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Arizona Theatre Company Launches Rise Above Capacity Campaign to Build a Sustainable Future

Phoenix, Ariz. – Arizona Theatre Company (ATC), the Official State Theatre of Arizona, is launching the public phase of *Rise Above*, a two-year fundraising campaign dedicated to securing the future of live theatre in our state. Led by former Tempe Mayor Hugh Hallman, the campaign aims to raise \$6 million, and with strong early support, ATC has already surpassed the halfway mark toward its goal. The campaign will strengthen ATC's long-term sustainability, capacity, and artistic excellence.

The internal launch of *Rise Above* has secured significant naming rights for the Temple of Music and Art and other exclusive opportunities. As the campaign formally launches to the public, donors can anticipate a major unveiling event in Fall 2025.

“For nearly six decades, ATC has been a driving force in Arizona’s cultural and artistic landscape,” said **Board Chair Pat Engels**. “As we look to the future, *Rise Above* is our call to action—rallying supporters across the state to ensure that world-class theatre remains at the heart of Arizona’s creative community.”

***Rise Above* is a direct response to growing financial pressures facing arts organizations nationwide**, particularly as the cost of doing business heightens. This initiative will **protect ATC’s legacy and impact**, supporting its **productions, educational programming, and community engagement efforts** across the state, Engels notes.

Rise Above provides unique opportunities, including exclusive naming rights to ATC’s venues and online giving platforms that make it easy for individuals and businesses to contribute.

“Theatre is essential to Arizona’s artistic identity,” added **Kasser Family Artistic Director Matt August**. “With this campaign, we’re not just sustaining ATC – we’re strengthening it, ensuring that live theatre continues to thrive and inspire future generations.”

Arizona Theatre Company invites theatre lovers, philanthropists, and business leaders to join this historic campaign. To learn more or contribute, visit atc.org/donate. Follow ATC on social media for campaign updates and special events.

About Arizona Theatre Company

Arizona Theatre Company’s (ATC) performances provide space for individuals to share moments of joy, communion, and relief. The company's diverse range of productions invites audiences to connect, offering an escape from daily pressures and a chance to rediscover the power of community through laughter, love, and reflection. Founded in 1966 and celebrating its 57th season, ATC is led by Kasser Family

Artistic Director Matt August and Executive Director Geri Wright. ATC is the only League of Resident Theatres (LORT) member in Arizona; operating in Tucson and Phoenix, and is the preeminent professional theatre in Arizona, recognized as the Official Arizona State Theatre. More at atc.org.

More About the Play, Playwright, Cast, and Creatives: [Bob & Jean: A Love Story - Arizona Theatre Company](#)