

2025-2026

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# 2025-2026 SPONSORSHIP OPPORTUNITIES

**ROGUE**  
THEATRICALS



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# "A BARELY LEGAL CARNY RIDE OF FUN"



# ABOUT US

We are a modern, underground Cabaret.

Rogue Theatrics fuses live rock, savage sketch comedy, and swanky dinner-party energy into a one-of-a-kind night out. Every show is bold, irreverent, and intentionally intimate — designed to **spark buzz, build loyalty, and bring people back again and again.**

Think SNL meets rock concert meets private supper club. All packed into 200-seat venues with chef-prepared meals, signature cocktails, and high-end raffles that support local causes.

The result? A high-octane, selfie-worthy, small-but-mighty experience — where sponsors don't just get a logo... they get amplification, community alignment, and real connection.

**ROGUE**  

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**THEATRICS**



# VISION

To become the most sought-after live entertainment experience in Central Ohio — fueling a scene where artists thrive, audiences connect, and culture gets a little louder.

# MISSION

We produce high-energy cabaret experiences that fuse live rock, sketch comedy, and chef-prepared meals for the full, no-holds-barred cabaret experience. Every show raises awareness and funds for local causes — all while helping make Marion, Ohio a true destination for the arts and entertainment.



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# THE BUZZ SO FAR

- Featured on NBC4's Daytime Columbus and ABC6's Good Day Columbus
- Spotlighted on Central Ohio radio talk shows, podcasts, and influencer feeds
- Entertainment Page coverage in The Marion Star — twice
- Covered by local event blogs, entertainment sites, and regional content creators
- 8 Sold-Out Shows — 200 guests per night, zero empty seats
- 125K+ Multi-Channel Reach — across social, email, TV, radio, and print
- \$20,000+ Raised for Local Charities — through raffles and cause-driven nights
- Growing Regional Media Presence — with repeat press and word-of-mouth lift



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# PARTNER WITH US

We sell out 200-seat venues filled with wild energy, not empty seats. Our fans post, tag, bring their crew, and come back for more. Signature drinks. Chef-prepared dinners. High-end raffle prizes — with proceeds donated to real community causes.

We build brand storytelling that actually lands — rooted in StoryBrand, AIDA, and real marketing strategy. Sponsor With Us — Get:

- True amplification — not just a logo in the corner
- Social content, stage mentions, and audience integration
- Repeat impressions across video, digital, print, and word-of-mouth
- Access to a culture of loyalty — not just one-off attendees

Our activations are built for dwell time, emotional pull, and story-based recall — not background noise. We engineer moments sponsors can own and audiences will remember.

**ROGUE**  
THEATRICALS





COULDN'T HAVE HAD A  
GREATER EVENING!  
LAUGHED MY ASS OFF!

-BRUCE CUDD



MY GIRLFREINDS AND  
I LOVE COMING TO  
THEIR SHOWS! A  
GREAT LADIES NIGHT  
OUT WITHOUT THE  
HUSBANDS!

-LANA BISHOP



WELL DONE! LOVED IT!  
SUCH A GREAT THING  
FOR MARION! FUTURE  
FORWARD.

-STEVE DAILY



AWESOME SHOW!!! WE  
CAN'T WAIT FOR THE  
NEXT ADVENTURE THE  
GROUP TAKES US ON.

-CINDY STRZALKA



WE LOVED THE  
HALLOWEEN SHOW...  
VERY REMINISCENT OF  
THE SECOND CITY.

-BILL TABBERT



INCREDIBLE SHOW... A  
REMINDER OF THE  
TALENT AND GREAT  
ENTERTAINMENT  
OPTIONS WE HAVE IN  
OUR COMMUNITY.

-LUKE HENRY



WHAT A GREAT NIGHT  
OF ENTERTAINMENT! MY  
HUSBAND AND I LOVE  
COMING TO THEIR  
SHOWS! PERFECT DATE  
NIGHT!

-AUDREY COBB



IT WAS A GREAT SHOW!  
LOTS OF LAUGHTER AND  
FUN MOMENTS!

-CATHY FORRIDER CLAYTON



ABSOLUTELY STELLAR  
SHOW THIS EVENING!!!

-LISA LARABY-GRAHAM CUDD



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# YOUR OPPORTUNITY

## Why Brands Say Yes to Rogue Theatrics:

- Exclusivity: Sponsors are never lost in a crowded field — they get prime real estate in a high-energy, intimate setting
- Affordability: Our most integrated packages cost less than many local radio campaigns — but offer deeper dwell time and repeat exposure
- Real ROI: Guests stay for 2–3 hours, interact directly with branded content, and walk away remembering the sponsor as part of the experience
- Multi-Channel Lift: Your name lives across print, video, digital, word-of-mouth — and in the room
- Cause-Driven Credibility: Every event amplifies a local cause, creating goodwill and earned media buzz



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# THE ROGUE CROWD

## THE PARTY CREW

Social-first and always down for a wild night out. Celebration crews who roll deep for birthdays, breakups, and Girls' Nights. Big spenders. Loud laughers. VIP lovers.

## DATE NIGHTERS

Couples chasing swanky, close-to-home experiences. They want bold food, big laughs, and just the right amount of buzz.

## CULTURE SQUAD

Loyal performing arts fans with strong local ties. They come for the show, stay for the mission — and back what matters.

## THE WILD ONES

Grown-up punk and goth kids who still wear black and own the tattoo shops, barbershops, and alt cafés of Central Ohio. They crave live music, dark humor, and a damn good time.



# AUDIENCE DATA

- Demographics & Loyalty – Our audience skews young-middle adult: roughly 70 % are between 25–44, with meaningful representation up to age 64. Nearly 70 % of engagements come from repeat fans, and 65 % of social interactions originate from existing followers—proof of a loyal community that comes back for more.
- Multichannel Reach – Across email, social and web, Rogue Theatrics touches 125 000+ people annually. Social posts alone generated about 8 000 interactions last year, while the website recorded 2 000 sessions from 1 300+ unique visitors. Video and photo content drive most of the engagement, together accounting for roughly two-thirds of social activity.
- Where & How They Engage – The majority of traffic comes from Ohio (with smaller pockets in Michigan and Illinois), and 80 % of visitors use mobile devices—ideal for QR-driven offers or mobile-friendly content. Sessions are distributed as follows: about 31 % direct, 27 % social (organic + paid), 22 % organic search and 2 % referrals.
- On-site Behavior – Visitors spend an average of 4 ½ minutes per session, view 1.5 pages and bounce at roughly 69 %. The homepage draws the most traffic and funnels users to key sections such as the Fright page and About page, which together represent the next most-viewed content.



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# SPONSOR IMPACT

Partnering with Rogue Theatrics lets you tap into a highly targeted, mobile-first audience that is both loyal and engaged. You aren't buying anonymous impressions; you're aligning with a community of young professionals and culturally active locals who engage repeatedly across multiple channels. Your brand will be visible on the platforms they use most—whether it's a sponsor call-to-action on our homepage, a branded social post in their feed, or a pre-show email. The result is efficient, regional exposure with the frequency and authenticity needed to convert interest into action.

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# ROGUE SUCCESS

"Working with Rogue Theatrics made a huge difference for us. Our downtown events hit record numbers, the Christmas fundraiser sold out and we blew past our fundraising goal. They're not just a sponsor; they're a partner who brings energy and people to everything we do."

**Allen Wilson, Executive Director  
of Downtown Marion Inc.**

"This partnership has been a game changer for our two shops. After every show we see new faces who tell us they heard about us at Rogue. Our Instagram numbers jump, and there's a buzz we never had before. It feels like we've got a creative marketing team on our side that also happens to throw the best parties in town."

**Jenny Lust, Owner, Spruce &  
Sparrow & Elana Renee**

"Our sales didn't just go up this season— they tripled. Rogue Theatrics worked our name into their sketches, featured us in their videos and sent folks straight from the cabaret to our store. We've never had that kind of exposure before. Partnering with them has been nothing short of incredible."

**Greg Cobb, Co-Owner, Al's  
Country Market**



# WHY IT'S WORTH IT

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# SPONSORSHIP TIERS

## \$2500 EVENT SPONSOR

Ideal for brands testing the waters

- Logo on digital and printed event materials.
- On-stage shout-out at one performance.
- Animated digital ad in the pre-show video.
- Mentions on social media before and after the event.
- 4 VIP tickets to a cabaret show.
- Website homepage sponsor listing for 90 days.
- Dedicated social media post/ad as a Sponsor Spotlight

## \$10,000 SEASON SPONSOR

Own the room, the stage and the screen all year

- All Event Sponsor benefits.
- Product or service placement in a sketch or vid short
- Half-page advertisement in all printed programs.
- 8 VIP tickets (spread across shows or gifted).
- Up to three posters displayed on-site.
- Vendor booth/table at one event or show
- Dedicated social media post and email feature promoting your brand.
- Professionally produced promotional video (without Rogue branding) for your own use.
- Official category exclusivity (for example, becoming the "Official Beverage Partner").
- Exclusive newsletter feature: A dedicated edition of Rogue's newsletter telling your brand's story, with an interview and special offer for readers.

## \$20,000 — PREMIER PARTNER

Ultimate integration across the season.

- All Event & Season Sponsor benefits.
- Co-developed custom sketch or branded segment with Rogue's writers.
- 16 VIP tickets (spread across shows or gifted).
- Full-page advertisement in all programs.
- On-stage cameo or co-written sketch: Feature a team member in a sketch or help write a branded segment, with video footage you can reuse.
- Behind-the-scenes content series: A mini-docu-series featuring rehearsal, costumes and interviews, branded and shared across platforms.
- 4 professionally produced promotional video (without Rogue branding) for your own use.



# PAST SPONSORS





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# THE TEAM



Chip Gregory,  
Executive Producer



Kristi Wink,  
Artistic Director



Daniel Bradshaw,  
Senior Producer/Head  
Writer



Eric Mosley,  
Managing Producer



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# LET'S PARTNER

Let's create a night they'll never forget — and a brand moment they'll never stop talking about.

Contact Info:  
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