THE

CABARET

2027 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



2027 Show Sponsorships

As a show sponsor of The Cabaret, you ensure that we continue to present the finest in world-class cabaret performances to the Indianapolis community while keeping ticket prices accessible (tickets only cover 31% of the total cost to present our mainstage performances). You will host an unforgettable evening for family, friends, and clients, and join a distinguished group of individuals and organizations who help advance The Cabaret's mission through essential philanthropic support.



Presenting Sponsor – $12,000

- 16 premium tickets to use at sponsored show or as you wish during sponsored season
- Valet parking for your group
- $400 gift card to cover drinks & lite bites on sponsored show night
- Post-show sponsor reception & photo with artist
- Signed & framed show poster
- Recognition on season promo materials – digital/ online, print, ads, & lobby monitors on show nights
- Digital ad on all theater screens during sponsored season
- Recognition in all pre-show speeches during sponsored show series (1 to 3 performances)
- Priority sponsor selection for next season
- Access to pre-sale tickets for current & following season

Producing Sponsor – $6,000

- 8 premium tickets to use at sponsored show or as you wish during sponsored season
- Valet parking for your group
- $200 gift card to cover drinks & lite bites on sponsored show night
- Post-show sponsor reception & photo with artist
- Signed & framed show poster
- Recognition on season promo materials – digital/ online & lobby monitors on show nights
- Digital ad on all theater screens during sponsored season
- Recognition in all pre-show speeches during sponsored show series (1 to 3 performances)
- Priority sponsor selection for next season
- Access to pre-sale tickets for current & following season

Supporting Sponsor – $3,000

- 4 premium tickets to use at sponsored show or as you wish during sponsored season
- Valet parking for your group
- $100 gift card to cover drinks & lite bites on sponsored show night
- Post-show sponsor reception & photo with artist
- Signed & framed show poster
- Recognition on season promo materials – digital/ online & lobby monitors on show nights
- Digital ad on all theater screens during sponsored season
- Recognition in all pre-show speeches during sponsored show series (1 to 3 performances)
- Access to pre-sale tickets for current & following season

Alley Show Sponsor – $1,500

- 1 reserved 4-top table in prime, shaded area at sponsored show
- 8 food/drink vouchers and a dedicated server at sponsored Alley show
- Post-show photo with artists
- Recognition on Alley promo materials – digital/ online
- Recognition in WICR radio ads about sponsored show (5+ ads per show)
- Recognition in pre-show speech on show night
- Access to pre-sale tickets for current & following season



Series Sponsorships

Series sponsorships provide vital support for all Cabaret performances within a specific genre or program area. Each features a customized benefits package (including tickets) tailored to the sponsor's priorities. These sponsorships are also available for multi-year commitments, enabling us to plan further in advance and confidently secure top artists and creative collaborators.

Available 2027 Sponsorship Opportunities

The Artist Experience & Hospitality Sponsor: $20,000/Season – Exclusive

This premier sponsorship ensures The Cabaret can provide its signature "radical hospitality experience" to more than 35-50 visiting artists, music directors, and band members each season across all series. By supporting this high-touch level of care, this sponsor helps us to attract top-tier talent, encourage repeat appearances, and foster enthusiastic endorsements to their peers—bringing world-class performers and their networks to Indianapolis. Specifically, this sponsorship supports enhanced hotel accomodations and transportation service, and provides additional perks customized to each artists' preferences and interests.

SERIES SPONSOR BENEFITS INCLUDE:

- 24 premium tickets to sponsored season
- Series recognition across all mainstage season marketing and promotions
- Supporting Show Sponsor benefits at up to 6 season performances (see Show Sponsor benefits)
- Invitations to all season artist receptions and/or backstage meet and greets

---

The Jazz at The Cabaret Series: $12,000/Year – Exclusive

The Black American genre of jazz is a close cousin to cabaret—both are rooted in intimate settings and centered on storytelling. In fact, Café Society—one of the first inclusive and integrated cabarets, where Billie Holiday debuted "Strange Fruit"—was a key inspiration in shaping our vision for The Cabaret. It continues to inform our programming approach and our commitment to honoring Indianapolis' deep jazz history. Our Jazz at The Cabaret Series showcases both established and fast-rising artists who are championing this art form in innovative and exciting ways. This series supports the presentation of 2–4 jazz artists in 2–4 performances each year.

SERIES SPONSOR BENEFITS INCLUDE:

- 16 premium tickets annually to use across all series and seasons as desired
- Series recognition across all mainstage season marketing and promotions
- Supporting Show Sponsor benefits at up to 4 jazz performances per year (see Show Sponsor benefits)

Note: There are currently no jazz artists scheduled for the 2027 Spring Season, so this sponsorship may be customized based on the Fall Winter Season schedule.

The Cabaret Encore Series: $25,000/Year – Exclusive

The Cabaret's YouTube Channel extends the organization's reach far beyond the venue, offering free, high-quality archival performance videos and educational content to a global audience. In 2026, the channel grew to over 30,000 subscribers and garnered 1.8 million views, making it a vital tool for audience engagement, arts education, and access to the cabaret art form worldwide. We are on track to reach more than 2 million viewers in 2027.

SERIES SPONSOR BENEFITS INCLUDE:

- 25 premium tickets annually to use across all series and seasons as desired
- Top/title recognition across all 2027 videos on our YouTube channel
- Supporting Show Sponsor benefits at up to 8 performances annually (see Show Sponsor benefits)

The Alley at The Cabaret Series: $15,000/Year – Exclusive

Designed with the community in mind, The Alley Sessions is a four-show summer performance series, featuring top local artists with a focus on diverse voices and musical styles. The series is free and open to the public, and artists are paid a competitive fee. It takes place in the "Alley" adjacent to The Cabaret, which has been transformed into a welcoming outdoor gathering space where the community can experience live music and art in a casual setting. In 2026, The Alley Sessions served 1,000+ in-person audience and inspired 80,000 more through live broadcasts on WICR 88.7 FM.

SERIES SPONSOR BENEFITS INCLUDE:

- Two reserved premium tables at all 4 Alley performances
- $400 in season food/drink vouchers and a dedicated server at all Alley shows
- Post-show photos with artists and a signed/framed season poster
- Top/title recognition on all promotional materials and WICR ads
- And more based on sponsor priorities

The Next Generation at The Cabaret Series – Limited

Providing extraordinary, accessible educational programming for students and artists is central to our mission. The Cabaret offers once-in-a-lifetime coaching and performance opportunities that help students and emerging artists develop critical skills while bridging classroom learning with professional, real-world experiences. This series supports the annual presentation of pre-show spotlight performances (20-25 students), masterclasses (6-8 – free to participants), free/reduced student tickets (700+), and 3 student showcases by Ball State University Department of Theatre and Dance. This series is generously funded by Tom Murphy, Lacy Foundation, and Marianne Glick & Mike Woods. There is additional demand for this programming, and we can serve more students with more support. Education sponsorships are available to be customized based on areas of interest and investment.

OUR GRATITUDE TO THESE PARTNERS FOR THEIR 2027 SERIES SPONSORSHIP COMMITMENTS:

The Glick Philanthropies Broadway at The Cabaret Series – Exclusive (COMMITTED)

This series supports the presentation of 8-10 top Broadway artists in 16-20+ performances annually, placing audiences at arm's length to some of the most awe-inspiring talent in our field. Glick Philanthropies has generously committed to continuing its support of this Series sponsorship through 2028.

The Christel DeHaan International Series at The Cabaret – Exclusive (COMMITTED)

This series honors the global roots of cabaret by bringing today's biggest international stars to our stage. We were honored to receive a Legacy Gift from the Christel DeHaan Family Foundation to endow and sustain this series which supports the presentation of 2 international stars in 2-3 performances annually which continue to be informed by Christel's spirit of innovation and adventure.

SophistiTIX Presented by Sabello at The Cabaret – Exclusive (COMMITTED)

This program plays a key role in cultivating the next generation of arts patrons by offering discounted tickets to audience members aged 35 and under. Designed to make world-class performances more accessible to young professionals, the popular program serves participants through free membership and discounted Cabaret experiences thanks to generous support by Sabello.

Sponsorship Visibility Stats | Exposure

• Recognition in 5+ e-blasts to 24K+ mailing list	100K+ potential reach
• Recognition via two large stage screens for sponsored season *(All show sponsors except Alley Shows)*	3K+
• Recognition on show posters	*Varies*
• Recognition from stage at sponsored performances	200-600 per show
• Logo/name recognition on large outdoor marquee poster displayed on North Pennsylvania Street	*Varies*
• Website visibility for a minimum of three months	10K+
• Sponsor recognition on show-related Facebook ads	10K+
• Recognition on select social media posts	
- YouTube channel reach per month	100K monthly avg.
- Facebook reach per month	20K monthly avg.
- Instagram reach per month	27K monthly avg.
• Name/logo recognition on season postcards/brochures *(Presenting sponsors only)*	1K+
• Name in series playlist title on YouTube channel *(Series sponsors only)*	1.8M yearly avg.
• Name/logo recognition on select print ads for sponsored show *(Presenting sponsors only)*	*Varies*
• WICR ads on radio with sponsor name recognition *(Alley show sponsors only)*	80K
• Shows will be live-broadcasted on WICR *(Alley show sponsors only)*	40K
- Sponsors recognized in pre-show remote broadcast AND throughout the evening on air	






Artist Photo Limits & Sponsor Availability

We know that meeting artists and capturing a photo is a highlight of the sponsorship experience—we still get butterflies ourselves when meeting these incredible performers!

To honor artist contracts, The Cabaret's agreements with mainstage artists limit photos to 5–7 per performance. As a result, available sponsorships are limited in alignment with these maximum photo counts.

Each sponsor is entitled to one photo with the artist. Artist contracts specify that photos are with the sponsoring individual or couple only, so we can only guarantee a photo with the sponsor(s) listed on the agreement. Many artists are happy to include a larger group, and we love to accommodate that whenever possible—but those permissions are often confirmed on the day of the show (or even during/after the performance). We appreciate your understanding as we honor these contractual requirements.

Post-show Sponsor Receptions are exclusive to sponsors and their guests. As a sponsor, your group will be invited to the reception; the photo limit applies only to the sponsored photo with the artist. Thank you for helping us create a memorable, respectful, and smooth experience for both our artists and our valued sponsors!

Sponsoring via Donor-Advised Funds (DAFs)

As you plan your 2027 sponsorships, please know The Cabaret gratefully accepts contributions made through Donor-Advised Funds (DAFs).

Per IRS regulations, the portion of a sponsorship that covers tangible benefits (such as tickets, gift cards, or other goods and services) cannot be paid from a DAF. That portion must be paid separately with personal funds. See a breakdown of the goods and services provided at each sponsorship level at THECABARET.ORG/SPONSORSHIP. The remaining portion is considered a charitable contribution and may be eligible for payment through your DAF.

Contributions made via a DAF grant will receive a general acknowledgment letter for the full amount donated, without any reference to sponsorship or benefits. The Cabaret acknowledges all donors giving via DAF but does not send acknowledgments to the DAF-granting entity unless requested.

Why sponsor The Cabaret?

Did you know that ticket sales only cover 31% of what it costs for The Cabaret to present its world-class performances?

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 special 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.



Your sponsorship also supports our broader mission to...

...be the premier home for intimate cabaret where artists are uplifted, audiences belong, the next generation thrives, and our community is strengthened through world-class artistry and radical hospitality.

Ready to talk sponsorship?

Contact Julie Goodman at JULIE@THECABARET.ORG or 317-426-5030 to get started.