



BLACK THEATRE DAY 2023

“WHAT DOES BTD MEAN TO YOU?” INSTAGRAM CHALLENGE

IG @blacktheatreday
Twitter @blacktheatreday
Facebook @Black Theatre Day

OVERVIEW: [Black Theatre Day](#) or #BlackTheatreDay (September 17) is an annual day of solidarity and service, to celebrate and support 21st century Black theatres in their ongoing efforts to build sustainable, institutional wealth.

In Fall 2021, The International Black Theatre Summit, biennially convened by [The CRAFT Institute](#), commemorated the [200th anniversary of the African Grove Theatre](#)'s opening night on September 17, 1821 by launching the inaugural [#BlackTheatreDay](#) with a day of virtual events in collaboration with The Billie Holiday Theatre. As the first known professional Black theatre company in the United States—composed of Black Americans and African-Caribbeans—the company launched the career of Ira Aldridge, who claimed to be an African prince as he toured Europe; arguably the greatest Shakespearean tragedian of all times.

Black Theatre Day, as an annual celebration, increases visibility of Black Theatres to encourage donations of money, time and service throughout the year.

This year, we call upon our community partners, Black-led theater institutions who serve predominantly Black communities, all rooted in the full diversity, complexity and intersectionality of the Black experience, to join the mission to make this celebration as expansive as possible.

DELIVERABLES: Our *hope* is to have an organically viral Instagram campaign led by leaders in Black theatre to lift noise of Black Theatre Day as well as garner support and visibility for institutions. Leaders will post a video of themselves answering the question: “What does Black Theatre Day mean to you?” on their personal Instagram accounts and then challenge another theatre maker in the field to share their answer as well.

GUIDELINES:

1. **Create a 15 - 60 second video answering the question: “What does Black Theatre Day mean to you?”** This can mean learning and sharing the 200+ years of Black Theatre history, The African Grove Theatre, encouraging donations to your organization, celebrating a day of Black radical joy, etc.

- a. Please start the video with: "Black Theatre Day is coming up on September 17 and XXX"
 - b. Please end the video with: "I now challenge XXX [Insert another Black theatre organization / Black theatre maker who serves Black communities] to tell us about what Black Theatre Day means to them."
2. Your caption should include (and is not limited to) the following language and hashtags:
- a. Now I challenge XXX to let us know what Black Theatre Day means to them!

Check out @blacktheatreday and fill out the link in their bio to join the celebration on September 17 to support 21st century Black theatres in their ongoing efforts to build sustainable, institutional wealth.

#BTD2023
#BlackTheatreDay
#CelebrateBlackTheatreDay
#BlackTheatreLegacy
#AfricanGroveTheatre
#ThrivingTogether
#SupportBlackTheatre
#[Name of Black Theatre]

3. You don't need to be "challenged" to start the momentum. The tone is personal, informative, entertaining and delivered in a way that brings you purpose and excitement.

BRANDING / IDENTITY: While not required, you are welcome to use the [Branding / Identity](#) to edit your video and create your own assets. Whenever you post, please use the appropriate hashtags on the posts and tag @blacktheatreday. Black Theatre Day IG @blacktheatreday will then be able to repost videos on the central IG page with our Branding / Identity.

CAMPAIGN TIMELINE: July 14 - Sept 17, 2023.