

A photograph of the Cranbrook House & Gardens. In the foreground, a large stone statue of a child is seen from behind, looking out over a long, narrow reflecting pool. To the left of the pool, a couple is walking on a path. The middle ground features a formal garden with a central path flanked by flower beds and hedges. In the background, a large house is partially visible through tall evergreen trees under a blue sky with clouds.

CRANBROOK
HOUSE & GARDENS

Gardens Admission *Sponsorship Overview*



CRANBROOK HOUSE & GARDENS

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)

CRANBROOK HOUSE & GARDENS

Sponsor Benefits

Gardens Admission Sponsor

\$5,000 for Six-Month Sponsorship

Tax Benefit

100% Tax-deductible

Visibility & Recognition

Press Release Listing

All Gardens-related Announcements

Email Announcements

Distributed Monthly to up to 30,000 Contacts

Social Media Postings

10,000 Fans + Targeted Audiences

Event Website

Logo, Brief Description, and Link
Web Traffic: About 34,000 Unique Visitors

Visitor Guide Brochures and Gardens Rack Cards

Logo | About 5,000 Distributed

Signage at Main Entrance to the Gardens

Logo

Onsite Handout

A Promotional Piece of Your Choosing

Additional Benefits

Private Tour of Cranbrook House & Gardens

For up to 25 Guests

Cranbrook House & Gardens Tour Passes

10

Cranbrook House & Gardens Memberships

5

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.



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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CRANBROOK HOUSE & GARDENS

A large group of people are sitting on colorful yoga mats on a green lawn, practicing yoga. They are arranged in rows, and the background is filled with lush green trees and a clear blue sky. The text "Learn More" is overlaid in a white, cursive font.

Learn More

"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:

Eric Franchy, PR Coordinator
Cranbrook House & Gardens

248.645.3162
efranchy@cranbrook.edu

PO Box 801
Bloomfield Hills, MI 48303-0801

"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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2018 Sponsorship Agreement

Free Gardens Admission

Business Name

Billing Address

City, State, Zip

Contact Name

Contact Phone

Contact Email

Sponsorship Amount

\$5,000

Sponsorship Recognition Period

May 1, 2018 - October 31, 2018

Billing Preference

___ One Payment in Full, Due April 30, 2018

___ Two Payments, Due April 30 & July 31, 2018

___ Three Payments, Due April 30, June 30, and August 31, 2018

___ Six Payments, Due April 30, May 31, June 30, July 31, August 31, and September 30, 2018

Authorized Party Name (Please Print)

Authorized Party Signature

Date

This form must be received by March 31, 2018 to maximize benefits.

Please complete and return by email or mail to:

Eric Franchy, PR Coordinator
Cranbrook House & Gardens

efranchy@cranbrook.edu

PO Box 801 | Bloomfield Hills, MI 48303-0801



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Thank You
For Your Support

housegardens.cranbrook.edu