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## **Arizona Theatre Company announces challenge grant and naming rights sponsorships to bolster its \$6M Rise Above campaign**

**TEMPE/TUCSON, Ariz. – (July 29, 2025)** – Arizona Theatre Company (ATC), the Official State Theatre of Arizona, today announced a new challenge grant from the Connie Hillman Family Foundation to contribute up to \$300,000 in matching funds for donations received in support of ATC's \$6-million Rise Above campaign. Additionally, ATC rolled out exclusive naming opportunities at its venues in Tempe and Tucson for institutions, businesses and family legacy giving.

The Connie Hillman Family Foundation pledged for every \$2 raised from a new or increased donation, the foundation will contribute an additional \$1, up to \$300,000 during the campaign. This matching opportunity helps generate critical funding to ensure ATC's long-term sustainability, capacity, and artistic excellence. Donations can be made online at [atc.org/donate](https://atc.org/donate).

"The community's response to Rise Above is profoundly inspiring," said Kasser Family Artistic Director Matt August. "Thanks to the Hillman Family Foundation's partnership—through its challenge grant—we're attracting new donors and encouraging our current supporters to increase their giving. This effort is vital for the future of ATC and our mission of producing important and entertaining live theatre for our state. We want to continue to be at the center of Arizona's cultural identity for many years to come."

The Rise Above campaign led by Arizona Theatre Company's Board of Trustees, has already surpassed \$3 million in giving towards the organization's \$6-million goal. ATC launched the public phase of its campaign in March 2025, embarking on a two-year fundraising initiative dedicated to securing the future of live professional theatre in Arizona.

"The Rise Above Campaign is a response to the increasing financial challenges faced by arts organizations across the country, especially as operational costs rise," said Pat Engels, Chair of the Board of Trustees. "This initiative aims to expand ATC's impact by supporting our productions, educational programs, and community engagement efforts statewide. Under the leadership of our trustees, and with the tremendous support of partners, patrons and donors, we've raced past the 50 percent milestone of the campaign already. The Hillman challenge adds new momentum to our efforts with opportunities for increased engagement from the community, which will propel us to our goal and preserve ATC's legacy as an indelible part of Arizona's vibrant arts and culture scene."

## **Naming Opportunities**

ATC performances are held at the Tempe Center for the Arts located at 700 W. Rio Salado Pkwy. in Tempe, and at the Temple of Music and Art at 330 S. Scott Ave. in Tucson. Naming opportunities are available in both markets—making it easy for individuals and organizations to contribute to the sustainability of the arts in their communities. Participating donors can anticipate a major unveiling event at the Tucson Temple of Music and Art in fall 2025.

ATC's remaining naming rights opportunity at the Tempe Center for the Arts in Tempe is:

- ATC Box Office at TCA

ATC has multiple naming rights opportunities at the Temple of Music and Art in Tucson. To date, ATC has secured the following naming commitments:

- Palice Courtyard
- Connie Hillman Family Foundation Cabaret
- Susan and Jeffrey Rein Box Office
- Radke Family Company Management Office
- The campus at 330 S. Scott Ave. in Tucson will be the Temple of Music and Art, Home of the Arizona Theatre Company, in Honor of the Kasser Family for the Kasser Family's past and continued support of ATC.

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## **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 58th season, ATC is led by Kasser Family Artistic Director Matt August. 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](http://atc.org).