



IN FULL COLOR

empowering women of color
through education & the arts

2020 – 2021 Sales Deck



summer@infullcolor.org

201-381-1273

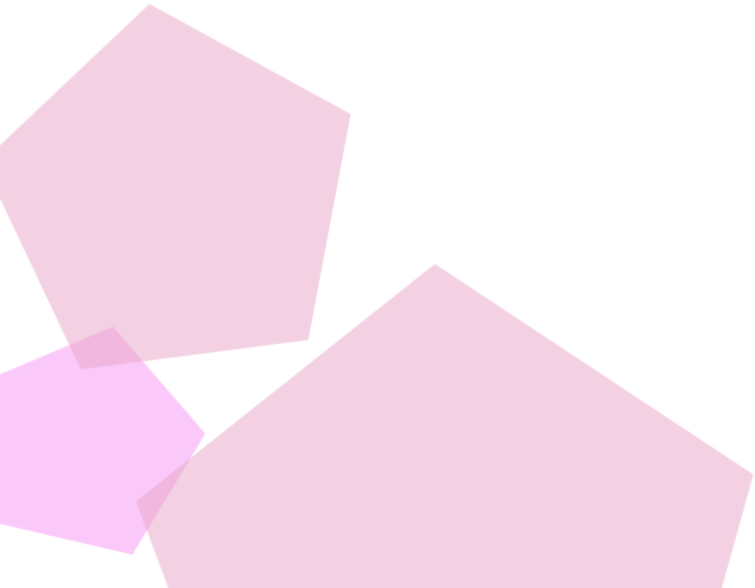
INFULLCOLOR.ORG

**In a divided world,
how can we come together?**

**When you've never heard other people's stories or voices
– or even your own – connection can be hard to find.**

At In Full Color, we believe...

**Art creates empathy.
Empathy creates change.**



In Full Color helps women of color share **their stories in their voices.**



This is a storytelling revolution we call **Authentic Representation.**

**Our performances, classes
and workshops connect
people of all genders and
colors with those who are not
like them.**

**We also provide real, honest
representation for those who
feel unseen and unheard.**

**We entertain, engage
and educate.**



**Our work gives a divided world
means of connection.**

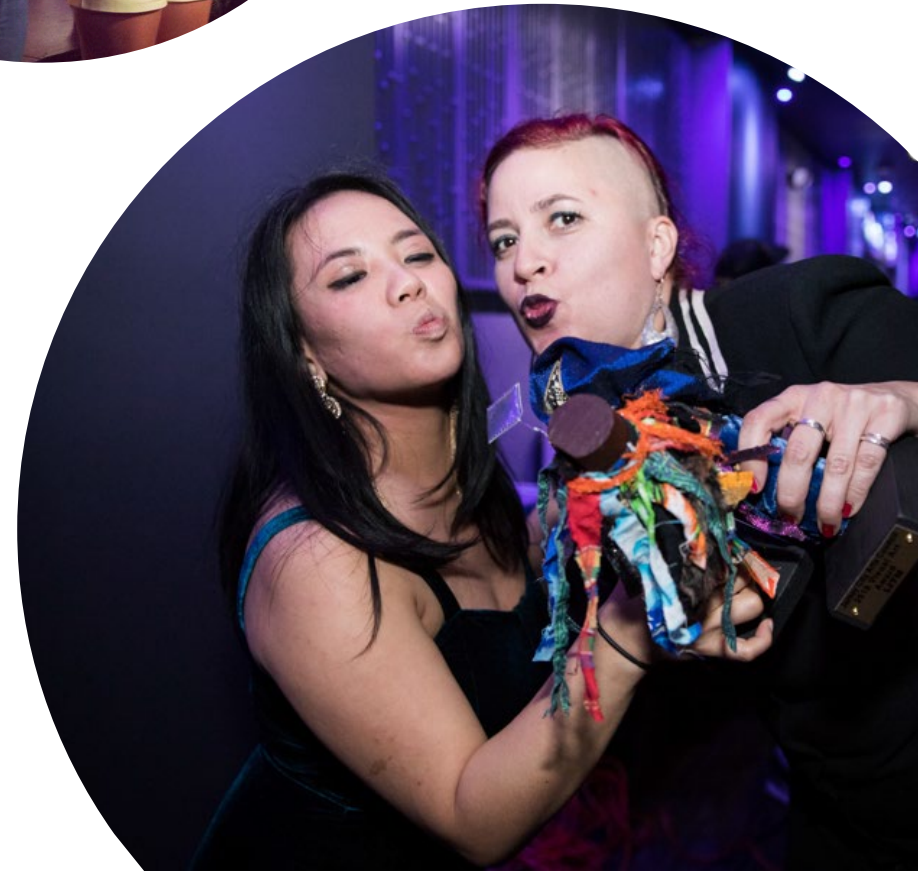
THE ORGANIZATION

In Full Color features work by women and other people of marginalized genders from backgrounds of color:

- Black
- Hispanic/Latinx
- Middle Eastern and Arab
- Asian
- Indigenous and Native American
- Biracial and Multiracial

We started producing work in 2015 and were incorporated in 2017 in Jersey City, N.J. by Summer Dawn Reyes, a woman of Asian and Hispanic descent.

We've received **numerous awards** for our work including two commendations from the New Jersey State Assembly plus the first Jersey City Arts Council award in the Performing Arts --->>



THE ARTISTS

Our performers and educators represent the least heard voices in America.

200

Artists Served

Since 2015, we've served about 200 artists and counting



13 States

Our artists are from New Jersey, New York, California and 10 more states



90% BIPOC

People of color make up 90% of our roster; women make up 83%

(The others are white or male allies in volunteer/supporting roles)



16% LGBTQ+

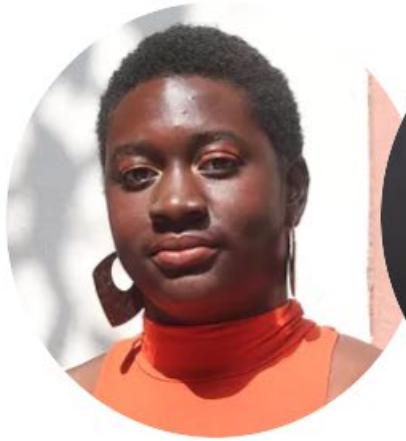
At least 16% of our artists identify as queer – this includes gender non-binary, gender fluid and trans artists



We also serve the disabled community, undocumented folx and immigrants

Our roster is diverse, and ever-expanding.

THE TEAM



[Stephanie](#)



[Summer](#)



[Nancy](#)



[Rukiya](#)



[RescuePoetix](#)

Meet some of
our performers!
Click on their
names to see a
video of them
at work.



[Liliane](#)



[Cindy](#)



[Samira](#)



[Daniela](#)



[Glennifer](#)

Click [here](#) to
meet more
of our team.

THE AUDIENCE



We primarily serve:

Schools

- Colleges and Universities
- High Schools & Middle Schools
(Age-appropriate content available)

Businesses, Nonprofits & Small Groups

- Corporate Clients (Diversity, Team Culture & Cultural Affinity Groups love us!)
- Mid-sized and Small Businesses
- Nonprofit Organizations
- Small Groups (Arts Groups, Community Centers, Unions, Guilds, Churches)

Government

Libraries, Cultural Festivals, Housing Authorities, Parks & Recreation, Community Outreach Projects

Don't see your group above? **Contact us to discuss your needs and vision.**

LISTENING

Our artists share unique experiences through monologues, poems and stories. Some are hilarious, others heart-wrenching. All are powerful.

INTERACTING

Our performances and workshops include brave, fruitful discussions facilitated by professionals. People get to ask questions, show love and build community.

THE AUDIENCE

Our audiences connect by...

CREATING

We create opportunities for people of all backgrounds to share their own stories and embrace their identities.



THE ART

Our artists perform monologues and poems – and sometimes even songs!

Their work is inspired by real issues that impact women of color. Here are some of the diverse topics we cover.

Pieces range from comedic to dramatic and average 5 minutes in length.

Family-friendly and all-ages content available.

THE STORY

I started In Full Color for fun as an actor who wanted better roles and knew other women of color did too. I figured, let's write our own stories! Then I discovered that our work **sparked needed conversations**, created empathy and inspired people to push for real change.

Today, our work is still fun, but it's also become so much deeper. We advocate for key social, racial and feminist issues. We empower women to be their best selves.

We're leading a **storytelling revolution**.

Summer Dawn Reyes
Founder/Director





THE PROGRAMS

The Spark Package

(standard performance + talkback)

- Three actors perform two works each for your community (30 mins)
- Your community joins us in a post-show talkback (30 mins)
- Includes photography (in-person events only), flier design and spotlights on our blog and social media

Cost: \$800 to \$1,000

top seller!



This package builds:

- Empathy
- Awareness of social issues
- Communication skills
- Art appreciation skills
- Your organization's public profile

Perfect for:

- Colleges & universities
- Corporate settings
- Government institutions
- Ideally ages 16+ & crowds up to 100
- Family-friendly content available

The Kindling Packages

(workshops designed to grow connections)

Empathy & Authenticity: Available as a writing- or acting-intensive workshop

- See key examples of representation in the media
- Learn concrete techniques for sharing your own story or telling someone else's
- 1.5 to 2 hours long

Participants will leave with:

- Newly created work
- Character development worksheet

Cost: ~\$250



This package builds:

- Empathy
- Awareness of social issues
- Communication skills (writing, acting, reading, listening, viewing)
- Art appreciation skills

Perfect for:

- Colleges & universities
- Corporate settings
- Governmental institutions
- Festivals & conferences
- Ages 13+ & groups of 30 or fewer

The Kindling Packages

(workshops designed to grow connections)

Poetry as Activism: Use your voice and creativity to create change

- Two performances by poet-activists
- Dynamic Q&A
- Lecture featuring 5 Principles of Writing Activist Poetry
- Guided poetry writing exercise
- 1.5 to 2 hours long

Participants will leave with:

- Newly created work
- Fun writing prompts

Cost: \$300 to \$400



This package builds:

- Empathy
- Awareness of social issues
- Advocacy skills
- Communication skills (writing, listening)
- Art appreciation skills

Perfect for:

- Colleges & universities
- High schools & middle schools
- Nonprofits & art groups
- Ages 13+ & groups of 25 or fewer

Visit.org Workshops

*(virtual experiences for remote learning;
click workshop names to learn more)*

Talk, Feel & Grow: Performances, Q&A
and empathy building team exercise

Walking the Walk: A diversity, equity
and inclusion workshop with
performances, Q&A and DEI-
consciousness building team exercise

In Our Words: Performances and Q&A
featuring LGBTQ artists!

Starts at \$350



These packages build:

- Empathy
- Diversity, equity & inclusion skills
- Communication skills
- Team dynamic & morale

Perfect for:

- Corporate teams
- Nonprofits & art groups
- Government institutions
- Groups of 25 or fewer

Performances

(a sweet taste of what our artists do best!)

Let us entertain you! Our artists can perform monologues, poems or even songs for your event. No frills, just art.

Most groups book one or three artists, but we can work with your event's needs. Sets are 5 to 15 minutes on average.

Requests for specific subject matter or artist backgrounds are welcome.

Starts at \$200



These packages builds:

- Empathy
- Art appreciation
- Your organization's public profile
- Event/team morale

Perfect for:

- Festivals & conferences
- Small nonprofits & art groups
- Groups of 50 or more

The Revolutionary Membership

(the biggest impact for the smallest buck)



Only \$2,500
– a savings of at least \$500!

THE BEST DEAL

Become a Revolutionary Member for the 2020-21 season and you'll get **THREE** Spark Packages with performances, talkbacks and photos.

Includes:

- Black History Month (February)
- Women's History Month (March)
- One more performance of your choice!
(skip ahead two slides for ideas)

You'll also get a 15% discount on **ALL** other bookings including workshops.

We only have 15 memberships available per season – join before it's too late!

Stevens
Institute of
Technology

Rutgers
University

University of
Connecticut

Seton Hall
University

Fiverr

Wiley
Publishing

Jersey City
City Hall

Newark
Public
Library

And more!
(click me)

*Several colleagues have stopped me in the hallway to say
what an amazing experience it was.
– Lattelle Reaves, Wiley Publishing*

*We thought it was excellent... I would definitely recommend
In Full Color to other schools, groups and libraries.
– Heidi Schwab, Hoboken Public Library*

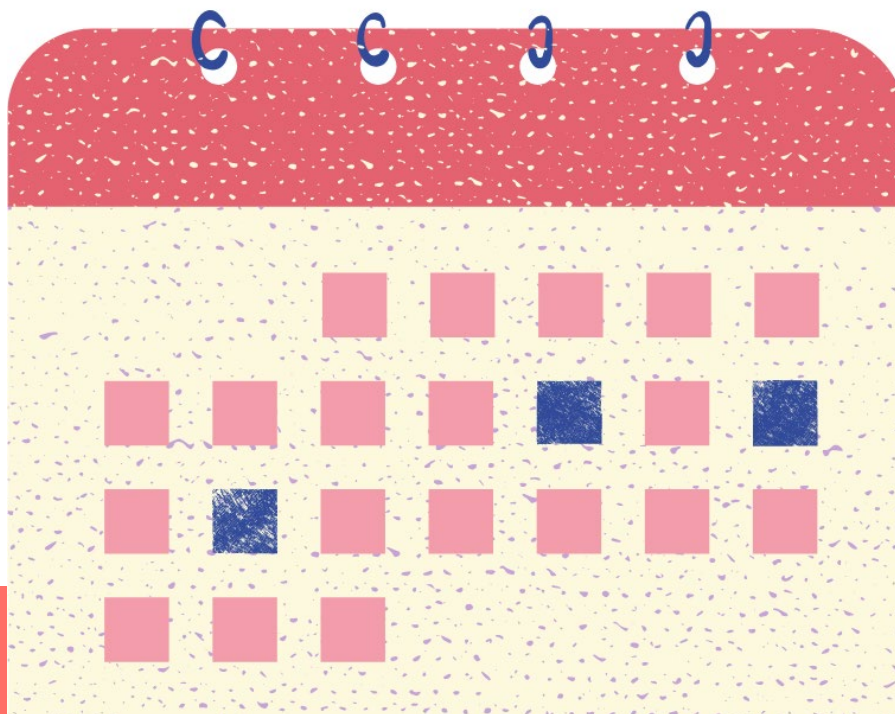
**Join the many groups who have
brought In Full Color into their
communities to create connections.**

*I really enjoyed the workshops...It was nice to see women
empowering each other and lifting each other up!
-- Kathy Hoa, audience member*

*It was the first time I felt connected to people energetically
through a Zoom event. Very needed, very grateful for that!
-- Hannah Weeks, audience member*

Not sure when to book your event?

Here are some ideas!



- **Black History Month (February) ***
- **Women's History Month (March) ***
- **Sexual Assault Awareness Month (April)**
- **Asian Pacific American Heritage Month (May)**
- **Mental Health Awareness Month (May)**
- **LGBT Pride Month (June)**
- **Hispanic Heritage Month (September 15 to October 15)**
- **LGBT History Month (October)**
- **Bullying Prevention Month (October)**
- **Domestic Violence Awareness Month (October)**

**** Included in our Revolutionary Membership!***

We can also help with:

- International and multicultural celebrations
- Diversity training
- Writing and acting workshops
- Public speaking workshops
- Literature discussion and book club meetings

Let's make a connection!

If you believe In Full Color's performers and educators can help your community come together, **ask about booking your event today.**

Virtual bookings available all year-round.
In-person events to resume after COVID-19.



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Learn More
INFULLCOLOR.ORG