

2024

Corporate Support Opportunities





Partner *with* Cheekwood

Corporate Partners and Friends support Cheekwood’s mission by funding seasonal festivals, art exhibitions, education and outreach, multicultural celebrations, performances, special events and more.

Partner benefits include:

**INNOVATIVE
MARKETING**

**CLIENT
ENTERTAINMENT**

**EMPLOYEE
ENGAGEMENT**

Partners receive brand recognition and unique opportunities for employee and client engagement. Cheekwood will work with you to create a partnership package that suits your organization’s business and philanthropic goals.



Mission

Celebrate and preserve Cheekwood as a historical landmark where beauty and excellence in art and horticulture nurture the spirit and serve as inspiration for a diverse and broad audience.



Vision

Cheekwood will be a locally celebrated and nationally recognized destination renowned for its distinctive beauty, historical significance, and excellence in art and horticulture.

About Cheekwood

Cheekwood is considered one of the finest American Country Place Era estates in the nation. Formerly the family home of Mabel and Leslie Cheek, the extraordinary 1930s estate, with its 30,000-square-foot Mansion and 55 acres of cultivated gardens and expansive vistas, today serves the public as a botanical garden, arboretum, and museum with period rooms and art galleries, showcasing works from its permanent collection as well as traveling exhibitions. The property includes 13 distinct gardens including the Blevins Japanese Garden and the Bracken Foundation Children’s Garden, as well as a 1.5-mile woodland trail featuring modern and contemporary outdoor sculpture.

Each year, Cheekwood hosts seasonal festivals including Cheekwood in Bloom, Summertime at Cheekwood, Cheekwood Harvest and Holiday LIGHTS. Cheekwood is listed on the National Register of Historic Places, accredited by the American Alliance of Museums, and is a three-time USA Today Top 10 Botanical Garden. In 2020, the grounds were awarded a Level II National Arboretum Accreditation by The ArbNet Arboretum Accreditation Program and The Morton Arboretum. Cheekwood is located just 8 miles southwest of downtown Nashville at 1200 Forrest Park Drive.



ACTIVE & GROWING AUDIENCE

380,000 VISITORS ANNUALLY

20,000 MEMBER HOUSEHOLDS

1.4 million WEBSITE VISITS ANNUALLY

6.3 million WEB PAGE VIEWS ANNUALLY

181,000 EMAIL SUBSCRIBERS

108,000 FACEBOOK FOLLOWERS

108,000 INSTAGRAM FOLLOWERS

22,000 TWITTER/X FOLLOWERS

AND GROWING!

Orchids *at* Cheekwood

FEBRUARY 10 – MARCH 10

Orchids take center stage each February with lush and vibrant displays in both Botanic Hall and the Historic Mansion. Guests are greeted by an extravagant installation that begins in the entrance foyer of the Mansion and carries up the winding staircase into the period rooms, culminating in an immersive floor-to-ceiling installation. This annual display is both art and horticulture in its design, and changes every year to offer an entirely new experience. Throughout the Orchid Show, visitors also enjoy live piano performances on weekends in the Mansion and a variety of Orchid workshops and related programs.

Cheekwood *in* Bloom *Belle Fleurs*

OPEN
7 days
A WEEK

MARCH 9 – APRIL 14

The 2024 *Cheekwood in Bloom* festival, with its 250,000 spring blooming bulbs, will be a celebration of Belle Fleurs as Cheekwood pays tribute to the art and culture of France. In the Bradford Robertson Color Garden, visitors will delight in thousands of tulips displayed in impressionist-inspired design palettes, including scrollwork hedges and clipped vertical shrubs, signature features of the French parterre garden. At the terminus of the Garden's archway, where an expansive field of daffodils beckon visitors, will be a 12-foot model Eiffel Tower, making for the perfect Instagram photo. In the Historic Mansion & Museum, Cheekwood will host the exhibition, *Edgar Degas: The Private Impressionist*.

SPECIAL PROGRAMS THROUGHOUT CHEEKWOOD IN BLOOM

Throughout the five-week festival, Cheekwood will showcase an array of programs and activities highlighting the music, cuisine and traditions of the French, featuring an outdoor Jardin de Bière serving French food and wines, a Cabaret with live performances, and even a miniature Champs-Élysées with strolling live musicians.

Workshops, lectures, and programs will focus on all things French from creating lavender wreaths and learning how to design your own parterre garden to "Taking a Deep Dive into Degas" and, of course, en plein air painting. Children will delight in the stories and adventures of Madeline as they engage in the dance, music, and literature of France.



Flora in Botanic Hall

Visitors to Botanic Hall will delight in an ever changing and uniquely curated horticulture display, that extends from orchids in the winter to chrysanthemums in the fall and poinsettias in the winter.

POINSETTIAS

November 23 - January 5

Cheekwood Harvest

SEPTEMBER 14 - OCTOBER 27

Celebrate the autumn season during Cheekwood Harvest. Oaks, maples, dogwoods, and other trees greet you with their changing fall colors. Thousands of chrysanthemums, and interactive Pumpkin Village with three pumpkin houses and meandering pumpkin patch, a 9ft P'mumkin topiary, a signature scarecrow trail, and weekend programs appeal to families and adults alike. The six-week celebration is the perfect place for a solo stroll, a crisp fall family day, or a special date.



CHRYSANTHEMUMS

September 14 - October 27



ORCHIDS

February 10 - March 10



PUMPKIN VILLAGE

Step into Cheekwood's Pumpkin Village to explore three life-size Pumpkin Houses and shop for your own pumpkins in the surrounding pumpkin patch!



COMMUNITY SCARECROWS

Silly and serious, big and small, frightening and friendly scarecrows created by the Nashville community invade the Turner Seasons Garden during Cheekwood Harvest.



THE GREAT P'MUMKIN

Take the perfect photo next to Cheekwood's own 8ft tall by 8ft wide topiary made in the shape of a pumpkin and comprised totally with fall blooming chrysanthemums.

Holiday LIGHTS

NOVEMBER 23 - JANUARY 5

Make lasting holiday memories with Cheekwood's enchanting *Holiday LIGHTS* experience – Nashville's favorite winter tradition. Evening visitors can explore a one-mile trail of over one million lights glowing throughout the gardens, roast s'mores, do some shopping, and more. The period rooms in the Historic Mansion & Museum are also brilliantly decorated for the holidays.



S'MORES STATIONS & HOLIDAY MARKETPLACE

Visitors will warm up and enjoy chocolatey treats at s'mores roasting stations outside the Frist Learning Center. Inside, shop for holiday décor and goodies in the Holiday Marketplace.



POINSETTIA TREE & LOGGIA DISPLAY

Visitors will be awestruck by our 20-foot-tall poinsettia tree, a focal point of the Historic Mansion & Museum specially decorated for the holidays.



VISIT WITH SANTA | SATURDAY & SUNDAYS

Children are invited to step into Santa's magical world on weekends leading up to Christmas. Santa looks forward to visiting with each child, takes gift requests, and is available for pictures with the whole family.



HOLIDAY LIGHTS | SPECIAL FEATURES

Along a one-mile trail of lights, guests can delight in special features of *Holiday LIGHTS*, including whimsical Candy Cane Trees, a dazzling Arches Tunnel display, color-changing Pinnacle of Lights, and an expansive Star Field. These artful displays provide the perfect place for photos and to take in the beauty of the illuminated winter gardens.

MILITARY MONDAYS DURING HOLIDAY LIGHTS

Each Monday evening, Military families enjoy half-priced admission. Visitors have the opportunity to purchase a gift from the Holiday Marketplace or one of our retail shops as part of our holiday gift drive, which delivers presents to military families.

HOLI FESTIVAL | MARCH 23

Holi Festival, or festival of colors, is an Indian celebration symbolizing a fresh start and new commitments, much like spring itself. Holi aligns perfectly with the seasonal *Cheekwood in Bloom* festival, adding even more vibrant colors to Cheekwood's spring roster. This popular event features Indian food, dance, traditional music, art activities, and vendors. A Holi highlight is the distribution of vibrant colored powder for attendees to toss in the air and on one another as they celebrate spring.



JAPANESE MOON VIEWING | SEPT. 15

In partnership with the Consulate-General of Japan and the Japan-America Society of Tennessee, Cheekwood hosts an annual *Otsukimi*, Japanese Moon Viewing, each fall. This celebration of Japanese culture and the harvest moon features a kimono fashion show, live dance performances, mochi pounding, traditional tea ceremonies, storytelling and more. Bilingual tours of the Blevins Japanese Garden are available until sunset.



BLACK ARTS BASH | AUGUST 17

Cheekwood's Black Arts Bash runs from 9 AM to 9 PM and features visual and performing arts. Visitors enjoy live performances throughout the day and evening by Nashville's top Black musicians, spoken word by Black Nashville artists, an art exhibition and related programs, a collaborative art project, tasty fare from local Black chefs, and more.



EL DÍA DE LOS MUERTOS | NOV. 2 & 3

El Día de los Muertos, the Day of the Dead, is one of the most important celebrations in Mexico and Latin America. The festival, known for its colorful decorations, energetic music, and elaborate displays, demonstrates the culture's strong sense of love and respect for ancestors while celebrating the continuance of life. In 2024, Cheekwood will celebrate the 25th annual celebration of this much-loved event, inviting our community to learn about the culture of Mexico and Latin America with traditional music and dance, vibrant art activities, authentic cuisine, and more.





TOTS!

The Bracken Foundation Children's Garden is the perfect site for our beloved TOTS! program featuring weekly-themed hands-on art activities, sing-a-longs, story times, and Turtle Talks. This engaging, fun-loving program is offered Tuesdays through Saturdays in the Spring and Fall, with additional offerings throughout the summer months.



THE GREAT SPRING ART HOP MARCH 29 - 30

Families engage with Cheekwood's gardens and art during the Great Spring Art Hop, hosted during the beautiful spring season. Visitors enjoy a scavenger hunt for eight large-scale bunnies, created by Nashville artists and hidden throughout the gardens. Children enjoy egg hunts, themed programming, arts and crafts, special performances, and story time.



SUMMER CAMP JUNE 3 - JULY 26

Cheekwood offers full and half-day camps for students ages 5 through 14 focusing on art and gardens throughout the months of June & July. Cheekwood provides scholarships to ensure everyone has the opportunity to enjoy and learn about the wonders of the estate and gardens.



DESTINATION CHEEKWOOD: FREE SCHOOL & FAMILY FIELD TRIPS

Through partnerships with Title I schools and local organizations, Destination Cheekwood provides enriching, multi-generational outings for students, as well as educators and families. Students are engaged in art, history, and gardens with a field trip to Cheekwood. Addressing transportation, financial and language barriers that limit access to education opportunities, Destination Cheekwood for families provides free bus transportation, healthy meals, translated materials, and one-year family memberships.

Over 9,000 school children and 1,100 students and family members visit Cheekwood each year through Destination Cheekwood from Tennessee, Kentucky, and Alabama. Guided tours are tailored to each group's grade level and subject area to align with Tennessee Academic Standards. Students in grades pre-K through 12 explore the botanical gardens, experience the Historic Mansion & Museum, and tour art exhibitions in the art galleries.



CHEEKWOOD ON THE ROAD

Cheekwood on the Road brings hands-on art and science lessons to schools. During this experience, students explore landscape architecture by learning about Cheekwood's history and critically examine our permanent art collection. Additional focus areas include temporary art and seasonal garden exhibitions. After rotating through Cheekwood teacher-led stations, students bring home their masterpieces at the end of the day.



EMPOWER PAID INTERNSHIPS

Cheekwood offers spring, fall, and summer paid internships to students from area colleges and universities, including HBCUs and community colleges. These paid, hands-on learning opportunities encourage a variety of careers in museums, education, horticulture, and more.



Edgar Degas (French, 1834–1917) and Auguste Clot (French, active 19th century), *Before the Race*, ca. 1895. Color lithograph on lightweight tan wove paper.

2024 Middle Tennessee Scholastic Art Awards

FEBRUARY 3 – MARCH 10

For the 33rd consecutive year, Cheekwood will partner with the Alliance for Young Artists and Writers to host the Scholastic Art Competition and Exhibition. Creative, imaginative, and talented teens from across middle Tennessee submit 1,500 works of art in a variety of categories. Artwork by the 2024 winners will be displayed in the Frist Learning Center Great Hall.



Edgar Degas: The Private Impressionist Works on Paper by the Artist & His Circle

The exhibition features over forty works by Degas and an additional selection of more than forty works by well-known artists, many of whom were friends of Degas, including Mary Cassatt, Paul Cezanne, and Pierre-Georges Jeannot. Exhibited together, these works provide a delightful exploration into the art and personality of one of the most skilled, intelligent, and complex artists in the history of art.

Exhibition organized by Landau Traveling Exhibitions, Los Angeles, CA in association with Deneberg Fine Arts, West Hollywood, CA.



Adolph von Menzel (German, 1815–1905), *Menzel's Sister Emilie, Asleep on a Train*, ca. 1870. Graphite on light tan wove paper on a lighter-color paper mount.

Trolls: Save the Humans

MAY 2 - SEPTEMBER 8

The imaginative and interactive exhibition *Trolls: Save the Humans* will feature six larger-than-life, sculptural trolls, each made from recycled materials and ranging from 16 to 50 feet. Set amongst Cheekwood's gardens, the exhibition will relay messages of stewardship and sustainability to the "small people" of earth. With a background in music and street art, Denmark-based recycle artist Thomas Dambo brings a creative and versatile approach to his multifaceted installations.



Thomas Dambo's Trolls: Save the Humans

Trolls: Save the Humans will be intertwined with Cheekwood's unique gardens, trees, and historic landscape for a one-of-a-kind storytelling experience. Children and adults alike will enjoy imagining each of the six featured Trolls' tales and considering their messages to humankind.



Exposition of Elegance: Classic Cars at Cheekwood

JUNE 15 & 16

Inspired by Concours d'Elegance competitions, Cheekwood presents over 60 impeccably maintained classic automobiles throughout the historic estate. See the original components, accessories, and detailing that make these automobiles so special. Visitors step back to the mid-20th century and enjoy music throughout the grounds, car talks, hands-on activities for children, cold brews, cocktails, and more.



1929 CLUB BIG BAND PARTY

On Saturday night, car owners and Cheekwood's donors in The 1929 Club enjoy a private jazz party with cocktails and heavy hors d'oeuvres while enjoying the sounds of Nashville's Jazz Orchestra. A featured part of the evening is the presentation of the Lambert Cup, honoring a classic car aficionado who has made a significant contribution to the recognition and celebration of classic cars from the 20th century.

DOGS & DOGWOODS APRIL 20 & 21

Each year, Cheekwood celebrates Tennessee Dogwood Day and Cheekwood's significant dogwood collection with Dogs & Dogwoods. Visitors and their four-legged friends are invited to explore the gardens in full bloom while enjoying special programming including pup photos, Beer Garden, special performances, food truck favorites, and more.



DOGS NIGHTS OF SUMMER EVERY THURSDAY IN AUGUST

Cheekwood invites dogs and owners to cool off with us during our Dog Nights of Summer! With cash bars, live music, and more, families - both four-legged and two-legged - are sure to have a fabulous evening exploring the summer horticultural displays.



HALLOWEEN POOCH PARTY OCTOBER 26 & 27

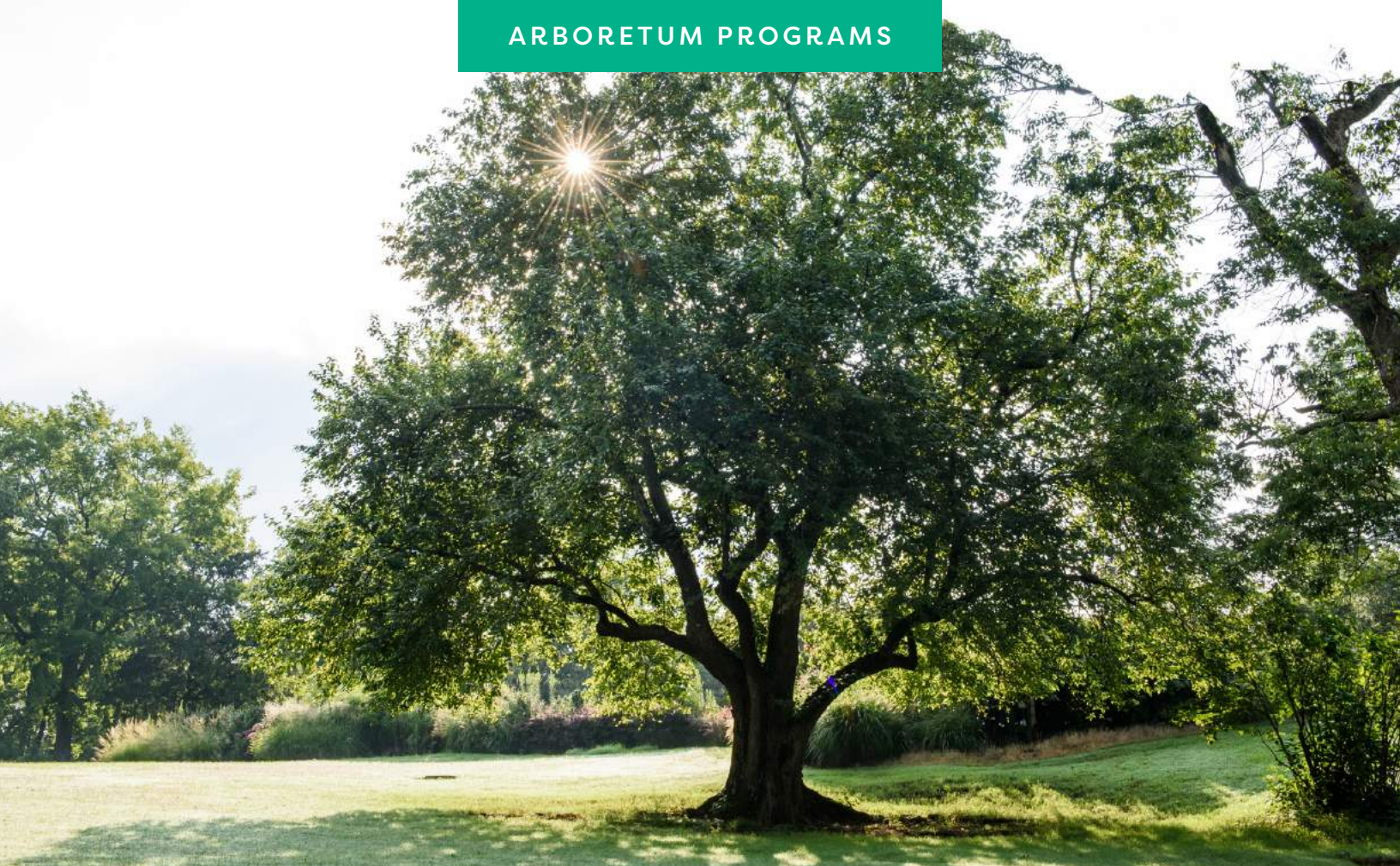
Join the Pooch Party and participate in a costume contest for dogs and owners, too. While Cheekwood 'goes to the dogs' guests will have the opportunity to participate in photo ops and enjoy Cheekwood Harvest activities.



DOG VISITS WITH SANTA DECEMBER 8 & 22

Cheekwood is "the" place to bring your dog to capture that perfect photo with Santa while enjoying a wintry day in the garden.





Winter Concert Series

JANUARY & FEBRUARY

Warm up on chilly nights during the Cheekwood Winter Concert Series, where Grammy-winning players will perform big band jazz, Latin orchestra, and Mardi Gras music in Cheekwood's elegant Massey Hall. These intimate concerts will expand perspectives and charm music lovers.



STANDING TALL AT CHEEKWOOD

Students learn all about trees in Cheekwood's Children's Garden, with a program that aligns with Tennessee Academic Standards. Every student receives a free book about trees and every school receives a tree to plant.



RYAN MIDDAUGH BIG BAND JANUARY 27

Experience the vibrant warmth of jazz amidst winter's chill as this Big Band weaves a tapestry of sound with saxophones, trumpets, trombones and rhythm.



ARBOR DAY | APRIL 27

This annual celebration helps raise awareness and appreciation for the importance of trees, highlighting their impact on the environment and the unique opportunities to learn about and enjoy trees at Cheekwood.



CRESCENT CITY HOODOO ALL-STARS FEBRUARY 10

Join us for an unforgettable Mardi Gras celebration and immerse yourself in the vibrant sounds of New Orleans with classic jazz, blues and soul tunes.



EMERALD ASH BORER PROGRAM

Cheekwood is a leader in developing an emerald ash borer (EAB) response program to protect native ash trees. Cheekwood is currently treating over 150 trees in its garden and arboretum.



MUSIC CITY LATIN ORCHESTRA FEBRUARY 24

Experience the scintillating rhythms of Cuba and Latin America with this 13-piece orchestra lead by Giovanni Rodriguez.

Under the Stars Concert Series

JULY THROUGH SEPTEMBER

Enjoy world-class performances against the scenic backdrop of Cheekwood's lush gardens. Bring a blanket or lawn chair and enjoy craft cocktails and fare from local food trucks for the perfect summer evening.



Music in the Beer Garden

Visitors arriving at Cheekwood are immediately welcomed with the sounds of great music from the Beer Garden, which features music, brews, and food truck delights Saturdays and Sundays during *Cheekwood in Bloom* and *Cheekwood Harvest*.



JAZZ UNDER THE STARS | JULY 19

The Dirty Dozen Brass Band

Jazz musicians take the stage for this concert that blends the smooth sounds of jazz with Cheekwood's breathtaking scenery.



SONGWRITERS UNDER THE STARS | AUG. 23, 24, & 25

Wendell Mobley, Kelly Archer & Lee Thomas Miller Accompanied by the Music City Orchestra

Talented songwriters from Nashville's music scene perform chart-topping hits on Cheekwood's stunning Swan Lawn.



BLUEGRASS UNDER THE STARS | SEPTEMBER 6

Sam Bush

Bluegrass musicians take the stage for this concert that mixes Cheekwood's rolling hills and natural landscape with the music that originated in Appalachia.





FEATURED PERFORMANCES FROM 2023

- SPARKLE CITY DISCO • THE TIGER BEATS • AIRSHOW
- MCKINLEY JAMES BAND • SHAUN MURPHY • BIG SHOES • YATES MCKENDREE
- CROOKED RHYTHM BAND NO. 1 • THE COWPOKES • THE GRIPSWEATS • THE EXPLORERS CLUB
- END OF THE LINE - AN ALLMAN BROTHERS TRIBUTE BAND • CRISTINA VANE
- ST. OWSLEY - A MODERN TRIBUTE TO THE MUSIC OF JERRY GARCIA • PAUL CHILDERS
- LES SABLER • WILD BILL AND THE BRUISERS • JACK RUCH BAND AND MORE!



Thursday Night Out

MAY 2 - OCTOBER 24

Cheekwood's gates stay open late for Thursday Night Out, offering visitors a unique opportunity to experience the magic of the stunning gardens, special performances by talented local musicians, food trucks and cash bars. Thursday Night Out is an enjoyable and inspiring excursion for a multi-generational and growing audience.





CHEEKWOOD SOCIETY

Cheekwood Society is comprised of generous donors who provide vital support for annual operations. The Society represents Cheekwood's largest donor group, who engage with Cheekwood all year long through various events and programs. Their hallmark event is the Cheekwood Society Dinner in the spring which honors Cheekwood's individual and corporate philanthropists over dinner, cocktails, live music and an awards presentation.

March | *Edgar Degas: The Private Impressionist* Exhibition Opening

May | Cheekwood Society Dinner

September | Artist-in-Residence Exhibition Opening

November | Holiday LIGHTS Preview



FAMILY SOCIETY

Family Society is comprised of families who support Cheekwood and serve as important advocates for both Cheekwood and the children and families who visit us. Special programming is offered to Family Society members throughout the year.

April | Parents' Night Out

August | Summer Popsicle Party

October | Tots, Trains and Scarecrows

December | Greetings with Santa



THE 1929 CLUB

The 1929 Club is comprised of Cheekwood's most generous and loyal supporters, who provide essential funding for historic acquisitions and initiatives and the endowment of the Mansion and its seven historic acres to ensure its long-term care and maintenance.

June | The Big Band Party

August | Cocktails & Conversations

September | The 1929 Club Dinner

Donors also have the opportunity to participate in an annual VIP-Access Trip to visit other Gilded Age and Country Place Era estates.



FALL FOR CHEEKWOOD OCTOBER 6

A high-end take on a traditional fall festival, this family-friendly fundraising event supports Cheekwood's year-round free student and family field trips. The festive afternoon event includes hayrides, live music, lawn games, a Southern supper, cocktails, art activities, and more.



COUNCIL OF CONTEMPORARIES

Council of Contemporaries is a group of young (ages 21-40) art and garden enthusiasts who represent the next generation of Cheekwood's supporters in Nashville. Members contribute to the organization's goal of preserving the historical landmark and gardens while serving as an inspiration to a diverse and broad audience.

February | Contemporary Kick-Off

April | Afternoon in Paris

June | Summer Soirée

September | Artist-in-Residence Exhibition Opening



MEMBER APPRECIATION

During annual seasonal festivals, Cheekwood invites its 20,000 member households to explore the gardens and Historic Mansion & Museum. Members enjoy special tours led by Cheekwood staff or docents, complimentary refreshments, happy hour in the Cheekwood Beer Garden or Café 29, live music, and more.

March 25 & May 6 | Member Mondays

September 23 - 27 | Member Appreciation Week

We would be delighted to partner
with your company in 2024.

Benefits, including *brand recognition*
and opportunities for *employee* and
client engagement, may be tailored to
meet your business objectives.

