



SPONSORSHIP AND ADVERTISING OPPORTUNITIES

LEGACYVILLAGE  
SHOP. EAT. PLAY. STAY



Discover something special at Legacy.

[LEGACY-VILLAGE.COM](http://LEGACY-VILLAGE.COM)



Legacy Village is Cleveland's dining, shopping and leisure time destination!



Legacy Village is an upscale lifestyle center located in Lyndhurst, Ohio that has 600,000 square feet of upscale retailers, fine restaurants and 19,000 square feet of office space. Among the retailers are the only Crate & Barrel, RH Gallery, L.L. Bean, The Capital Grille, J. Crew Factory and Lilly Pulitzer in the market, as well as the flagship Arhaus, The Cheesecake Factory, Soma, LoveSac, Drybar, and White House/Black Market. Legacy Village also boasts a Hyatt Place, with six levels and 135 rooms.

Whether you need to pick up a quick gift for a friend, are looking for a fun-filled day of shopping, planning a business lunch, or a night out with friends, Legacy Village has it all.

Legacy Village hosts over 100 events each year including signature events like Art in the Village and Legacy Live, the 18-week summer concert series.



# CLEVELAND'S UNIQUE SHOPPING DESTINATION

Daytime  
population  
totals 235,788

with area employers such as Cleveland Clinic, Eaton Corporation, Progressive Insurance and University Hospitals.



For some 20 years, Legacy Village has been a cherished shopping and dining oasis for the affluent communities of the east side with a short drive to Shaker Heights, Beachwood, Pepper Pike, Hunting Valley, Moreland Hills, and Chagrin Falls.



Legacy Village is home to the **largest collection of home furnishings** in the Cleveland area with seven home retailers.



The average household income of the primary market is over **\$139,000**



Located in the affluent area of the Cedar Road corridor, considered the fourth busiest intersection in Cuyahoga County with easy access to I-271 and I-480 with over **two million cars** passing monthly.



**Cleveland**



Over **100 special events** are hosted at Legacy Village each year.



The regional draw is over **10 million visitors** annually.

## Advertising Panels

Free standing backlit directories are located throughout Legacy Village, with ad space available on the bottom portion of each unit.

### DIMENSIONS

- ❖ Trim Size (H x W) – 31.5" x 37.5"
- ❖ Live Visual Area (H x W) – 28" x 36"

### EXPOSURE

- ❖ Ten million passerbys annually

### PRODUCTION

Price does not include the cost of sign production.  
Legacy Village can recommend a local sign shop that will produce the panels for approximately \$220 a piece.  
Sign installation is complimentary.



## Garage Pass-Thru Ad Panels

Free hanging backlit ad panels are located in our garage pass-thru. With eight panels available in both vertical and horizontal orientations, this is a great way to get your message across to all of our customers!

### DIMENSIONS

- ❖ Horizontal Sign 60"w x 48"h, .125" bleed all four sides
- ❖ Vertical Sign 48"w x 60"h, .125" bleed all four sides

### EXPOSURE

- ❖ Ten million passerbys annually

### PRODUCTION

Price does not include the cost of sign production.  
Legacy Village can recommend a local sign shop that will produce the panels for approximately \$200 a piece.  
Sign installation is complimentary.



# ADVERTISING OPPORTUNITIES

## Flower Wall

Located in the middle of Legacy Village near The Lawn, guests can take a memorable photo to share to social media. The Flower Wall is changed out seasonally and can be sponsored by your company. Additionally, the back of the Flower Wall can be used as a great location for a large panel displaying your company – and can be another photo opp for our guests! Place your name in the center of Legacy Village's busy traffic and increase your social media followers with this creative advertising opportunity!

### DIMENSIONS

- ❖ Flower Wall logo – please contact Holly Duns at [hd@first-interstate.com](mailto:hd@first-interstate.com) for sizing
- ❖ Back of Flower Wall Panel – 4' x 8'

### EXPOSURE

- ❖ Ten million passerbys annually

## Social Media

Share your products or services with over 52,000 followers across Facebook, Instagram, TikTok and Twitter! Partner with Legacy Village to promote your brand while receiving new followers and engagement on your social media pages.

## E-News

Exposure your company to a new audience by advertising in Legacy Village's popular newsletter. This e-news, which is distributed to over 31,000 subscribers, is a creative way to increase traffic to your website and reach new customers.

## Other Opportunities

- ❖ Sidewalk Signs
- ❖ Polaroid Frame
- ❖ Garage Banners
- ❖ Static Window Displays
- ❖ Public Restroom Signage
- ❖ Elevator Wraps
- ❖ And more!





### IN THE VILLAGE...

EVENTS SHOP EAT SPECIALS NEWS



Live music fills the soul... and inspires our fashion. Whether you're dancing to the sounds of local bands at our weekly **Legacy Live** concerts... or taking in your favorite music at festivals like **WonderStruck**, Northeast Ohio's only contemporary music festival – Legacy Village has you covered with fun fashions and accessories. Here are some of our favorite picks from **Nordstrom Rack** and **LOFT**:



Enter to win a pair of adult 2-day general admission tickets to **WonderStruck**!

WonderStruck is a weekend music, arts and culinary festival on July 9-10 at Lakeland Community College. The music festival features multiple stages of contemporary concerts and events including art, activities for all ages, adventure, education and superior food offerings. Make sure to grab your festival fashion at Legacy Village!

# SPONSORSHIP OPPORTUNITIES

## Signature Events

There's ALWAYS something happening at Legacy Village!

Exclusive event sponsorships are available and include:

- ❖ Sponsor logo & recognition on all event specific advertising & marketing materials
- ❖ On-site vendor table at sponsored event(s)
- ❖ Sponsorship recognition on website, social media, electronic display board, and on-site event signage
- ❖ And more!



### Legacy Live

Legacy Live is a popular summer tradition at Legacy Village! Live music is featured on Saturday nights throughout the summer and early fall at The Stage in the center of the property. Throughout the season, this concert series draws thousands of guests over the course of the season, making Legacy Village not only a destination for fine dining and retail, but an entertainment venue and community gathering place.

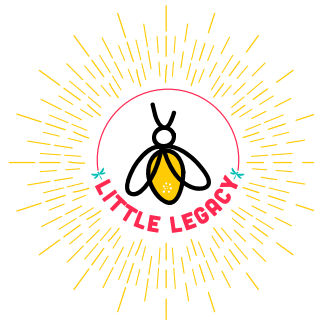
### Food Truck Mondays

During the summer, Legacy Village lines Main Street with Cleveland's most popular food trucks that draw thousands of attendees. These events feature live music, vendor booths, and more!



### Little Legacy

Families are invited to join us on select Wednesday mornings in June, July & August for educational, cultural and wellness based programming geared towards children. These fun events are held on The Lawn, and feature a variety of activities perfect for kids of all ages.



Signature Events CONTINUED**North Union Farmer's Market**

Throughout the summer, Legacy Village serves as the venue for the North Union Farmers Market on Sundays from 10a.m. to 1p.m. This popular market location supports small farms and educates the public about the benefits of eating healthy, fresh, locally grown food.

**Meet the Machines**

This fun, family event offers children a unique opportunity to touch and explore construction, emergency and service vehicles of all makes and sizes. Meet the Machines also features games, music, giveaways, and more!

## MEDIA AND BRANDING

**Pop-Up Shop Program**

Looking to connect with new customers? Build brand awareness? Test a new market or product? Or simply find out what it's like to operate as a brick & mortar retailer? Contact us today about Pop-Up and Short Term Leasing opportunities. We offer a variety of options. Contact Susan Windle at 216.381.2900 or [sw@first-interstate.com](mailto:sw@first-interstate.com) to discuss your needs.

**LV Magazine**

Looking to reach a new audience? The Legacy Village Magazine is distributed exclusively to guests at the Hyatt Place Hotel and to Legacy Village patrons and event attendees. For ad space deadlines and pricing, contact us today!



*Exclusive to Legacy Village Retailers & Restaurants*

## Pole Banner Program

We are excited to offer the retailers of Legacy Village the opportunity to advertise on Cedar Road with our Pole Banner Program. Only a select number of retailers have the opportunity to install a customized banner along Cedar Road, near the main entrance to Legacy Village.

### DIMENSIONS

❖ 2'6" width x 12'0" height

### EXPOSURE

❖ Two million cars monthly

### PRODUCTION

Price does not include the cost of sign production. Sign installation is complimentary.



## Electronic Display Board

Located at the intersection of Richmond and Cedar Roads, Legacy Village is thrilled to offer the opportunity to advertise on a full color LED electronic display board!

### DIMENSIONS

❖ 3'-9" x 27'-7"

### SECONDS PER SPOT

❖ 15 seconds

### EXPOSURE

❖ Two million cars monthly

### PRODUCTION

- ❖ Legacy Village accepts the following importable file types: .png, .bmp, .gif, .jpg, .wmp, .tif and .tiff – graphic (still) files
- ❖ Files need to be created based on the pixel matrix of the display, which is 48 pixels (h) x 416 pixels (w)



For pricing and more information:

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