

True Colors Theatre Company

Corporate Sponsorship Opportunities Overview | 2025–2026

True Colors Theatre Company partners with corporations to support bold Black storytelling, on stage, in schools, and in communities nationwide. Corporate sponsorships fuel an ecosystem of work, from mainstage productions to national education programs and community-based initiatives, creating meaningful opportunities for visibility, engagement, and impact.

Season & Production Sponsorships

Season and production sponsors support True Colors’ mainstage work during the Blackness Is Not a Monolith season, a multi-year artistic exploration of the depth, range, and complexity of Black identity. Sponsorship opportunities include individual productions, such as our summer 2026 production of **Rodgers & Hammerstein’s Cinderella (Enchanted Edition)**, and season-level partnerships. These sponsorships offer high-visibility brand alignment and opportunities for client and employee engagement through performances, events, and hospitality.

Education & Youth Programs Sponsorships

Corporate partners can invest in arts education and youth leadership development through **True Colors’ Next Narrative® Monologue Competition (NNMC)**. This national program serves high school students across multiple regions, using contemporary monologues commissioned from Black playwrights to build confidence, communication skills, and creative voice. Support ranges from regional competitions to the National Finals in New York City, making this an ideal partnership for companies focused on education, youth development, and workforce development.

Community & Artist Development Sponsorships

True Colors’ work extends beyond the stage through initiatives that center community connection and artist development. Programs such as **Connectivity** bring free arts programming to neighborhoods across Atlanta, while **The Drinking Gourd: Black Writers at Work** supports the development of new work by Black playwrights. These sponsorships are customizable and a great fit for companies prioritizing civic engagement, equity, and community impact.

Opportunities At-a-Glance

Sponsorship Area	What It Supports	Typical Investment	Best Fit for
Season & Production	Mainstage productions, including Cinderella (Enchanted Edition)	\$7,500–\$50K+	High-visibility brand alignment and client or employee engagement
Education & Youth Programs	National arts education through Next Narrative®	\$10K–\$125K	Youth development, education, and workforce development priorities
Community & Artist Development	Free community programming and new work development	Custom	Community impact, equity, and civic engagement priorities

Next Steps

Full sponsorship benefits and recognition opportunities are outlined in individual program packages. We also welcome the opportunity to discuss a customized partnership aligned with your company’s goals. To request a package or set up a meeting, please contact:

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