

# CRANBROOK HOUSE & GARDENS



Free Admission to the Gardens

*Sponsorship Package*

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## Sponsor Free Admission to Cranbrook Gardens

Cranbrook House is a 1908 English Tudor manor located on the campus of Cranbrook Educational Community, a National Historic Landmark in Bloomfield Hills, MI.

The Albert Kahn-designed manor is surrounded by Cranbrook Gardens, a 40-acre site featuring extensive plantings, fountains, pools, statuary, lakes, streams, and trails.

Cranbrook Gardens offers visitors of all ages and backgrounds a place of connection, inspiration, and rejuvenation.



**By providing funding to make self-guided admission to Cranbrook Gardens free for everyone, every day, all year, sponsors help tens of thousands of people improve their wellness while walking, running, gardening, and more.**

Sponsorship funding also helps Cranbrook House & Gardens Auxiliary, a non-profit, volunteer-run organization, continue its mission of preserving, restoring, and maintaining the historic estate.

As a Gardens Admission Sponsor, you will receive five months of visibility from Cranbrook Educational Community families, staff, and visitors; Cranbrook House & Gardens visitors and members; and others in the surrounding region and beyond.

"This is one of the most beautiful gardens you'll ever see. At once, it reminds you of Europe and wine country in CA, but it's right here in beautiful Michigan. So much to see. I love it.  
**It is my happy place."**

*-Margaret T., Google Review*

# Sponsorship Opportunities



## **\$10,000 Presenting Sponsor**

*100% tax-deductible as allowed by law*

- Logo/link on the Cranbrook House & Gardens website (94,616 page views in 2022).
- Listing in monthly Cranbrook Educational Community emails sent to about 20k subscribers.
- Logo/link in five monthly Cranbrook House & Gardens emails sent to about 15k subscribers.
- Tagged in weekly social media posts to a collective following of about 14k + targeted audiences.
- Logo included in map brochure (about 7.5k brochures distributed annually).
- Logo included on signage at the main entrance to Cranbrook House & Gardens.
- Listing in the press release announcing the opening of the gardens.
- Opportunity to provide a 4" x 9" rack card promoting your organization for us to display onsite.
- Private tour of Cranbrook House & Gardens for up to 10 guests (must be scheduled at least four weeks in advance at a mutually agreed upon time).

## **\$5,000 Dawn Sponsor**

*100% tax-deductible as allowed by law*

- Logo/link on the Cranbrook House & Gardens website (94,616 page views in 2022).
- Logo/link in five monthly Cranbrook House & Gardens emails sent to about 15k subscribers.
- Tagged in weekly social media posts to a collective following of about 14k + targeted audiences.
- Logo included in map brochure (about 7.5k brochures distributed annually).
- Logo included on signage at the main entrance to Cranbrook House & Gardens
- Listing in the press release announcing the opening of the gardens.

**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). Pledges must be received by Friday, April 21, 2023 to maximize benefits.**

## Become a 2023 Cranbrook Gardens Free Admission Sponsor

**Business Name**

\_\_\_\_\_

**Billing Address**

\_\_\_\_\_

**City, State, Zip**

\_\_\_\_\_

**Contact Name**

\_\_\_\_\_

**Contact Phone**

\_\_\_\_\_

**Contact Email**

\_\_\_\_\_

**Sponsorship Amount**

\_\_\_\$10,000 Sponsor    \_\_\_\$5,000 Sponsor

**Sponsorship Recognition Period**

June 2023 - October 2023

**Authorized Party Name (Please Print)**

\_\_\_\_\_

**Authorized Party Signature**

\_\_\_\_\_

**Date**

\_\_\_\_\_

**This form must be received by Friday, April 21, 2023 to maximize benefits.**

**Payment is due April 30, 2023.**

**Please make check payable to Cranbrook House & Gardens and mail with this form to:**

CRANBROOK ADVANCEMENT OFFICE  
P.O. BOX 778761  
CHICAGO, IL 60677-8761

**Contact**

Eric Franchy, PR Manager  
Cranbrook House & Gardens  
248.645.3162 | [efranchy@cranbrook.edu](mailto:efranchy@cranbrook.edu)

## Demographics

As a Gardens Admission Sponsor, your organization will receive visibility from Cranbrook Educational Community families, Cranbrook House & Gardens visitors and members, 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.

## 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.

## 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



## 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*