

STUDIO

Details

Gala: Saturday, April 30th 2022

Cranbrook Academy of Art & Art Museum

5:00PM-11:00PM

39221 Woodward Ave., Bloomfield Hills, MI

Virtual Art Sale:

April 28th to May 8th, 2022

studio.cranbrook.edu

Event Chairs

Christine & David Colman

Corrie & Alexander Taubman

Event Committee

Ashley Crain

JJ Curis

Gretchen Davidson

Nicole Eisenberg

Jennifer Gilbert

Darin Lenhardt

Emily Pitt

Cathy Schwartz



About

STUDIO, Cranbrook Academy of Art and Cranbrook Art Museum's annual fundraiser, is a one-of-a-kind celebration of creativity, featuring the exclusive opportunity to tour the studios of Cranbrook Academy of Art students and Artists-in-Residence and tour Cranbrook Art Museum. The nation's top-ranked school devoted exclusively to graduate education in art, architecture, and design, Cranbrook students and Artists-in-Residence are visionaries who will impact the future of their crafts for years to come.

STUDIO generates critical funds for Academy student scholarships as well for educational and exhibition programming for the Art Museum, featuring modern and contemporary architecture, art, crafts, and design.

Julia (Julie) Reyes Taubman will be posthumously honored at STUDIO 2022 as the first recipient of the re-established Saarinen Award.

Saarinen Award

Designed in 1946 by Cranbrook Academy of Art founding director and architect Eliel Saarinen, a Saarinen Medal was originally bestowed upon students of extraordinary talent. The award fell into dormancy soon after its inception when Saarinen determined the Academy's talent too great to recognize only a few among many worthy artists. Later, under the leadership of Cranbrook Academy of Art President Roy Slade, the Saarinen Medal was reimagined to honor individuals who demonstrated outstanding service to the arts. Honorees included American Council of the Arts Board Chair David Rockefeller, Jr., patron, practitioner and international art advocate Joan Mondale, and mid-century pioneers Charles and Ray Eames.

For the first time this century, Cranbrook Academy of Art is pleased to reintroduce tradition with the Saarinen Award in recognition of extraordinary contributions to the arts through community building, advocacy, and philanthropy. Bestowed only on rare occasions, recipients of the Saarinen Award will be determined by the leadership of Cranbrook Educational Community at the recommendation of Cranbrook Academy of Art and Art Museum.



For more information or to secure your sponsorship, call or email Alexis Weisbrod, Director of Development, Cranbrook Art Museum, at 248-645-3471 or aweisbrod@cranbrook.edu

Sponsorship Opportunities

Presenting Sponsor - \$75,000

- Logo or Name Recognition On:
 - All printed and digital event materials including event invitations and press releases
 - Signage at STUDIO and *Graduate Degree Exhibition of Cranbrook Academy of Art*
 - Virtual Art Sale website
- 14 Tickets to STUDIO
- Tier 1 Access to Virtual Art Sale (Thursday, April 28th)
- A private, behind-the-scenes tour for up to 12 guests of the Art Museum's Collection or current exhibition, led by the Museum Director or Chief Curator or
- (6) Corporate memberships to Cranbrook Art Museum*

Lead Sponsor - \$50,000

- Logo or Name Recognition On:
 - All printed and digital event materials including event invitations and press releases
 - Signage at STUDIO and *Graduate Degree Exhibition of Cranbrook Academy of Art*
 - Virtual Art Sale website
- 12 Tickets to STUDIO
- Tier 1 Access to Virtual Art Sale (Thursday, April 28th)
- A private, behind-the-scenes tour for up to 12 guests of the Art Museum's Collection or current exhibition, led by the Museum Director or Chief Curator
- (3) Corporate memberships to Cranbrook Art Museum*

Major Sponsor - \$25,000

- Logo or Name Recognition On:
 - All printed and digital event materials including event invitations and press releases
 - Signage at STUDIO
 - Virtual Art Sale website
- 10 Tickets to STUDIO
- Tier 1 Access to Virtual Art Sale (Thursday, April 28th)
- A private, behind-the-scenes tour for up to 12 guests of the Art Museum's Collection or current exhibition, led by the Museum Director or Chief Curator
- (2) Corporate memberships to Cranbrook Art Museum*

*Corporate memberships admit up to 9 guests



Supporting Sponsor - \$10,000

- Logo or Name Recognition On:
 - Event Invitations
 - Signage at STUDIO
 - Virtual Art Sale website
- 8 Tickets to STUDIO
- Tier 1 Access to Virtual Art Sale (Thursday, April 28th)

Table Sponsor - \$5,000

- Logo or Name** Recognition On:
 - Event Invitations
 - Signage at STUDIO
- 6 Tickets to STUDIO
- Tier 2 Access to Virtual Art Sale (Friday, April 29th)

Host Committee - \$2,500

- Name Recognition on Event Invitation
- 2 Tickets to STUDIO
- Tier 2 Access to Virtual Art Sale (Friday, April 29th)

**Only one business or household per Table Sponsorship may be recognized

More About STUDIO

Historically a sold-out event, STUDIO attracts more than 400 art collectors and art patrons eager for the rare chance to see Cranbrook artists' studios, purchase student artwork, and enjoy an elegant meal amongst other Cranbrook supporters. STUDIO attendees are men and women ages 25 to 80+, including some of Metro Detroit's most prominent entrepreneurs and members of the finance, real estate, and legal communities.

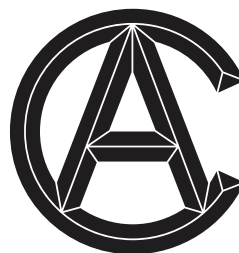
Recent event sponsors have included Jennifer and Dan Gilbert, Ashley and KC Crain, Kelle and Christopher Ilitch, International Bancard, REDICO, Thomas Sebold & Associates, and AVL Cultural Foundation, among many others. Past event chairs include Ashley Crain, Christine Colman, JJ and Anthony Curis, Gretchen Davidson, Nicole Eisenberg, Kim Dent, Phillip Morici, Emily Pitt, and Liz and Musa Tariq.

In 2020 and 2021, STUDIO, including the student art sale, was held virtually. In 2021 the STUDIO website saw 11,000 users between April 1st and May 2nd, including 2,980 users the day the virtual sale opened to the public. Users came from more than 90 countries including United states, France, Canada, United Kingdom, Germany, Australia, Netherlands, Hong Kong, and Spain.

With a hybrid model in 2022, sponsors will received recognition at and tickets to the event. Sponsors at the Supporting level and higher will received recognition at and tickets to the event as well as logo or name recognition on the Art Sale website.



To secure your sponsorship, call or email Alexis Weisbrod, Director of Development, Cranbrook Art Museum, at 248-645-3471 or aweisbrod@cranbrook.edu



Cranbrook Academy of Art

Cranbrook Art Museum

Photo credits:
Sarah Blanchette, Photography '17
Clare Gatto, Photography '17

STUDIO 4.30.2022

Sponsorships must be made by **2/10/2022** to be included in the event invitation

Company/Name _____
(Exactly as you would like it to appear in print)

Address _____

City, State Zip Code _____

Contact Person and Title _____

Email _____ Telephone () _____

EVENT SPONSORSHIP OPPORTUNITIES

- | | |
|--|---|
| <input type="checkbox"/> PRESENTING SPONSOR \$75,000 | <input type="checkbox"/> SUPPORTING SPONSOR \$10,000 |
| <input type="checkbox"/> LEAD SPONSOR \$50,000 | <input type="checkbox"/> TABLE SPONSOR \$5,000 |
| <input type="checkbox"/> MAJOR SPONSOR \$25,000 | <input type="checkbox"/> HOST COMMITTEE \$2,500 |
| <input type="checkbox"/> DONATION TO STUDIO 2022 \$ _____ | |

PAYMENT

Check enclosed for \$ _____
Make checks payable to **“Cranbrook Academy of Art”**

MasterCard VISA AMEX DISCOVER

Account Number _____

Expiration Date _____ **CVV** _____

PLEASE RETURN FORM TO: CRANBROOK ACADEMY OF ART (ATTN: Alexis Weisbrod)
39221 Woodward Ave.
P.O. Box 801
Bloomfield Hills, MI 48303-0801
QUESTIONS: AWeisbrod@cranbrook.edu, 248-645-3471