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, I look forward to hearing from you!

Sincerely,

Lisa Pianeki

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: 28601-28889 Chagrin Blvd
Woodmere, OH 44122

Latitude: 41.4630 **Longitude:** -81.4742

DEMOGRAPHICS

	3 MI Radius	5 MI Radius	7 MI Radius
Population	35,416	163,268	347,903
Households	14,432	69,457	149,764
Avg HH Income	\$131,476	\$88,783	\$75,809

PROPERTY SUMMARY

Property Size: 297,800 SF



DISCLAIMER & USAGE

The information contained in this **Confidential Marketing Memorandum** ("Memorandum") is **proprietary** and **strictly confidential** ("Confidential Information"). It is intended to be reviewed only by the party receiving it and should not be made available to any other person or entity without the written consent of the Company. The Memorandum has been prepared to provide a high-level summary of the business operations of Robert L Stark Enterprises, Inc (the "Company", colloquially known as "Stark Enterprises" a registered trade name of a Company subsidiary) and a potential investment opportunity in the Company (the "Opportunity"). The information contained in this memorandum does not fully describe the business of the Company, the Opportunity, or the risks and assumptions associated with an investment in the Company. The information contained herein is not a substitute for a thorough due diligence investigation, including a complete review of a future private placement memorandum. All potential investors must take appropriate measures to verify the accuracy of all information set forth herein.

Use of Confidential Information is strictly limited to the preliminary consideration of an investment as described in this Memorandum. This Memorandum and the Confidential Information contained herein is subject to the Disclaimer and Use Limitation as specified herein. No portion of this Memorandum may be reproduced, duplicated or revealed in any manner without the prior written consent of the Company. This Memorandum is provided for information purposes and reference only and is not intended to be an offer to sell or a solicitation to purchase, and must not be taken as the basis for an investment decision. An offer to sell securities may only be made through a private placement memorandum.

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 forwardlooking 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,

ETON
CHAGRIN BOULEVARD
© A STARK ENTERPRISES PROPERTY

STARKENTERPRISES
it's all about the experience®



SIGNAGE SPONSORSHIP OPPORTUNITIES



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"

ETON

CHAGRIN BOULEVARD
A STARK ENTERPRISES PROPERTY

advertising@starkenterprises.com



3. INDOOR SIGNAGE

- (10) available
- (20) sides
- Placement can be made throughout the interior of the mall
- Size: 22" X 28"



4. LARGE BULKHEAD

- (1) available
- Location gives immediate visual impact throughout the indoor space
- Size: 120" X 60"



5. 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 = 28" X 44"

ETON
CHAGRIN BOULEVARD
A STARK ENTERPRISES PROPERTY

advertising@starkenterprises.com



6. OUTDOOR POLE BANNERS

- (38) outdoor pole banner locations with prime visibility on Eton Chagrin Boulevard's property
- Must be tenants of the property



7. POLE WRAP

- (3) available near Mattlin & Hyde Piano Company and Pinot's Palette inside the mall



8. 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"

ETON
CHAGRIN BOULEVARD
A STARK ENTERPRISES PROPERTY

advertising@starkenterprises.com



9. SNAPFRAME

- (4) available
- Great visibility
- (1) in the West Entrance Lobby
- (1) in the East Entrance Lobby
- (2) framing Barnes & Noble
- Size: 48" X 70"

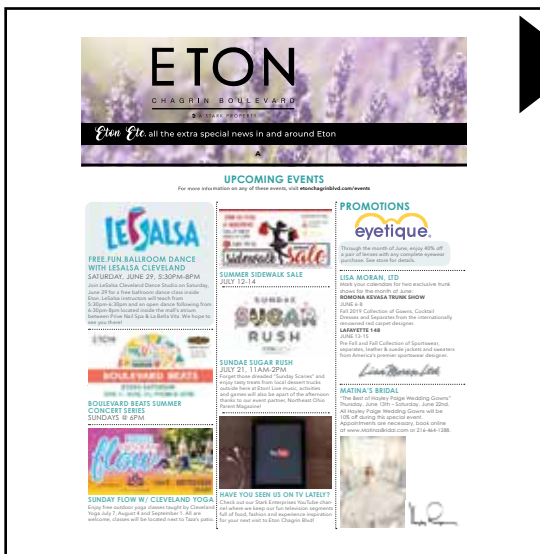


ETON
CHAGRIN BOULEVARD
A STARK ENTERPRISES PROPERTY

advertising@starkenterprises.com

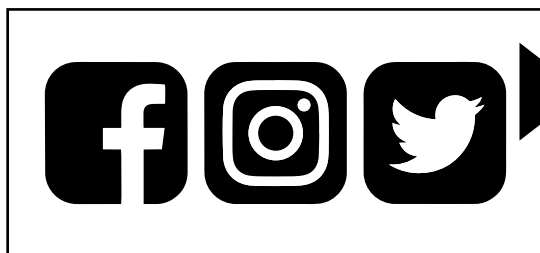


DIGITAL SPONSORSHIP OPPORTUNITIES



10. NEWSLETTER | Monthly Issues Year Round

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



11. 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/EtonChagrin
 - 12,000+ followers
 - INSTAGRAM: @EtonChagrinBlvd
 - 1,500+ followers
 - TWITTER: @EtonChagrinBlvd
 - 1,500+ followers

ETON
CHAGRIN BOULEVARD
A STARK ENTERPRISES PROPERTY

advertising@starkenterprises.com



EVENT SPONSORSHIP OPPORTUNITIES



12. 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
- Social media posts & website exposure
- Property signage with logo placement
- Directory exposure as presenting sponsor of this weekly event
- Monthly newsletter exposure
- Opportunity to be on-site during each performance

ETON

CHAGRIN BOULEVARD
A STARK ENTERPRISES PROPERTY

advertising@starkenterprises.com



13. SIDEWALK SALE | Summer & Winter

- Iconic bi-annual Sidewalk Sale sponsorship available
- Only held twice a year, this signature event provides exposure to a broad audience
- Property signage
- Social media posts & website exposure
- Newsletter ads
- Naming rights



14. SUNDAE SUGAR RUSH | July 18, 2021

- An afternoon full of sweet treats from local dessert trucks and shops along with live music, games and fun vendors all to erase the "Sunday scaries" and host some family fun
- Property signage
- Social media posts & website exposure
- Newsletter ads



15. BOO-TIQUE "TRICK OR TREAT" | October 28, 2021

- Annual Halloween event that draws more than 1,500 guests to Eton Chagrin Boulevard
- Trick or Treating for all ages, including allergy free and gluten free treats in partnership with Northeast Ohio Food Allergy Network
- A great way to reach families
- Naming rights
- Social media posts & website exposure
- Property signage
- Logo placement
- Newsletter ads
- On-site presence



16. WINTER WOODLAND | Mid November - Mid February

- 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
- Both indoor and outdoor exposure that will reach both pedestrian and vehicular traffic
- Customized signage
- Naming rights
- Social media posts & website exposure
- Opportunity to be on-site
- Full 12 weeks of promotion
- Newsletter and website promotion
- On-Site presence

ETON
CHAGRIN BOULEVARD
© A STARK ENTERPRISES PROPERTY

advertising@starkenterprises.com



ON-SITE SPONSORSHIP OPPORTUNITIES



17. 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
- Customized packages are available that include signage, logo placement, test drive, valet opportunities and more



18. ETON SUMMER GARDENS | May - September

- The beauty of the award-winning gardens at Eton Chagrin Boulevard are like no others in the region
- An opportunity to market yourself for the entire spring and summer season with extensive signage and logo placement for branding and promotion
- Naming rights
- Individualized signs for the gardens, pots and baskets, with more than 75 opportunities for branding
- Opportunity to be on-site
- Opportunity for Facebook Live to promote the gardens
- Newsletter ads

ETON
CHAGRIN BOULEVARD
© A STARK ENTERPRISES PROPERTY

advertising@starkenterprises.com

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!

ETON
CHAGRIN BOULEVARD
© A STARK ENTERPRISES PROPERTY

STARK ENTERPRISES
it's all about the experience®

MARKETING AND ADVERTISING OPPORTUNITY PACKAGE
LISA PIANECKI | LPIANECKI@STARKENTERPRISES.COM | 216.956.5361