

A close-up photograph of a Christmas tree decorated with warm white lights, red and gold ornaments, and a red ribbon. The tree is the central focus, with a dark, blurred background showing a wooden bookshelf and a lamp.

# CRANBROOK HOUSE & GARDENS

Opportunities to Get Involved with  
*Holiday Splendor:  
Trains & Trees*



Cranbrook House & Gardens invites you to discover the magic of the season as you explore the historic Cranbrook House, decorated with one-of-a-kind classic and contemporary trees, nostalgic trains, and more!

Thistle Gift Shop volunteers will present a collection of Cranbrook mementos and other merchandise perfect for personal use and gifts of any occasion. Proceeds support the preservation of Cranbrook House & Gardens, a National Historic Landmark.

### **General Admission**

Thursday, December 1 & Friday, December 2 | 10:00 am - 7:00 pm

Saturday, December 3 & Sunday, December 4 | 12:00 pm - 5:00 pm

Nonmembers: \$15 presale (ends November 28) | \$20 at the door

Cranbrook House & Gardens Auxiliary Members: \$15

### **Santa Sighting**

Saturday, December 3 | 9:00 am - 12:00 pm

Children (10 and under): \$10 for children

Adults: \$15 presale (ends November 28) | \$20 at the door

Cranbrook House & Gardens: 380 Lone Pine Road, Bloomfield Hills, MI 48304

248.645.3149 | [houseandgardens@cranbrook.edu](mailto:houseandgardens@cranbrook.edu)

[housegardens.cranbrook.edu](http://housegardens.cranbrook.edu)

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CRANBROOK  
HOUSE & GARDENS



# Decorate a Tree at *Holiday Splendor*

Cranbrook House & Gardens Auxiliary welcomes individuals, designers, groups and organizations to get involved with *Holiday Splendor* by becoming a sponsor, tree exhibitor, and/or advertiser.

All of these are a great way to showcase your talents to friends, family, and to the Bloomfield Hills and surrounding metro-Detroit community.

Proceeds from this event significantly help Cranbrook House & Gardens Auxiliary in its mission of preserving and restoring Cranbrook House & Gardens, a National Historic Landmark.

## **Setup**

Wednesday, November 30  
9:00 am - 3:00 pm

## **Tree Information**

Cranbrook House & Gardens Auxiliary will supply artificial, pre-lit trees for exhibitors to decorate. Additional electricity is not available.

10' Trees | (4)  
9' Tree | (1)  
7-8' Trees | (5)  
4.5' Trees | (3)

Please indicate the tree size that you would like to decorate. The location within Cranbrook House will be determined by the event chairs.

## **Security & Insurance**

Cranbrook House & Gardens Auxiliary volunteers will monitor the trees during the event. Cranbrook House is locked and guarded by security personnel each night. Exhibitors are responsible for their own insurance coverage of any personal items. Neither Cranbrook House & Gardens Auxiliary nor Cranbrook Educational Community, or any of its volunteers or personnel will be held responsible for any loss or damage.



Sponsor a smile, a magical memory, a holiday tradition - sponsor *Holiday Splendor: Trains & Trees* at Cranbrook House. Sponsorships help ensure that our jolly VIP from the north will be able to visit with little ones, their parents, and grandparents; and covers other event costs. With your support, we are pleased to share our annual holiday fundraiser with more and more families and friends each year.

Sponsoring *Holiday Splendor* is a great opportunity to gain exposure for your organization while supporting ours. To maximize benefits, commitments must be received by November 9, 2016.

Please contact Eric Franchy for more details and to become a sponsor:  
 248.645.3162 | efranchy@cranbrook.edu

	Presenting Sponsor \$5,000	Lighting Sponsor \$2,500	Program Sponsor \$1,000	Santa Sponsor \$500	Good Cheer Sponsor \$250
<b>Tickets</b>					
General Admission	20	16	12	8	4
<b>Visibility &amp; Acknowledgement</b>					
Program Recognition	Logo	Logo	Logo	Listing	Listing
Program Ad	Cover*	Full Page	Half Page	Quarter Page	Business Card
Social Media	x	x	x	x	
Press Releases	x	x	x	x	
Email Blasts	20,000+	20,000+	500+	500+	
Event Signage	Logo	Logo	Logo	Listing	
Website	Logo & Link	Logo	Logo	Listing	Listing
Print Media	x	x	x	x	
<b>Tax Benefits</b>					
Tax Deductible Amount	\$4,700	\$2,260	\$820	\$380	\$190



Each guest (about 1,000 expected) will receive a *Holiday Splendor* program to guide them through the event.

The program contains information on the holiday tree exhibitors and recognizes our sponsors, committee members and donors, with ads placed throughout.

Attendees at our previous holiday events treated the program like a souvenir, saving them for years to come. Purchase a prominent ad in our program to attract new and existing patrons.

### **Full Color Ad Options**

Outside Back Cover	\$1,200
Inside Front Cover	\$1,100
Inside Back Cover	\$1,000

### **Black & White Ad Options**

Full Page   5" x 8"	\$250
Half Page   5" x 3.9"	\$200
Quarter Page Vertical   2.4" x 3.9"	\$150
Business Card   3.15" x 1.8"	\$100

### **Ad Deadline**

Contracts with artwork - November 9, 2016

### **Ad Submission & Contact**

Please submit ads via email as high resolution JPEGs or PDFs.

Eric Franchy, PR Coordinator  
Cranbrook House & Gardens

efranchy@cranbrook.edu  
(P) 248.645.3162 | (F) 248.645.3151

380 Lone Pine Road, PO Box 801  
Bloomfield Hills, MI 48304

<http://housegardens.cranbrook.edu>



Cranbrook House & Gardens is the centerpiece of the Cranbrook Educational Community, a National Historic Landmark. Featuring the oldest manor home in metro-Detroit, 40 acres of iconic gardens, historic tours, and special events, Cranbrook House & Gardens is visited by thousands of guests each year.

### **Mission**

Cranbrook House & Gardens Auxiliary is a volunteer organization of about 300 members 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. Volunteers annually log over 10,000 hours of service.

### **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 (and many others) made over the last four decades 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.

- Restoration of the West Wing of Cranbrook House: \$138,000.
  - Restoration of the (Conservatory) Greenhouse: \$70,000.
  - Turtle Fountain and other major fountain sculpture repair: \$41,000.
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# 2016 Agreement Form

## *Holiday Splendor: Trains & Trees*

Name (as it should appear in print) \_\_\_\_\_

Billing Name \_\_\_\_\_

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

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

Phone/Fax \_\_\_\_\_

Email \_\_\_\_\_

(Please circle the best option below or leave blank if not applicable to your participation)

Sponsorship Level      \$5,000 | \$2,500 | \$1,000 | \$500 | \$250

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Exhibitor Tree Size      10' | 9' | 7-8' | 4.5'

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Program Ad Size      Back Cover \$1,200 | Inside Front Cover \$1,100

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                                 Inside Back Cover \$1,000 | Full Page \$250

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                                 Half Page \$200 | Quarter Page \$150 | Business Card \$100

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Additional Donation \_\_\_\_\_

Total Amount Enclosed \_\_\_\_\_

Payment Method      Check | Visa | MasterCard | Discover | AMEX

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Credit Card or Check Number \_\_\_\_\_

Credit Card Exp. Date & Security Number \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please Return with Payment to:**  
 CRANBROOK EDUCATIONAL COMMUNITY DEVELOPMENT  
 DEPT. 77428  
 PO BOX 77000  
 DETROIT, MI 48277-0428

**Make Checks Payable to:**  
 Cranbrook House & Gardens Auxiliary

**Important Dates:**  
 November 9: Deadline to be listed in the program (gifts of \$100+)  
 November 28: Deadline to be listed on the website (gifts of \$100+)

December 1-4: *Holiday Splendor: Trains & Trees*  
 December 3: *Santa Sighting*



**Contact Information:**  
 Eric Franchy, PR Coordinator  
 Cranbrook House & Gardens  
 Phone: 248.645.3162  
 Fax: 248.645.3151  
 Email: efranchy@cranbrook.edu

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Thank You for Your Consideration  
*Holiday Splendor:  
Trains & Trees*