

CRANBROOK  
HOUSE & GARDENS

2024  
SEASON

**Sponsor Free Admission to**  
*Cranbrook Gardens*



## Sponsorship Overview

Cranbrook House is a 1908 English Tudor manor located on the campus of Cranbrook Educational Community — a National Historic Landmark and 501(c)(3) nonprofit organization in Bloomfield Hills, Michigan.

The Albert Kahn-designed home 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 volunteer-run organization, continue its mission of preserving, restoring, and maintaining the historic estate.

**As a Gardens Admission Sponsor, you will receive visibility from Cranbrook Educational Community families, staff, and visitors; Cranbrook House & Gardens visitors and members; and others in the surrounding region and beyond. The main promotional period for Cranbrook Gardens runs from May through October.**



*"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..."*

*"It is my happy place."*

-Margaret T., Google Review

	Landmark	Gardener	Flower	Seed
	\$50,000	\$25,000	\$10,000	\$5,000
<i>All sponsorships are tax-deductible as allowed by law</i>				
<b>Community Benefits</b>				
Keeps Cranbrook Gardens beautiful and open for free self-guided visits	x	x	x	x
Makes monthly guided tours of Cranbrook Gardens free (NEW)	x	x		
Opens Cranbrook House for free on select self-guided days (NEW)	x			
<b>Recognition</b>				
Website (over 100k page views)	Lead Logo + Listing Link	Logo + Listing Link	Listing Link	Listing
Cranbrook House & Gardens monthly events email (about 15k contacts)	Lead Logo + Listing Link	Logo + Listing Link	Listing Link	Listing
Visitor Guide & Map brochure (about 8,000 distributed per year)	Lead Logo	Logo	Logo	Listing
Social media mentions (collective following of about 16k)	x	x	x	x
Main entrance and map signage (est. over 32k visitors per year)	x	x	x	x
Cranbrook Educational Community monthly email (about 25k contacts)	x	x		
Cranbrook House & Gardens weekly member email (about 300 contacts)	x	x		
Display an onsite promotional piece provided by your organization	4" x 9" brochure	4" x 9" rack card		
Number of sponsorships offered	1	1		
Industry exclusivity	x	x		
Option to provide a branded giveaway item to Cranbrook House tour guests	x			
<b>Experiences</b>				
Private tour of Cranbrook House & Gardens	40 guests	20 guests	10 guests	5 guests
Opportunity to host a private event at Cranbrook House	3 hrs & 50 guests			
Free tour admission for all employees of your organization	x			
Discounted yoga admission for all employees at your organization	x			

Please contact Cranbrook House & Gardens PR Manager Eric Franchy at 248.645.3162 or [efranchy@cranbrook.edu](mailto:efranchy@cranbrook.edu) for more information, to become a sponsor, or to discuss creating a custom sponsorship package. To maximize your benefits, please make your commitment by April 30, 2024.



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

# Cranbrook Gardens Free Admission Sponsor Agreement Form

**Business Name** \_\_\_\_\_

**Billing Address** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Contact Phone** \_\_\_\_\_

**Contact Email** \_\_\_\_\_

**Sponsorship Amount** \_\_\_\_\_ \$50,000 Sponsor    \_\_\_ \$25,000 Sponsor    \_\_\_ \$10,000 Sponsor    \_\_\_ \$5,000 Sponsor

**Sponsorship Recognition Period** \_\_\_\_\_ May 2024 - October 2024

**Authorized Party Name (Please Print)** \_\_\_\_\_

**Authorized Party Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**This form must be received by Tuesday, April 30, 2024 to maximize benefits.**

**Please make check payable to Cranbrook Educational Community, include Cranbrook Gardens in the memo, and mail 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

**Age:** Seniors: 40% or more

**Residence:** Oakland County: 81%

## 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%

## Oakland County

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

**Household Income:** Median Household Income: \$79,698

Data Sources: Membership applications, Facebook insights, and 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 Conservatory Greenhouse: \$70,000
- Turtle Fountain and other major fountain sculpture repair: \$41,000
- Restoration of The Reflecting Pool: \$33,000
- Gatehouse Welcome Center restroom renovations for ADA compliance: \$25,000
- Contribution to Cranbrook House exterior painting: \$10,000



"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*

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