

MARCUS
PERFORMING ARTS
CENTER

— 20TH ANNUAL —

BASIS

FRIDAY, JUNE 6, 2025

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

**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 2023/24
MPAC SEASON



10K+
YOUTH
SERVED
ANNUALLY



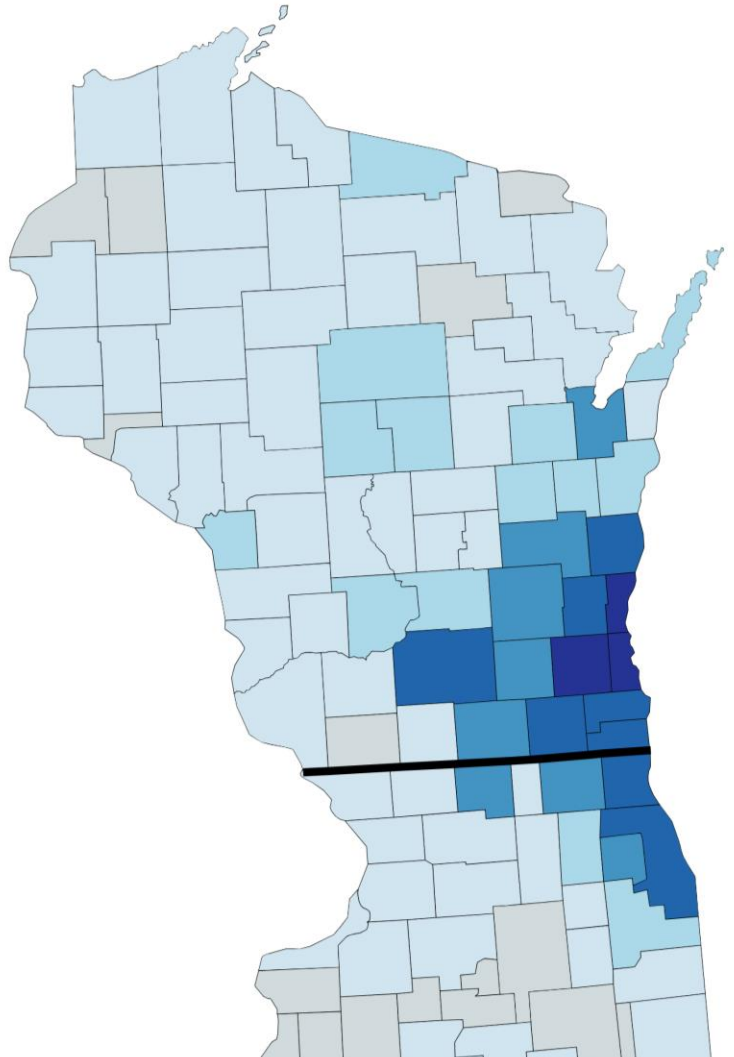
9.1K+
ANNUAL
ARTS
SUBSCRIBERS



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 20th Annual BASH, featuring unique food stations, networking, an exclusive performance from a renowned Broadway star, 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.



EVENT OVERVIEW

Pre-Party Dinner Reception

5:00 PM

Anello Atrium & Promenade

Featuring cocktails and themed dinner stations by Sazama's Fine Catering celebrating next season's performances

Program and Awards Presentation

7:30 PM

Uihlein Hall

Live Auction with one-of-a-kind experiences
Performances by students from MPAC Broadway Bridges program
Presentation of annual iMPACt Awards

Broadway Performance

8:00 PM

Uihlein Hall

Special private performance featuring a renowned Broadway star

After Party

9:00 PM

Bradley Pavilion

BASH ENTERTAINMENT



Joshua Henry

Joshua Henry is a Grammy Award-winning performer and recording artist best known for his Tony-nominated leading roles in *Carousel*, *The Scottsboro Boys*, and *Violet*, as well as for his show-stopping performance as Aaron Burr in the cultural phenomenon *Hamilton*. In December 2022, Henry gave a critically acclaimed performance as Gaston in *Disney's Beauty and the Beast: A 30th Celebration* live on ABC, executive produced by Jon Chu. Henry's debut album, *Grow*, is available worldwide on all streaming platforms, and his highly anticipated second studio album was released in spring 2023. On screen he starred as Roger Bart in the Academy Award-nominated film *Tick, Tick... BOOM!* directed by Lin-Manuel Miranda. He also starred as Jerlamarel opposite Jason Momoa in two seasons of *See* on Apple TV+. Most recently, Henry starred in the Broadway revival of *Into The Woods*, for which he won a Grammy Award for his performance as a principal vocalist on the 2022 Broadway revival cast recording. His other Broadway credits include *In the Heights*, *Waitress*, *Shuffle Along*, *American Idiot*, *Porgy and Bess*, and *Bring It On: The Musical*. His off-Broadway credits include *In the Heights* and *The Wrong Man*.



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
20th ANNUAL BASH BENEFITS	\$3,500	\$5,000	\$7,500	\$10,000	\$15,000	\$25,000	\$50,000
Tickets to the 20th 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: "20th 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.





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