



**2025**  
**SPONSORSHIP**  
**OPPORTUNITIES**

AN OUTDOOR ART & MUSIC EXPERIENCE BY



924 N PENNSYLVANIA STREET, SUITE B | INDIANAPOLIS, IN 46204  
317-275-1169 | [THECABARET.ORG](http://THECABARET.ORG)



# WHAT IS THE ALLEY?

The Alley (created in collaboration with The Arts Council of Indianapolis and Buckingham Companies) is an outdoor community gathering space where guests can experience live music and art in a casual setting. We've also expanded the experience to include arts vendors, dancing, outdoor games, and more – creating a festival-like atmosphere. The metal palasades and bright playful mural (both created by indy-based artists) serve as a vibrant backdrop for a vibrant array of performances – including jazz, soul, spoken-word, hip-hop, salsa, and more, all of which are part of a series we call The Alley Sessions!

Oh, by the way: at The Alley, all performances are free to attend.

That means you'll have some extra cash to spend on cocktails and light bites, available at the walk-up bar that The Jazz Kitchen has on-site in The Alley.

Guests are encouraged (but not required) to make reservations if they want to be seated at a table, as table space is limited. Or hey, if reservations are full, bring a lawn chair and sit wherever you like – we're not picky!

## SERIES SPONSOR BENEFITS – \$10,000

- 2 reserved 4-top tables (in prime location) at each Alley show
- 25 drink tickets to be used throughout The Alley season
- Post-show photos with series artists
- Access to pre-sale for current season & the following season
- Your name will be incorporated into series label, which appears on all promotional materials for all series shows
- Your name will be incorporated into the title of the series playlist on The Cabaret's YouTube channel, which yields 2 million views annually
- Recognition on lobby monitor on show nights
- Recognition in the pre-show speech from stage on The Alley show nights
- Recognition in WICR radio ads (25+ ads)
- 25% discount for theater rentals

## SHOW SPONSOR BENEFITS – \$1,500

- 2 reserved 4-top tables (in prime location) at sponsored show
- Four drink tickets to be used at sponsored show
- Post-show photo with the artist
- Access to pre-sale for current season & the following season
- Recognition on select promo materials
- Recognition on the online show page
- Recognition in the pre-show speech on show night
- Recognition in any WICR radio ads that mention your sponsored show

## SPONSORSHIP VISIBILITY STATS

## REACH

• RECOGNITION IN 6 EBLASTS TO 10K+ MAILING LIST.....	60,000
• RECOGNITION VIA AD ON TWO LARGE STAGE SCREENS FOR ONE YEAR.....	10,000
• RECOGNITION ON SEASON POSTER.....	5,000
• RECOGNITION FROM STAGE ON SHOW NIGHT.....	225
• LOGO/NAME RECOGNITION ON LARGE OUTDOOR MARQUEE POSTER DISPLAYED ON NORTH PENNSYLVANIA STREET FOR TWO MONTHS.....	---
• WEBSITE VISIBILITY FOR A MINIMUM OF THREE MONTHS..... (AVERAGE REACH PER MONTH)	2,000
• SPONSOR RECOGNITION IN ANY ALLEY-RELATED FACEBOOK ADS..... (AVERAGE REACH FOR SHOW AD CAMPAIGN)	10,000+
• 3+ POSTS ON SOCIAL MEDIA MENTIONING SPONSORS	
- YOUTUBE PAGE POST REACH PER MONTH.....	125K-160K
- FACEBOOK POST REACH PER MONTH.....	12,000
- INSTAGRAM POST REACH PER MONTH.....	2,500
• NAME/LOGO RECOGNITION IN TABLE TENT DISPLAYS ON EACH TABLE.....	225
• WICR ADS ON RADIO WITH SPONSOR NAME RECOGNITION	
- SHOW SPONSOR – 25 ADS.....	80,000+
- SERIES SPONSOR – 105 ADS.....	160,000+
• SHOWS WILL BE LIVE-BROADCASTED ON WICR.....	40,000+
- SPONSORS WILL BE RECOGNIZED IN PRE-SHOW REMOTE BROADCAST AND THROUGHOUT THE EVENING ON AIR	
• NAME IN SERIES PLAYLIST TITLE ON YOUTUBE CHANNEL (SERIES SPONSOR ONLY).....	2M ANNUAL



# WHY SPONSOR THE ALLEY?

Your sponsorship helps us to continue this FREE Community Series, which allows us to...

- Provide FREE access for all to the arts and high quality performances
- Contribute to the Central Indiana Arts Economy
- Promote and support a diversity of artists
- Provide equitable pay, performance opportunities, and visibility for local artists/musicians
- Provide free booth space for local visual artists to promote and sell their works



## YOUR SPONSORSHIP ALSO SUPPORTS OUR BROADER MISSION TO...

...elevate and promote the cabaret art form by entertaining, educating, and engaging audiences and artists through world-class performance.

## READY TO TALK SPONSORSHIP?

Contact [DEVELOPMENT@THECABARET.ORG](mailto:DEVELOPMENT@THECABARET.ORG) to get started!