

Sponsorship Proposal



Overview:

The Diary of Black Men: How Do You Love a Black Woman (DOBM) is the longest-touring, most successful African American stage play. With over 20 U.S. performances scheduled in 2025 at theaters seating 2,000+ attendees, the production is projected to generate over 6 million Radio, Television & Print impressions per market, beginning 8 weeks before each tour. This celebrated and culturally significant event offers you a unique opportunity to authentically connect with Black audiences aged 25-65, showcasing its commitment to supporting cultural excellence and inspiring communities through an iconic theatrical experience.

Why Sponsor:

- **Targeted Engagement:** Connect directly with an audience that values community, authenticity, and cultural pride.
- **Visibility and Impact:** Sponsorship highlights your role as a champion of culture and connection, fostering deeper relationships with a loyal and engaged audience.
- **Corporate Social Responsibility (CSR):** Strengthen your commitment to diversity, inclusion, and community empowerment by supporting meaningful initiatives.

Benefits:

- **Customer Growth:** Engage 2,000+ attendees per show, boosting visibility and loyalty among Black customers.
- **Brand Affinity:** Align with cultural initiatives to strengthen brand trust and attract new customers.
- **Market Reach:** Gain over 6 million impressions per market with co-branded campaigns and media exposure.
- **Increased ROI:** Provide exclusive perks or benefits to engage attendees and build lasting customer loyalty.