



THE
CABARET
2025 Sponsorship Opportunities

924 N PENNSYLVANIA STREET, SUITE B | INDIANAPOLIS, IN 46204
317-275-1169 | THECABARET.ORG

“This space is truly what a cabaret is meant to be.”

- BROADWAY WORLD



“The Cabaret has brought some of musical theater’s top actors and vocalists to the city...a bevy of Broadway’s biggest stars. Lincoln Center in New York, take notice.”

- THE INDIANAPOLIS STAR

“This is the number one venue in the country. Number one.”

- LAURA BENANTI, TONY-WINNING STAR OF STAGE AND SCREEN



Presenting Sponsor Benefits – \$10,000

- 16 tickets to sponsored show
- Valet parking
- \$400 gift card to cover drinks and lite bites
- Post-show photo with the artist
- Signed & framed show poster
- Invite to various post-show receptions
- Access to pre-sale for current & following season
- Recognition on select promo materials
- Recognition on the online show page, as well as exclusive name recognition on the show image
- Recognition on lobby monitor & two large screens in the theater on show night
- Digital ad on all three screens for full season
- Recognition in pre-show speech on show night
- Priority show sponsorship selection for the next season

Producing Sponsor Benefits – \$5,000

- 8 tickets to sponsored show
- Valet parking
- \$200 gift card to cover drinks and lite bites
- Post-show photo with the artist
- Signed & framed show poster
- Invite to post-show reception or backstage meet & greet
- Access to pre-sale for current & following season
- Recognition on select promo materials
- Recognition on the online show page
- Recognition in pre-show speech on show night
- Recognition on lobby monitor & two large screens in the theater on show night
- Digital ad on all three screens for full season
- Priority show sponsorship selection for the next season

Supporting Sponsor Benefits – \$2,500

- 4 tickets to sponsored show
- Valet parking
- \$100 gift card to cover drinks and lite bites
- Post-show photo with the artist
- Signed & framed show poster
- Invite to post-show reception or backstage meet & greet
- Access to pre-sale for current & following season
- Recognition on select promo materials
- Recognition on the online show page
- Recognition in the pre-show speech on show night
- Recognition on lobby monitor & two large screens in the theater on show night

Sponsorship Visibility Stats **Reach**

• Recognition in 5+ e-blasts to 15K+ mailing List.....	60,000
• Recognition via two large stage screens for one year (<i>Presenting & Producing sponsors only</i>).....	10,000
• Recognition on show posters.....	<i>Varies</i>
• Recognition from stage at sponsored performances.....	225-500
• Logo/name recognition on large outdoor marquee poster displayed on North Pennsylvania Street.....	<i>Varies</i>
• Website visibility for a minimum of three months.....	2,000 monthly avg.
• Sponsor recognition on show-related Facebook ads.....	10,000+ avg. per campaign
• Recognition on select social media posts	
- YouTube channel reach per month.....	125K-160K monthly avg.
- Facebook post reach per month.....	12,000 monthly avg.
- Instagram post reach per month.....	2,500 monthly avg.
• Name/logo recognition on season postcards/brochures (<i>Presenting & Producing sponsors only</i>).....	XXXXX
• Name in series playlist title on YouTube channel (<i>Series sponsor only</i>).....	2M yearly avg.
• Name/logo recognition on select print ads for sponsored show (<i>Presenting & Producing sponsors only</i>).....	<i>Varies</i>

Why sponsor The Cabaret?

Did you know that ticket sales only cover 40% of what it actually costs for The Cabaret to present its world-class performances and educational programs?

Additionally, national artist fees have increased nearly 40% post-pandemic. Sponsorships are vital to help us fill that gap.

And those are just two of the reasons to sponsor The Cabaret- see below for more!

- You'll ensure that we can continue to present the finest in world-class cabaret performances to the Indianapolis community.
- You'll host an unforgettable evening for family, friends, and clients with a chance to meet the performers and enjoy VIP access.
- You'll join a distinguished group of donors who sustain Indianapolis's vibrant arts scene.
- You'll leave a lasting impact through top-notch educational and artist development programming provided for free to students and aspiring artists.
- You'll ensure accessible ticket pricing, and foster the next generation of arts patrons through free tickets to students and discounts for young adults.



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 to get started.