Dennis Williams'
I've Cried the
Blues
THE MUSICAL STORY OF A LIFETIME
NOVEMBER 2025

Dennis Williams' I've Cried the Blues

THE MUSICAL STORY OF A LIFETIME

GENRE

Drama | Historical Fiction | Musical

Its stage adaptation adds a musical dimension, blending gospel, jazz, ragtime, and blues to convey the characters' emotional journeys.

LOG-LINE

A family struggles to find peace and a comfortable standard of living during an era filled with segregation laws that are meant to keep them unjust.

THE STORY

Dennis Williams' I've Cried the Blues: The Musical Story of a Lifetime is a poignant tale set in the blues era of 1945 in Little Rock, Arkansas, where racial segregation laws were prevalent. The story follows a family's quest for peace and stability against a backdrop of injustice towards African-Americans. Narrated with great depth and emotion, the story explores themes of resilience and hope in the face of adversity. A powerful American tale, this musical story is a cultural experience that both inspires and gives insight into the lives of African-Americans during this tumultuous time in history.

The roots of a family's foundation are nearly ripped from the soil when racism and sexism tugs on its branches. Many moments of pain and fear doesn’t change their downward trajectory until the prayers from a woman’s tears cried the blues.

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2019 DEBUT

I've Cried the Blues premiered June 2019. By utilizing TV, radio, social media, notable guest star appearances, ticket promotions, and email campaigns, we were able to reach over 1 million consumers. This extensive marketing effort led in a sold-out performance at the iconic, 2,000 seat, Warner Theatre, Washington D.C.'s largest historic Broadway-style theatre operated by Live Nation.

Amazing!!
The Warner Theatre - Washington, D.C. - Saturday, June 8, 2019
Posted 06/11/2019
by Nicole W.

I truly hope they bring it back!!! Amazing !!

Amazing and Relatable
The Warner Theatre - Washington, D.C. - Saturday, June 8, 2019
Posted 06/12/2019
by PGWIFE

Favorite Moment: The entire show!

Comments: Everything was perfect, including the staff workers at the event. The stage play staff did an amazing job as well as the writer/director.

Very moving performances and story
Warner Theatre - Washington, D.C. - Saturday, June 8th
Posted 6/18/2019
by WendyMB

Fav Moment: Anytime Mattie sang
Comment: Bravo!!!! This musical needs to take a nationwide tour. The story is so moving, the characters believable. You really feel what they are going through. And the VOICES!! Mattie especially brought the house down. The audience connected and reacted to the entire performance. I can't recommend it highly enough.

Wonderful!
The Warner Theatre - Washington, D.C. - Saturday, June 8, 2019
Posted 06/10/2019
by Sharon E. McKinley

Comments: What a wonderful musical play. I was so impressed with the story, the acting and magnificent singing. I'm so glad that I came with my sisters.

I was so touched!
The Warner Theatre - Washington, D.C. - Saturday, June 8, 2019
Posted 06/10/2019
by Melanie Bell

Comments: I was so touched by the story line and the performances!!! My 12 year old daughter wants to see and experience it again!!!

What a GREAT play!
The Warner Theatre - Washington, D.C. - Saturday, June 8, 2019
Posted 06/10/2019
by Maria Ford

Comments: What a GREAT play! I laughed, cried, shouted Amen, and was blown away by the amazing vocals from the cast, and from KeKe Wyatt and Avery*Sunshine. These folks can SANG! The kind of singing that gives you chills! Whew! 👍👍 Bravo to everyone involved! 👏 Can't wait for the next production!!

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GUEST STAR

KEKE WYATT

An original guest star featured in the premiere showing, KeKe Wyatt, R&B singer and television personality appeared as Miss. Peaches, a blues vocalist and star at the King Biscuit Juke Joint.

In 2001, KeKe Wyatt gained national attention after her successful collaboration with R&B singer Avant. In 2002, her rendition of "Nothing in This World" led to Best New R&B/Soul/Rap Artist award at the Soul Train Awards with over 1 million albums sold.

Read More

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GUEST STAR

AVERY SUNSHINE

An original guest star featured in the premiere showing, Avery Sunshine*, world-renowned soul singer appeared as a 1940s version of herself, a blues singer and popular vocalist during this era performing an emotional tribute at King Biscuit Juke Joint.

In 2005, Avery Wilson* was hired as the lead keyboardist for Tyler Perry's stage play Meet the Browns. In 2007, Grammy and Tony Award-winning vocalist Jennifer Holliday sought her out to become the choral director for the theatrical production of Dreamgirls during the National Black Arts Festival in Atlanta...

Read More.

Dennis Williams' *I've Cried the Blues*

THE MUSICAL STORY OF A LIFETIME

The broad appeal makes *I've Cried the Blues* impactful across multiple demographics, while maintaining a core focus on African American women and cultural enthusiasts.

AUDIENCE

AFA Communities | Women + Feminists | LGBTQIA + Audiences

Literary and Theater Enthusiasts | General Audiences Interested in Social Justice

AGE RANGE

Overall 25 - 65

(Young Professional: 25-35 | Primary Group: 36 - 55 | Theatre Lovers: 56 - 65+)

COMPARABLES

WARNER THEATRE

WASHINGTON, D.C.

NOVEMBER 2025

In 2025, the play “I’ve Cried the Blues” will return to the stage, featuring many of the original cast alongside new special guests. This revival promises to deliver a captivating mix of familiar performances that previously electrified the audience and fresh talent adding an enriching experience to the production.

Dennis Williams' I've Cried the Blues

THE MUSICAL STORY OF A LIFETIME

2025 MARKETING CAMPAIGN

The marketing for the musical will span 8 months and include a comprehensive mix of strategies, with the goal of reaching a minimal of 2 million impressions. It includes national and local advertising, featuring radio advertising and promotions, digital ads, social media and influencer marketing as well as email marketing. The campaign will also leverage strategic partnerships with radio stations, internet outlets, and professional and industry organizations to enhance visibility and engagement throughout the year.

LIVE NATION ENTERTAINMENT

RADIO ONE

rollingout

HOWARD UNIVERSITY RADIO WHUR 96.3

WARNER THEATRE

THE INDUSTRY COSIGN

PARTNERSHIP OPPORTUNITIES

With the past success of this production, we are excited to offer opportunities for brands to partner with us to bring this musical to life in 2025. This production promises to be a vibrant celebration of creativity, talent and community, inviting forward-thinking brands to join us in this artistic journey.

By partnering with us, your brand will not only gain visibility, at the same time demonstrate its commitment to supporting the arts, fostering culture, and engaging with diverse audiences.

We offer several partnership packages tailored to meet the needs of your brand.

BRAND VISIBILITY

Your brand will be prominently featured throughout the production, including in promotional materials, the playbill, and social media channels.

COMMUNITY ENGAGEMENT

Partnering with I've Cried the Blues helps your brand connect with a highly engaged consumer. The production attracts diverse audiences, providing an excellent platform to engage with high potential customers in a meaningful way.

CORPORATE SOCIAL RESPONSIBLITY

Supporting the arts is a powerful way to demonstrate your brand's commitment to social responsibility. Through a partnership with this musical, you contribute to the cultural enrichment of our community and support diverse artists and creators.

UNIQUE MARKETING OPPORTUNITIES

We offer a range of partnership packages that include exclusive marketing opportunities, such as dedicated sponsor events, branded merchandise, and custom content creation.

PARTNERSHIP OFFERINGS

PRESENTING PARTNER $100K

- Industry Exclusivity
- Opportunity to host the Premiere VIP Reception*
- Opportunity to display or distribute product to audience
- Prominent display of partner branding on all marketing materials
- Name on Live Nation / Ticketmaster tickets: “Company” Presents…
- Prominent branding in Theater lobby and on marquee
- Opportunity to customized activation prior to or after performance
- Backstage access for two (2) company executives
- Dedicated press release announcing partnership
- Dedicated ad in playbill and logo inclusion on partners acknowledgement page
- Opportunity to engage talent for custom content creation
- Opportunity to integrate a data capture system
- Twenty (20) tickets to attend the musical
- Inclusion in post-event thank you to attendees

GRAND PARTNER $75K

- Industry Exclusivity
- Opportunity to display or distribute product to audience
- Noticeable display of partner branding on all marketing materials
- Noticeable branding in Theater lobby and on marquee
- Opportunity to customized activation prior to or after performance
- Dedicated press release announcing partnership
- Dedicated ad in playbill and logo inclusion on partners acknowledgement page
- Opportunity to engage talent for custom content creation
- Opportunity to integrate a data capture system
- Twelve (12) tickets to attend the musical
- Inclusion in post-event thank you to attendees

* Food & beverage not included

PARTNERSHIP OFFERINGS

OFFICIAL PARTNER $50K

- Opportunity to display or distribute product to audience
- Noticeable display of partner branding on all marketing materials
- Brand name inclusion in Theater lobby signage
- Opportunity to customized activation prior to or after performance
- Dedicated ad in playbill and logo inclusion on partners acknowledgement page
- Eight (8) tickets to attend the musical
- Inclusion in post-event electronic thank you to attendees

SUPPORTING PARTNER $25K

- Brand name or logo included on all marketing materials
- Brand inclusion in Theater lobby signage
- Opportunity to customized activation prior to or after performance
- Dedicated ad in playbill and logo inclusion on partners acknowledgement page
- Four (4) tickets to attend the musical
- Inclusion in post-event electronic thank you to attendees

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CONTACT

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