

CRANBROOK  
HOUSE & GARDENS

Sponsor Free Admission to  
*Cranbrook Gardens*



## Gardens Sponsorship

The gardens are perfect for exploring the sights and sounds of nature with friends and family, creating and discovering artistic masterpieces, and more. By providing funding to make the gardens free from May through October, sponsors help connect more people in the community with these healthy, educational, and fun opportunities.

Gardens admission sponsors receive visibility from Cranbrook Educational Community families, staff and visitors, Cranbrook House & Gardens visitors and volunteers, and others in the surrounding region.

Sponsorship funding also helps Cranbrook House & Gardens Auxiliary continue to preserve Cranbrook House & Gardens, a National Historic Landmark. In fulfilling its mission, the Auxiliary has also rescued many native plants from endangered sites, implemented green practices in the gardens, and helped promote the benefits of the great outdoors and healthy activities like yoga.

"Don't Miss It!!! This ranks right up there with many famous gardens around the world. The variety and quality of architecture and sculpture on the property is magnificent.

Sunken garden, Japanese garden, fountains...

I live only a couple of miles away and have walked the property multiple times recently. This is a treasure.

DID I MENTION THAT IT IS FREE TO ENTER THIS YEAR?"

-@1Rahhalatun



"Great Gardens For A Leisurely Stroll! ...The gardens and landscaping are wonderful. And the price is right (free)!"

-Robert R.

"This place is a gem in southeast Michigan. The grounds are gorgeous and admission is free. I actually proposed to my now Fiance here."

-Bryan W.

"Beautiful gardens. Very pleasant and a great place to go on a summer day. Especially nice that self-guided tours are free."

-Robert Y.



## 2022 Gardens Admission Sponsorship Benefits

<b>Level</b>	\$5,000
Main Recognition Period	May 2022 - October 2022

<b>Gardens-Related Visibility &amp; Recognition</b>	
Opening Press Release	Recognized with other sponsors
Monthly Email Announcements	Two emails/month distributed to up to about 45,000 contacts
Weekly Social Media Posts	Collective following of about 12,500 + targeted audiences
Website	Logo, photo, brief description, and link   87k new users FY21
Visitor Guide Brochures & Gardens Rack Cards	About 7,500 distributed
Logo on signage at Gatehouse Welcome Center	About 5.5" x 3"
Cranbrook Educational Community App	Gardens Tour page listing
Onsite Promotional Piece Provided by Sponsor	4" x 9" rack card

<b>Tour Benefits</b>	
Cranbrook House Public Tour Passes	10
Cranbrook Gardens Public Tour Passes	10

To maximize benefits, commitments must be received by Thursday, March 31, 2022 For more information, to customize your package, or to become a sponsor, please complete the form on the next page or contact Eric Franchy at 248.645.3162 or [efranchy@cranbrook.edu](mailto:efranchy@cranbrook.edu).



380 Lone Pine Road  
Bloomfield Hills, MI 48304  
[housegardens.cranbrook.edu](http://housegardens.cranbrook.edu)

## Cranbrook Gardens Free Admission Sponsorship 2022

<b>Business Name</b>	_____
<b>Billing Address</b>	_____
<b>City, State, Zip</b>	_____
<b>Contact Name</b>	_____
<b>Contact Phone</b>	_____
<b>Contact Email</b>	_____
<b>Sponsorship Amount</b>	___\$5,000
<b>Sponsorship Recognition Period</b>	May 2022 - October 2022   Payment due March 31, 2022
<b>Authorized Party Name (Please Print)</b>	_____
<b>Authorized Party Signature</b>	_____
<b>Date</b>	_____

**This form must be received by Monday, February 28, 2022 to maximize benefits. Please complete and return to:**

Eric Franchy, PR Manager  
Cranbrook House & Gardens  
248.645.3162 | [efranchy@cranbrook.edu](mailto:efranchy@cranbrook.edu)  
PO Box 801 | Bloomfield Hills, MI 48303-0801

## Demographics

As one of our Gardens admission sponsors, your organization will receive visibility to Cranbrook Educational Community families, Cranbrook House & Gardens visitors, and others in the area.

From spring through fall, thousands of guests from around southeastern Michigan and beyond tour the oldest manor home in metro-Detroit and the spectacular canvas of landscaping that surrounds it; all maintained by our dedicated membership base that annually donates over 10,000 volunteer hours. Among our out-of-town visitors this year were individuals and families from Texas, England, and Asia.



### Our Members

#### Gender

Women: 80%  
Men: 20%

#### Age

Seniors: 40% or more

#### Residence

Oakland County: 81%

\*Data Source: Membership applications.

### Oakland County

#### Education

High School Graduate or Higher: 94%  
Bachelor's Degree or Higher: 47%

#### Household Income

Median Household Income: \$79,698

\*Data Source: US Census Bureau

### Our Visitors

#### Gender

Women: 85%  
Men: 13%

#### Age

13 to 17: 0.07% | 18 to 24: 2.5%  
25 to 34: 18% | 35 to 44: 28%  
45 to 54: 23% | 55 to 64: 16%  
Over 65: 10%

#### Residence

Oakland County: 59%  
Wayne: 24% | Macomb: 13% | Other: 4%

\*Data Source: Facebook insights.

## About Us

Cranbrook House & Gardens was formerly the family estate of Cranbrook Educational Community's founders, George and Ellen Booth. The 1908 home is the oldest surviving manor in the region. The Cranbrook Educational Community campus was designated a National Historic Landmark in 1989. Thousands of local residents and tourists visit Cranbrook House & Gardens during the peak season for historic tours of the English Tudor home, to explore the 40 acres of iconic gardens and the Conservatory Greenhouse, and to experience educational and entertaining events. Consisting of about 350 members, Cranbrook House & Gardens Auxiliary volunteers collectively log over 10,000 hours of service each year.



## Mission

Cranbrook House & Gardens Auxiliary is a non-profit, volunteer organization dedicated to preserving, restoring, and maintaining Cranbrook House & Gardens and related cultural properties for the enjoyment, education, and cultural enrichment of our members, Cranbrook Educational Community, and the public.

## Vision

Cranbrook House & Gardens Auxiliary will expand the world-wide recognition of the aesthetic, historical, and cultural significance of Cranbrook House & Gardens.

## Additional Information

For more information, please visit: [housegardens.cranbrook.edu](http://housegardens.cranbrook.edu).

## Accomplishments

From tapestry reweaving and furniture reupholstering, to fountain restoration and courtyard repaving, we continually undertake new projects to help preserve and beautify Cranbrook House & Gardens.

The following accomplishments were made possible through the dedication of our volunteers and their annual membership dues, as well as the financial support of our visitors, donors, sponsors and other patrons. We can't thank them enough for their contributions.

### Notable Projects

- Restoration of the West Wing of Cranbrook House: \$138,000.
- Restoration of the Conservatory Greenhouse: \$70,000.
- Repairs and total reconstruction of walkways throughout the grounds.
- Sprinkler system for water availability throughout the 40 acres.
- Restoration of Mr. Booth's Country Office.
- Restoration of The Reflecting Pool: \$33,000.
- Tree maintenance: \$165,000.
- Turtle Fountain and other major fountain sculpture repair: \$41,000.
- Japanese Garden restoration: \$23,000.
- Restoration of the Steinway Piano: \$40,000.
- Contribution to Cranbrook House exterior painting: \$10,000.
- Gatehouse Welcome Center restroom renovations for ADA compliance: \$25,000





## Thank You For Your Consideration

"It was my first season attending, and with your generous sponsors I was able to enjoy coming many times (even today with the snow). I hope it continues next year. Thank you."

*-Krista*