

MARCUS
PERFORMING ARTS
CENTER

19TH ANNUAL

BASIS

MAY 3, 2024

*An evening celebrating the arts in support of
MPAC's mission-based programs featuring original
Hamilton cast member Christopher 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 300,000 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 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 Theater District as well as a dedicated War Memorial facility.



COMMUNITY iMPACT



300K+
ANNUAL
ATTENDEES



550+
ARTISTS
PRESENTED ON
OUR STAGES



400+
PERFORMANCES
IN THE 2022/23
MPAC SEASON



10K+
YOUTH
SERVED
ANNUALLY



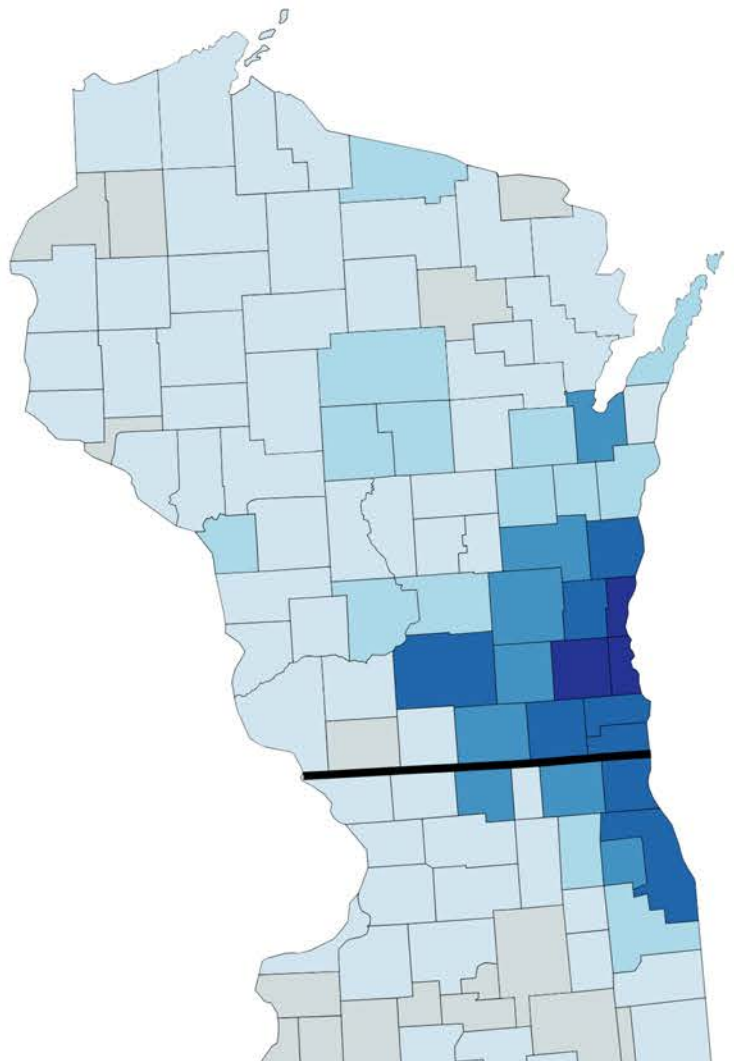
7.9K+
ANNUAL
ARTS
SUBSCRIBERS



COMMUNITY iMPACT

MPAC attracts patrons from all over the region. Over half of ticket buyers reside in neighboring counties and travel to downtown Milwaukee to experience live performing arts.

This map highlights ticket sales that include audience zip code data from the 2022/23 season.



LOWER

HIGHER

EVENT OVERVIEW

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

Join us at the Marcus Performing Arts Center's 19th Annual BASH, featuring unique food stations, networking, an exclusive performance from original Hamilton cast member Christopher Jackson, and more!

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

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.



BASH ENTERTAINMENT



Christopher Jackson

Christopher Jackson is a Tony-nominated actor as well as a Grammy and Emmy-winning songwriter/composer best known for starring as George Washington in the critically acclaimed, award-winning Broadway musical, **Hamilton**. He recently starred in the hit CBS drama *Bull* and Max's *And Just Like That...* and has recently completed a limited run of **Freestyle Love Supreme** on Broadway. He also starred in Ava DuVernay's Netflix mini-series **When They See Us**.

In December 2018, "One Last Time (44 Remix)" was released as a part of the Hamildrop series which featured Chris alongside President Obama and BeBe Winans.

His Broadway credits include **Holler if Ya Hear Me**, **After Midnight**, **The Bronx Bombers** (Derek Jeter), **In The Heights** (Benny), **Memphis** (Delray Farrell) and **The Lion King** (Simba). Off Broadway credits includes **Bronx Bombers** (Primary Stages), **The Jammer** (Atlantic Theater Co.), **Lonely, I'm Not** (Second Stage), **In the Heights** (37 Arts), and **Cotton Club Parade** (ENCORES at City Center).

In film and TV, he has appeared in **Freestyle Love Supreme** (Pivot Network), **Person of Interest**, **A Gifted Man**, **Fringe**, **Gossip Girl**, **Tracers**, and **Afterlife**.

Chris won an Emmy Award for his song with Will.I.Am, "What I Am." In 2010, he released his first solo album titled, "In the Name of Love," and is currently working on his 2nd album. Recently, Chris performed at Kennedy Centers Honors Gala celebrating Lin-Manuel Miranda. He also has several musical projects in development for the musical stage and has sold out concerts at Carnegie Hall and The Kennedy Center.

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 19th 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.

Make-A-Wish Wisconsin

For their profound impact on the lives of countless individuals throughout our region.

Make-A-Wish Wisconsin, celebrating 40 years of granting life-changing wishes for children with critical illnesses, has reached a significant milestone with their 8,000th wish granted. MPAC is proud to partner with Make-A-Wish Wisconsin to bring joy and unique opportunities to engage in the arts to local children and families facing difficult circumstances.

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.

We Energies

For their philanthropic commitment to making the arts accessible to all people in the communities they serve.

We Energies, through the WE Energies Foundation, is committed to enhancing the well-being of the communities they serve. In 2023, the Foundation awarded over \$14.5 million in grants, with \$3 million designated for arts and culture organizations, aiming to promote diversity and accessibility in the arts for the community. We Energies' long-standing support of the citywide Annual Dr. Martin Luther King Jr. Celebration is a testament to their dedication to enriching the community through arts and culture.



your support

of the BASH will increase youth program opportunities, fund access to the arts in our community, and create investment in the cultural landscape of our region.

SPONSORSHIP OPPORTUNITIES

	SUPPORTING SPONSOR	ARTS ADVOCATE SPONSOR	PREMIER SPONSOR	ENCORE SPONSOR	MARQUEE SPONSOR	PERFORMANCE SPONSOR	PRESENTING SPONSOR
19TH ANNUAL BASH BENEFITS	\$3,500	\$5,000	\$7,500	\$10,000	\$15,000	\$25,000	\$50,000
Tickets to the 19th Annual BASH, including Dinner Reception, Program, Performance, and Post Party	10	10	16	20	26	30	50
Recognition on event materials and signage	Name	Logo	Logo	Logo	Logo	Logo	Logo
Recognition on event webpage	Name	Logo	Logo	Logo	Logo	Logo	Logo
On-screen logo placements during the event		*	*	*	*	*	*
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 posts					*	*	*
Opportunity to provide an acknowledgement during the program						*	*
Recognition in media/press coverage & opportunity for quote from Company Executive to be included in press release							*
Presenting Title: "19th Annual BASH Presented By Your Company/Name"							*

Your sponsorship of the BASH will also qualify you for additional annual benefits. To learn more, click [HERE](#) or scan the QR code.



MARCUS PERFORMING ARTS CENTER

19TH ANNUAL

BASH

Contacts:

Megan Huse,
Vice President of Development
mhuse@marcuscenter.org

Linnéa Booher
Director of Development
lbooher@marcuscenter.org

Marcus Performing Arts Center

929 North Water Street
Milwaukee, WI 53202
414-273-7121

www.MarcusCenter.org/BASH

