IN FULL COLOR

empowering women of color
through education & the arts

2022-23 Sales Deck
When we listen,
what can we learn?
Sharing our stories & lived experiences is the best way to create connection in a divided world.

At In Full Color, we believe...

Art creates empathy. Empathy creates change.
In Full Color helps artists 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.
WHO WE ARE

In Full Color features work by women and people of other 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, a queer 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 --->>
Our performers and educators represent the least heard voices in America.

**WHO WE SERVE**

Our roster is diverse, and ever-expanding.

- **250 Artists Served**
  Since 2015, we've served ~250 artists and counting

- **18 States**
  Our artists are from New Jersey, New York, California and 15 more states

- **94% BIPOC**
  People of color make up 94% of our roster; women & TGNC folx make up 80%
  (The others are white or male allies in volunteer/supporting roles)

- **29% LGBTQ+**
  At least 29% 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.
WHO TELLS STORIES

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

Click here to meet more of our team.
WHERE WE CONNECT

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 Agencies
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.

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

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

WHO WE ENGAGE
Our audiences connect by...
WHAT WE SAY

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.
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 and TGNC folx to be their best selves.

We’re leading a storytelling revolution.

Summer Dawn
Founder/Director
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)
- Uplift specific identities with customizable packages:
  - Black artists
  - Asian artists
  - Hispanic/Latinx artists
  - LGBTQIA+ artists

Cost: $500

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

Participants will leave with:
- Newly created work
- Character development worksheet

**Cost:** $300

**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

Participants will leave with:
- Newly created work
- Fun writing prompts

Cost: $350

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 LGBTQIA+ artists

Voices: This series shines the spotlight on your choice of Black, Hispanic/Latinx or Asian artists

These packages build:
- Empathy
- Diversity, equity & inclusion skills
- Communication skills
- Team dynamic & morale

Perfect for:
- Corporate teams
- Large & small groups

Starts at $600
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
**Speaking Engagements & Appearances**  
(create positive representation at your organization!)

Our founder/director Summer Dawn loves to share her experiences as an entrepreneur, artist and woman of color with those looking for BIPOC role models.

She has spoken on panels at venues like the Passion is Pursuit Conference at the Lincoln Center, Seton Hall University and Jilin International Studies University.

*Inquire for pricing*

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<th>This package builds:</th>
<th>Perfect for:</th>
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<tr>
<td>- Art appreciation</td>
<td>- Festivals, conferences, rallies</td>
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<td>- Entrepreneurship skills</td>
<td>- Affinity groups</td>
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<td>- Event/team morale</td>
<td>- Groups of any size</td>
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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

Summer is a great facilitator and the artists that she invited were perfect. They were talented but also very knowledgeable and were able to mix art with learning in a fun, easy-going way.
— Nikki Johnson-Smith, Visit.org coordinator
Not sure when to book your event? Here are some ideas!

• Black History Month (February)
• Women’s History Month (March)
• Trans Day of Visibility
• Sexual Assault Awareness Month (April)
• Asian Pacific American Heritage Month (May)
• Mental Health Awareness Month (May)
• Mother’s Day (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)
• Trans Awareness Week (November)

We can also help with:

• International and multicultural celebrations
• Writing and acting workshops
• Public speaking workshops
Hear about our impact on our artists – in their own voices.
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. Limited in-person events available in NY/NJ. We adhere to all state and federal COVID-19 precautions.

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Learn More
INFULLCOLOR.ORG