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JOHNSON FINANCIAL GROUP CONTINUES SUPPORT OF MARCUS PERFORMING ARTS CENTER WITH MULTI-YEAR EXTENSION OF BROADWAY AT THE MARCUS CENTER TITLE SPONSORSHIP

MILWAUKEE (March 11, 2025) – Today, the [Marcus Performing Arts Center](#) and [Johnson Financial Group](#) announced a renewed multi-year Title Sponsorship of the Johnson Financial Group Broadway at the Marcus Center Series. Since becoming the Title Sponsor of Broadway in the 2019/20 season, Johnson Financial Group has supported tremendous artistic achievements and driven substantial economic impact for the region.

This renewal coincides with the launch of the 30th Anniversary Season of Broadway at the Marcus Center, beginning in the 2025/26 season.

Key successes to date include the Milwaukee premiere of HAMILTON in October 2019 and its celebrated return in October 2021, following an 18-month pandemic pause; MPAC's 50th anniversary celebration; and the generation of more than \$151 million of economic impact for Milwaukee through 37 weeks of Broadway productions to date. Additionally, post-show talkbacks, Lunch & Load-In donor events, and Broadway Buzz pre-show conversations have been implemented to enhance audience engagement. The renewed Title Sponsorship will extend through the 2027/28 season.

"We deeply value the ongoing support of our long-term partner, Johnson Financial Group. Their unwavering commitment to the region's performing arts enriches our community and makes it possible for us to bring the best of touring Broadway to Milwaukee," said **Marcus Performing Arts Center President and CEO Kevin Giglinto**. "This partnership plays a leading role in strengthening the cultural spirit of our city and drives meaningful economic impact for the entire region."

"A thriving performing arts scene is essential to the vibrancy of our city and to making Milwaukee a destination for people across Wisconsin," said **Johnson Financial Group President and CEO Jim Popp**. "Johnson Financial Group is proud to renew our commitment to the Marcus Performing Arts Center

and to support the Broadway Series, which continues to enrich our region's cultural and economic vitality."

The Marcus Performing Arts Center will host their 2025/26 Season Reveal on Monday, March 17. Next season's lineup for the Johnson Financial Group Broadway at the Marcus Center Series and the MPAC Presents Jazz and Dance Series will be announced.

Approximately 300,000 people attend various performances and events each year at the Marcus Performing Arts Center, including performing arts, youth education programs, community events, and other special events. The Johnson Financial Group Broadway Series alone brings in an average of 140,000 patrons to the Marcus Performing Arts Center each season and has been a flagship series in the Milwaukee performing arts community since 1996.

For more information on the Johnson Financial Group Broadway Series, visit:

<https://www.marcuscenter.org/series/broadway>

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About Marcus Performing Arts Center

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. Through multiple performance series, community events, and educational experiences, MPAC brings a diverse range of celebrated artists to the region. A fixture in Milwaukee for over 55 years, MPAC is proud to be part of the Milwaukee Theater District as well as a dedicated War Memorial facility. Learn more at www.MarcusCenter.org.

Johnson Financial Group, with offices in Wisconsin and Minnesota, is a privately owned financial services company offering banking, wealth and insurance solutions through its subsidiaries, Johnson Bank, Johnson Wealth, and Johnson Insurance Services. For more information visit johnsonfinancialgroup.com.

Broadway Across America (BAA) is part of the John Gore Organization family of companies, which includes Broadway.com, The Broadway Channel, BroadwayBox.com, Group Sales Box Office, and Broadway Brands. Led by 22-time Tony-winning theater producer John Gore (Owner & CEO), BAA is the foremost presenter of first-class touring productions in North America, operating in 48 markets with over 450,000 subscribers. Presentations include Disney's *The Lion King*, *Wicked*, *The Book of Mormon*, and *Hamilton*. Current productions include *&Juliet*, *Hadestown*, *Hamilton*, *Hell's Kitchen*, *MJ: The Musical*, *Moulin Rouge! The Musical*, *The Outsiders* and *Stereophonic*.