

# CentroVilla25 Naming Opportunities



**CentroVilla25** is an adaptive reuse of a vacant 32,500 square foot warehouse located in the Clark-Fulton neighborhood, the heart of Cleveland's Latino community.

The facility will feature twenty micro-retail businesses (mercado), a commercial kitchen, business innovation center, office space for Latino and neighborhood-serving organizations, an outdoor plaza, and a multi-purpose wellness space for community programming.

CentroVilla25 will catalyze economic impact through job creation and business development, growing a thriving local economy, and creative placemaking that celebrates the Latino culture of the neighborhood.

Located on the West 25th corridor, CentroVilla25 is minutes from downtown Cleveland, accessible via transit and easily accessible from the two major highways. This naming sponsorship opportunity highlights the ways that your company can support CentroVilla25 in a meaningful way while extending the impact of existing investments throughout the neighborhood.

By intentionally integrating the strategic priorities and expertise of the CentroVilla25 Project Partners and future tenants, we will create a pathbreaking model of comprehensive equitable redevelopment at the front door of the West 25th Corridor.

Exclusive naming right for your company for 5-10 years. Associate your company with the most transformative economic development efforts in Northeast Ohio. Branding opportunity for your company to small businesses and visitors which provides a unique opportunity to increase visibility. Branding opportunities include logo recognition in key areas throughout the facility, through electronic communications (e-newsletters), website, social media, print media and more.

Opportunities include: Main Galleria space, outdoor Plaza, commercial kitchen, wellness multipurpose room, specialty grocer facility, board room, huddle rooms, media room, and electronic billboard.

*For more information:*

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[www.hbcenter.org/cv25](http://www.hbcenter.org/cv25)

# CENTROVILLA25 - NAMING SPONSORSHIP DETAILS



Space	Number of Spaces	Sponsorship Level	Function	Location/Size
1. Outdoor Plaza/Courtyard	1	\$1,000,000	Arts + Culture programming, summer markets, open to the community with garage doors into the market, Stage platform. Naming of Plaza. Gateway entrance and stage branding.	Exterior Approx. 12,000 sq. ft.
2. Galleria	1	\$1,000,000	Main area for gathering + food court, meeting, and special events space. Naming of Galleria. Recognition on stage and in key locations.	1st Floor Interior Approx. 2,000 sq. ft.
3. Media Board	1	\$500,000	Digital media board, located on the Blatt Court parking lot. Visible when heading south on West 25th. Board name + graphics of logo.	Exterior Parking, on Blatt Ct.
4. Commercial Kitchen	1	\$350,000	Cooking demonstrations + food production space operating 24/7. Kitchen will be named by the sponsor.	1st Floor Approx. 3,000 sq. ft.
5. Multipurpose Wellness Room	1	\$250,000	Community space for various activities. Sponsor naming and utilization for programming.	1st Floor Approx. 1,000 sq. ft.
6. Main Lobby Signature Art	1	\$200,000	Primary entrance off W. 25th. Local artists features. Naming and recognition.	1st Floor 300 sq. ft.
7. Café Lounge/ Reception area	1	\$150,000	Main area, entering the business center. Serves as reception as well as informal meeting space. Naming recognition.	2nd floor business center 200 sq. ft.
8. Specialty Grocer	1	\$150,000	Entrance naming and recognition.	1st Floor 2,000 sq. ft.
9. Executive Room	2	\$100,000	Meeting space for Board and business activities. Naming recognition.	One in 1st floor; One is 2nd floor Approx. 500 sq. ft.
10. Business Innovation Center (Media Room)	1	\$100,000	Media storage, print and supply room for business center. Naming recognition.	2nd floor business center 100 sq. ft.
11. Huddle Rooms	2	\$50,000	Intimate meeting spaces for up to 6 persons. Naming recognition.	2nd floor business center
12. Retail Kiosk Signage	20	\$25,000	Signage sponsorship for each business. Naming recognition below each business sign.	1st floor interior Average of 120 sq ft

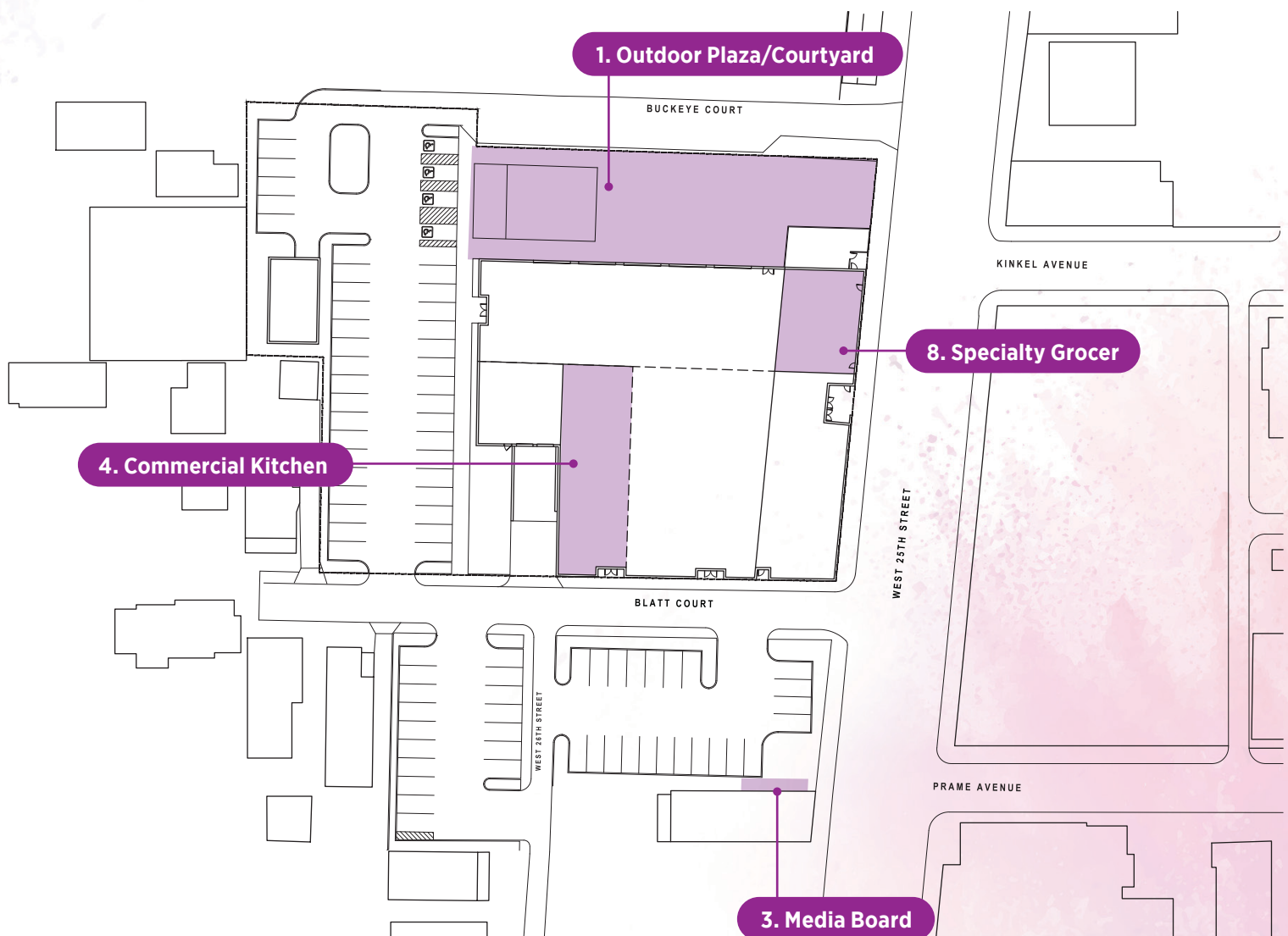
\*Sponsorship pricing based on a 5-year period.

**CentroVilla25** will be a thriving culturally responsive public market in an adaptive reuse of a vacant 32,500 square foot warehouse located at 3140 West 25th Street, Cleveland, Ohio 44109.

CentroVilla25 will create a distribution outlet for food-producing entrepreneurs, goods-producing entrepreneurs, and service entrepreneurs. CentroVilla25 leverages the community's unique -though underutilized and underappreciated-assets:

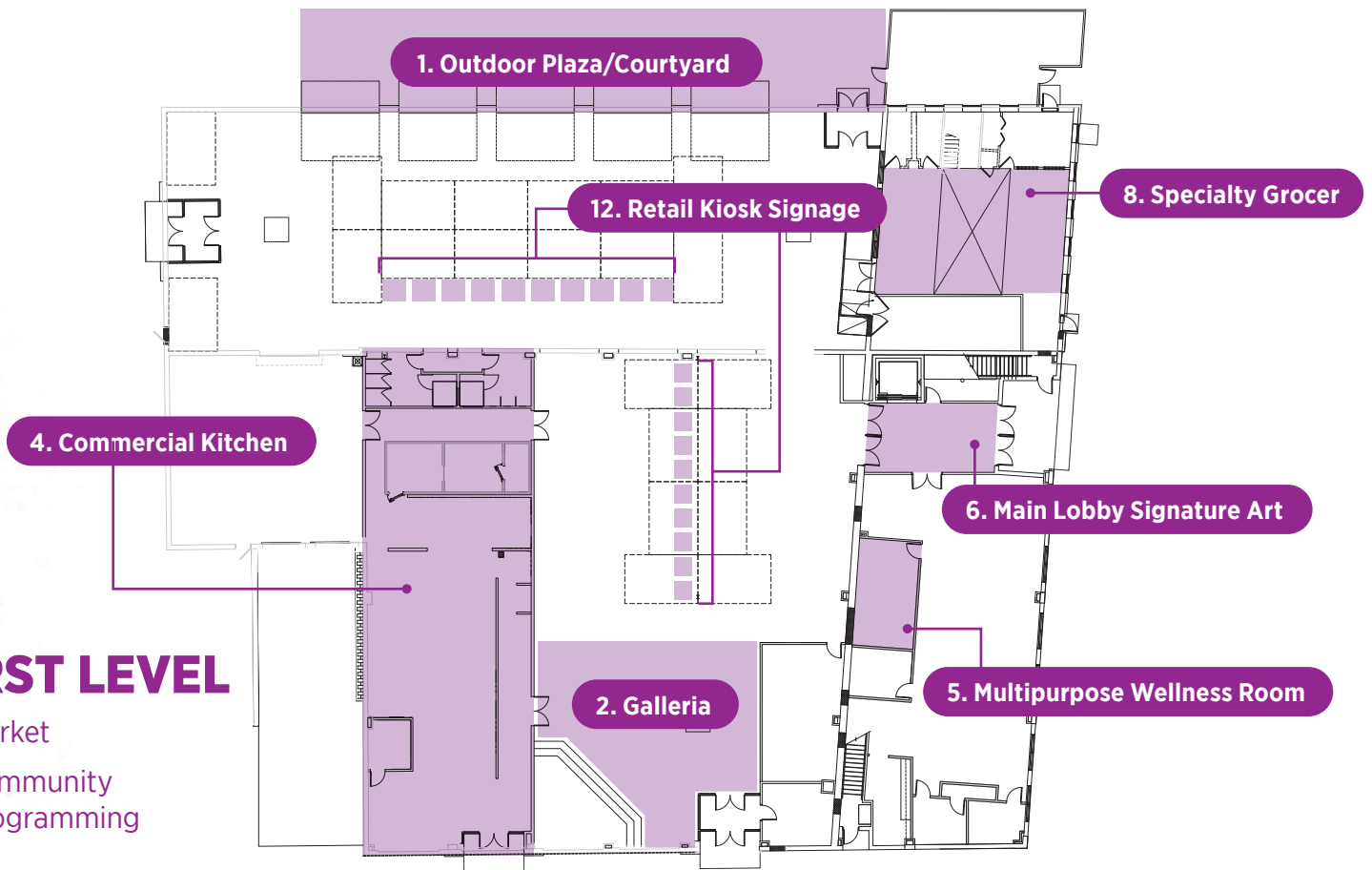
- intergenerational grassroots leaders
- community-serving anchor institutions
- available commercial space
- industrious neighborhood entrepreneurs

## CENTROVILLA25 SITE PLAN



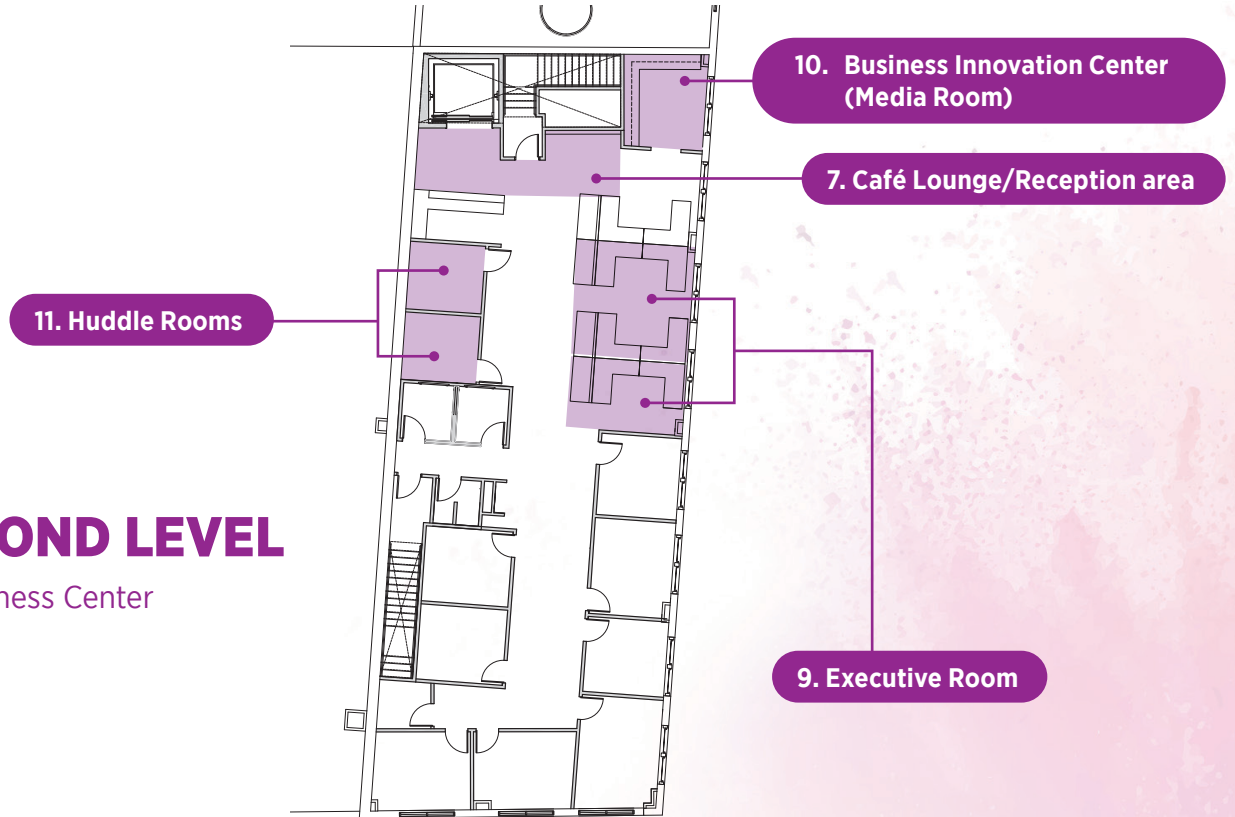
## FIRST LEVEL

- Market
- Community Programming



## SECOND LEVEL

- Business Center



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