



CRANBROOK
HOUSE & GARDENS



Gardens Admission
Sponsorship Overview



The logo for Cranbrook House & Gardens, featuring the name in a white serif font with a thin white arch over the word 'CRANBROOK'.

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A photograph of a long, straight garden path paved with light-colored bricks. The path is flanked by vibrant flower beds in shades of red, pink, and purple. In the distance, a woman in a white dress is walking away from the camera, holding the hands of two small children. The background is filled with tall, dark evergreen trees under a clear blue sky.

Sponsor Free

Gardens Admission

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.

What People Are Saying

"Beautiful place to spend time with family and kids. Explore. Learn." -Lucia

"So thankful!!! ...being able to enjoy the grounds has enriched my life in so many ways - so grateful!"
-Kelly

"There is a greater sense of excitement amongst first-time guests and a renewed excitement for long-time volunteers. The gardens sponsorship has given us the opportunity to share the Cranbrook experience with more guests than ever before." -Karen (Volunteer Docent)

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Sponsor Benefits

From spring through fall, over 3,000 guests from around southeastern Michigan and beyond tour Cranbrook House & Gardens. To maximize your organization's exposure to new and existing patrons please make your commitment by Friday, March 30 2018.

Visibility & Recognition

Press Release Announcement	x
Email Announcements	Up to 30,000 Contacts
Social Media Postings	10,000 Fans + Targeted Audiences
Event Website	Logo, Brief Description, and Link Web Traffic: About 15,000 Unique Visitors
Visitor Guide & Map Brochures	Logo About 5,000 Distributed
Cranbrook House Tour Schedule Brochure	Logo About 2,500 Distributed
Signage at Gardens Main Entrance	Logo
Onsite Handout	A Promotional Piece of Your Choosing

Tax Benefits

Tax-Deductible Amount	100%
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CRANBROOK HOUSE & GARDENS

Demographics

Our Members

Gender

Women: 84%
Men: 16%

Age

Seniors: 50%
Adult: 30%

Residence

Oakland County: 90% | Bloomfield Hills: 33%

*Data Source: Membership applications.

Oakland County

Education

High School Graduate or Higher: 93%
Bachelor's Degree or Higher: 44%

Household Income

Median Household Income: \$67,465

*Data Source: US Census Bureau

Our Visitors

Gender

Women: 74%
Men: 26%

Age

13 to 17: 2.5%
18 to 24: 6.5%
25 to 34: 27%
35 to 44: 30%
45 to 54: 17.5%
55 to 64: 10%
Over 65: 6.5%

Residence

Oakland County: 50%
Wayne: 20%
Macomb: 15%
Other: 15%

*Data Source: Facebook and Twitter insights.



Cranbrook House & Gardens Auxiliary is a non-profit, volunteer organization - affiliated with the Cranbrook Educational Community - that operates Cranbrook House & Gardens.

- Cranbrook House & Gardens was formerly the family estate of Cranbrook's founders, George and Ellen Booth. The 1908 home is the oldest surviving manor in the region.
- Cranbrook House & Gardens is the centerpiece of the Cranbrook Educational Community campus, which was designated a National Historic Landmark in 1989.
- Thousands of locals 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 300 members, the Auxiliary logs over 10,000 volunteer hours yearly.

For more information, please visit: housegardens.cranbrook.edu

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, the Cranbrook 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.

Accomplishments

From tapestry reweaving and furniture reupholstering, to fountain restoration and courtyard repaving, Cranbrook House & Gardens Auxiliary continually undertakes new projects to help preserve 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.
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*"The only way to have is to give.
The only way to keep is to share.
The only thing worth finding is opportunity."
-A quotation often cited by George Gough Booth, Cranbrook Founder*

Contact Us

For more information on Cranbrook Gardens admission sponsorship, to make a commitment, or to learn about other sponsorship opportunities, please contact:

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"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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Thank You
For Your Support

housegardens.cranbrook.edu