



CORPORATE FRIENDS

BECOME A CORPORATE FRIEND

Corporate Friends support Cheekwood's mission by funding education programs, seasonal festivals, art exhibitions and special events.

A variety of programs provide opportunities for innovative marketing, client entertainment and employee engagement. Partners receive multi-channel brand recognition, volunteer opportunities, and discounted and/or complimentary rental space. The Cheekwood team will work with you to design a partnership package that fits your company's specific business and philanthropic goals.

ACTIVE & GROWING AUDIENCE

Reach a highly desirable audience that is deeply engaged with Cheekwood.

- ❖ 400,000 visitors annually
- ❖ 20,000 member households
- ❖ 1.1 million website visits annually
- ❖ 6.8 million web page views annually
- ❖ 125,000 email subscribers
- ❖ 99,000 Facebook followers
- ❖ 96,000 Instagram followers
- ❖ 21,000 Twitter followers

And Growing!

ABOUT CHEEKWOOD

Cheekwood is considered one of the finest American Country Place Era estates in the nation, listed on the National Register of Historic Places and accredited by the American Alliance of Museums. Once the family home of Mabel and Leslie Cheek, this extraordinary 1930s estate, with 55 acres of cultivated gardens and expansive vistas, today serves the public as a botanic garden, historic home and art museum.

Visitors to Cheekwood enjoy family activities and year-round festivals celebrating the four seasons. From 250,000 blooming bulbs in the spring to one million holiday lights in the winter, there's always something to see and do at Cheekwood.

CHEEKWOOD PROGRAMS



SEASONAL FESTIVALS

Cheekwood in Bloom
Summertime at Cheekwood
Cheekwood Harvest
Holiday LIGHTS



ART

Ann & Monroe Carell Jr. Family Sculpture Trail
Permanent Collections
Rotating Art Exhibitions
Scholastic Art Awards
Martin Shallenberger Artist-in-Residence Program



HAPPENINGS

Wellness 360
Dogs & Dogwoods
The Great Spring Art Hop
Holi Celebration
Exposition of Elegance: Classic Cars at Cheekwood
Thursday Night Out
Under the Stars Series of Musical Performances
Fall for Cheekwood Family Benefit
Halloween Pooch Parade
El Día de los Muertos
Japanese Moon Viewing



EDUCATION

Art Outreach
Cheekwood GROWS
Homeschool Days
Teacher Workshops
Tots!
Summer Camps
Historic Mansion, Exhibition & Garden Tours
Destination Cheekwood
School Field Trips
And more!

EMPLOYEE ENGAGEMENT

Corporate Friends of Cheekwood receive exclusive privileges for employees, including complimentary admission passes, volunteer opportunities, discounts on membership, and more.



CLIENT ENTERTAINMENT

From a simple luncheon or meeting, to a large-scale event, Corporate Friends have the opportunity to entertain distinguished and prospective clients in Cheekwood's historic Mansion, Frist Learning Center, newly renovated Massey Auditorium, or seasonal gardens.



CHEEKWOOD CORPORATE FRIENDS

Note: During the Covid-19 pandemic, any planned events, programs or meetings must comply with current restrictions mandated by local, state and/or federal government.

\$1,500
to
\$2,499

\$2,500
to
\$4,999

\$5,000
to
\$9,999

\$10,000
to
\$14,999

\$15,000
to
\$24,999

\$25,000
to
\$50,000

\$50,000
to
\$99,999

100,000+

EMPLOYEE & CLIENT BENEFITS

Complimentary Passes								
Choose between two options:								
Gardens Only	10	15	25	50	75	100	200	400
Gardens & Mansion	6	8	14	25	40	50	100	200
Exclusive Volunteer Opportunities	✓	✓	✓	✓	✓	✓	✓	✓
Special Request Accommodations	✓	✓	✓	✓	✓	✓	✓	✓
UNIQUE TO CHEEKWOOD! Employee Evening at Cheekwood (based on availability; blackout dates apply)					Up to 125 guests	Up to 250 guests	Up to 500 guests	Up to 1,000 guests
Employee Discount on Membership				\$5 off	\$10 off	\$15 off	\$15 off	\$15 off

ENTERTAINMENT BENEFITS

Invitations to Cheekwood Society Dinners	1	1	1	2	3	4	5	5
Rental Venues for Corporate Entertaining		10% off	15% off	25% off	50% off	One Comp.	One Comp.	One Comp.
Invitations to Exhibition Previews				1	2	3	5	5
Behind-the-Scenes Tour					1	2	Custom	Custom

BRANDING & RECOGNITION BENEFITS

Cheekwood Website	✓	✓	✓	✓	✓	✓	✓	✓
Annual Donor Listing	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Posts		✓	✓	✓	✓	✓	✓	✓
Cheekwood Email Communications		✓	✓	✓	✓	✓	✓	✓
On-Site Signage & Collateral		✓	✓	✓	✓	✓	✓	✓
Opportunity for an On-Site Presence		✓	✓	✓	✓	✓	✓	✓
*Digital Promotions			✓	✓	✓	✓	✓	✓
*Print Promotions					✓	✓	✓	✓
*Billboard & Bus Panel Promotions							✓	✓
*Television & Radio Promotions								✓

NOTE: BENEFITS MAY BE TAILORED TO MEET YOUR BUSINESS OBJECTIVES.

*Promotions may vary based on program or event.



For more information, please contact the
Cheekwood Development Office at development@cheekwood.org or 615.353.6995.

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