Creator FAQ

Dates, eligibility and what to prepare

What is ATL CreatorFest?

ATL CreatorFest is a TRUE Media Global Group program where creators audition for the opportunity to collaborate, compete and present original work at a live festival. The November kickoff is a chance to meet the team, ask questions and audition in person.

When and where does it happen?

Kickoff, Q&A & Auditions
Saturday, November 21, 2026 | 5–7 PM ET
SPACE 323, 323 Walker St SW, Atlanta, GA 30313

Phase 1 Auditions
Saturday, January 30, 2027 | 5–7 PM ET

Phase 2 Auditions
Saturday, February 27, 2027 | 5–7 PM ET

ATL CreatorFest Live
Saturday, May 22, 2027 | 8 AM–8 PM ET | Selected participants

Who can apply?

Creators age 18 and older, including performers, hosts, writers, filmmakers, editors, designers and other creative collaborators. Applications are free with a verified TMGG website member account. Newsletter signup is optional.

What should I prepare?

For a performance audition, prepare a family-friendly piece of up to three minutes. Introduce yourself and your creative specialty. If your work is behind the camera or offstage, be ready to discuss a sample and explain your contribution.

Apply free at truemediaglobalgroup.com/creatorfest/apply

See the official schedule and audition requirements

Selection and prizes

What selected creators can expect

How does selection work?

TMGG considers skill, originality, preparation and how you communicate your creative choices. Applying or auditioning gives you a chance to be considered for selection. TMGG will confirm next steps with selected creators.

What is the cash prize pool?

The $3,000 total cash prize pool spans ATL CreatorFest Live and the Artist Spotlight campaign. The November 21 kickoff is an audition and Q&A.

Festival Creative Champion

$1,250 per winning team

Artist Spotlight Winner

$1,250 per winning team after campaign verification

Individual Creator Award

$500

What might participation involve?

Plan for onboarding, rehearsal and a full festival day if selected. The proposed format pairs team challenges at the festival with a post-festival artist campaign. Review the final competition rules and participation terms before accepting a place.

How do I get started?

Choose the application pathway that fits your work, then sign in with your verified TMGG member account to complete the application.

Start your CreatorFest application

Read the official ATL CreatorFest event page