

18TH ANNUAL



JUNE 16, 2023

An evening celebrating the arts with a special performance from Actor Cheyenne Jackson

SPONSORSHIP OPPORTUNITIES OVERVIEW

ABOUT US

A mission-based non-profit organization located in downtown Milwaukee, the Marcus Performing Arts Center (MPAC) brings high-quality arts and cultural programming to Southeastern Wisconsin. MPAC strives to act as an energizing force that connects the community to the world through collaboration, innovation, social engagement, and the transformative power of the performing arts.

Serving more than 200,000 people annually through multiple performance series and community events, MPAC brings a diverse range of celebrated performing arts to the region including Broadway at the Marcus Center, MPAC Presents, Dance, Jazz, and additional special performances from internationally renowned artists.

MPAC's education, community engagement, and inclusion initiatives provide free experiences designed to engage young audiences and serve students and life-long learners.

A fixture in Milwaukee for over 50 years, MPAC is home to four major resident companies: Black Arts MKE, First Stage, The Florentine Opera, and Milwaukee Ballet. MPAC is proud to be part of the Milwaukee Theatre District as well as a dedicated War Memorial facility, honoring those who bravely served our country.











WISCONSIN'S PREMIER
ARTS & CULTURAL
DESTINATION SINCE 1969









EVENT OVERVIEW





a one-of-a-kind arts and culture fundraising event

Join us at the Marcus Performing Arts Center's 18th Annual BASH, featuring great food, an exclusive performance from stage-and-screen star Cheyenne Jackson, and more!

With your support, MPAC can fulfill its mission to act as an energizing force that connects our community to the world through collaboration, innovation, social engagement, and the transformative power of live performing arts.

Funds raised from the BASH will ensure that MPAC continues to serve as an anchor for arts and culture in our region.

EVENT OVERVIEW

your world-class gathering place for all

A fixture in Milwaukee for over 50 years, MPAC is a non-profit 501(c)3 organization bringing high-quality arts and cultural programming to Southeastern Wisconsin.

The BASH is our signature fundraising event benefiting MPAC's performing arts, education, and engagement experiences that serve hundreds of thousands in our region each year.

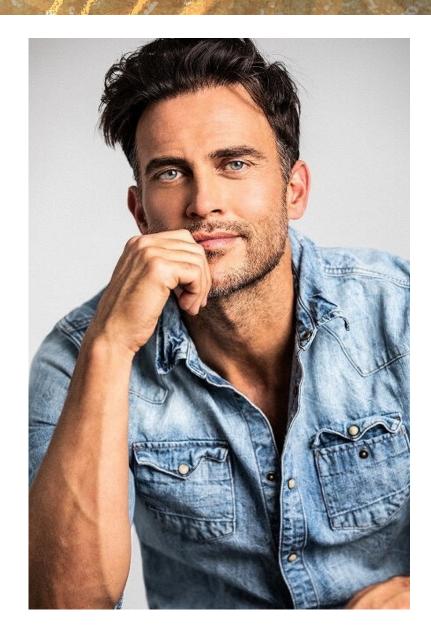
MPAC is enriched in its mission through the dedication of individuals and businesses that advance the arts and culture of our region.







18TH ANNUAL BASH ENTERTAINMENT



Cheyenne Fackson

Grammy®-nominated Cheyenne Jackson is a multi-talented stage, television, and film actor, singer, and songwriter. A versatile and celebrated performer, Cheyenne will share a thrilling and exclusive evening of music highlighted by powerhouse showstoppers, musical gems, and more.

He can most recently be seen in "Call Me Kat" as well as the "Saved By The Bell" revival, "American Horror Story: Apocalypse," and Disney's "Descendants 3." Also on the small screen, Cheyenne starred in the critically-acclaimed HBO biopic of Liberace, "Behind the Candelabra," and appeared in "American Woman," "Full Circle," "Glee," and "30 Rock."

On Broadway, Cheyenne made his debut understudying both male leads in the Tony Award®-winning musical *Thoroughly Modern Millie*. He originated the role of Matthew in the off-Broadway musical *Altar Boyz* and took on his first leading role in *All Shook Up*. Additional Broadway credits include *Xanadu*, *Damn Yankees*, *Finian's Rainbow*, *The Performers*, and most recently, *Into the Woods*.

Cheyenne made his film debut in 2005 in the short film, "Curiosity," and has since appeared numerous films, including "The Green," "Love is Strange," "Price Check," "A Beautiful Now," and the Oscar®-nominated "United 93."



IMPACT AWARDS

The iMPACt Awards recognize accomplishments, community involvement, and notable contributions to the development of the Greater Milwaukee arts and cultural community. We are pleased to announce this year's distinguished honorees, who will be recognized at the 18th Annual BASH:

Community Legacy Award

The Community Legacy Award recognizes individuals or a company who demonstrate an exceptional commitment to bettering the region through the spirit of giving.

Betsy Corry

For her long-standing mentorship to the Milwaukee arts community and dedication to fostering collaboration throughout her career at First Stage.

Dynamic Leadership Award

The Dynamic Leadership Award recognizes individuals who contribute outstanding leadership to the artistic community, contributing towards growth while embracing change.

Tarik Moody

For the leadership and advocacy he has provided in the launch of HYFIN, Radio Milwaukee's new Urban Alternative channel, and his work in building partnerships throughout the community.

Visionary iMPACt Award

The Visionary iMPACt Award is presented annually to an individual or company who exemplify an inspired, creative vision for arts and culture in the region.

Peck Family

For their enduring philanthropic commitment to developing and enhancing the arts in Milwaukee.





INVESTMENT

Access to the Donor Lounge at MPAC (includes complimentary beverages & private restroom)

Access to VIP Entrance for Broadway Series events at MPAC

18th ANNUAL BASH PARTNERSHIP LEVELS	ARTS ADVOCATES, SPONSOR	PREMIER S.	ENCORES,	Marquet S.	PERFORMANCE'S.	PRESENTING S	SPONSOR
PROGRAM-SPECIFIC BENEFITS FOR 18TH ANNUAL BASH	\$3,000	\$5,000	\$7,500	\$10,000	\$15,000	\$25,000	\$50,000
Tickets to attend the 18th Annual BASH, including Dinner Reception, Program, and Performance	10	10	16	20	26	30	50
Recognition on event materials	Name	Logo	Logo	Logo	Logo	Logo	Logo
Hyperlink recognition on the event webpage	Name	Logo	Logo	Logo	Logo	Logo	Logo
Display recognition during the event on screens throughout MPAC	*	*	*	*	*	*	*
Recognition on event signage		Logo	Logo	Logo	Logo	Logo	Logo
Preferred seating for the performance			*	*	*	*	*
Ad or Philanthropy Spotlight in the event playbill				1/2 page	1/2 page	full page	inside front cover
Recognition on event social media, including Facebook, Instagram, and LinkedIn					*	*	*
Opportunity for a representative to provide an acknowledgement during the program						*	*
Recognition in media/press coverage & opportunity for quote from Company Exec. to be							
included in press release							*
Presenting Title: "18th Annual BASH Presented By Your Company/Name"							*
Priority offers to purchase select tickets in advance of general public	*	*	*	*	*	*	*
Subscription to MPAC VIP e-newsletter	*	*	*	*	*	*	*
Invitation to exclusive Season Reveal event	*	*	*	*	*	*	*

Opportunity for a representative to provide an acknowledgement during the program Recognition in media/press coverage & opportunity for quote from Company Exec. to be included in press release

Presenting Title: "18th Annual BASH Presented By Your Company/Name"

ADDITIONAL ANNUAL BENEFITS: TICKETING & HOSPITALITY	\$3,000	\$5,000	\$7,500	\$10,000	\$15,000	\$25,000	\$50,000
Priority offers to purchase select tickets in advance of general public	*	*	*	*	*	*	*
Subscription to MPAC VIP e-newsletter	*	*	*	*	*	*	*
Invitation to exclusive Season Reveal event	*	*	*	*	*	*	*
Access to the Donor Lounge at MPAC (includes complimentary beverages & private restroom)	*	*	*	*	*	*	*
Access to VIP Entrance for Broadway Series events at MPAC	*	*	*	*	*	*	*
Access to donor concierge service		*	*	*	*	*	*
Invitation for company leadership to attend Annual MPAC President & CEO Reception		*	*	*	*	*	*
Access to one-time use complimentary parking vouchers			2	4	8	10	20
Discount on one (1) room rental for company event at MPAC						50% discount	\$1,000 credit
Access to complimentary tickets for select MPAC Presents performances						4 per show	8 per show
ADDITIONAL ANNUAL BENEFITS: EMPLOYEE ACTIVATION	\$3,000	\$5,000	\$7,500	\$10,000	\$15,000	\$25,000	\$50,000
Corporate engagement opportunities for employees to volunteer	*	*	*	*	*	*	*
Discount on tickets to select MPAC performances for you and your employees		*	*	*	*	*	*
Invitations to exclusive special events for employees to network		*	*	*	*	*	*
ADDITIONAL ANNUAL BENEFITS: RECOGNITION	\$3,000	\$5,000	\$7,500	\$10,000	\$15,000	\$25,000	\$50,000
Recognition in MPAC Playbills	*	*	*	*	*	*	*
Recognition on the Annual Partner Wall	*	*	*	*	*	*	*
Recognition in the Donor Lounge at MPAC	*	*	*	*	*	*	*
Recognition in MPAC Annual Report	*	*	*	*	*	*	*
Complimentary digital ad at select number of MPAC performances				1	2	4	8

^{*}Benefits subject to availability and determined by partnership level. Restrictions may apply.





Thank You!

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