

# the 24 hour plays on Broadway

HONORING  
WARREN LEIGHT

## ABOUT THE 24 HOUR PLAYS ON BROADWAY

On Monday, October 23, The 24 Hour Plays on Broadway return to Town Hall for our annual celebrity charity event which brings together stars of the stage and screen to create new plays in just 24 hours. This year, this one-night-only event honors playwright and screenwriter Warren Leight, a longtime supporter of the organization.

The 24 Hour Plays on Broadway supports education programming for students of all ages, free professional development for emerging artists through The 24 Hour Plays: Nationals, and community-building and access to the arts in our partner productions all around the world,

*If you would like to support this year's event, here's how you can get involved:*

## BUY AN INDIVIDUAL TICKET

### **\$500 VIP**

VIP tickets include premium orchestra seats and access to our pre-show toast and post-show party!

### **\$250 Star**

Star tickets include premium orchestra seats, a program listing as part of our 24 Stars program, and a sponsorship of three free student tickets.

### **\$99 Premium**

Premium tickets include the best seats in the house at The 24 Hour Plays on Broadway

*Tickets are available at [24hourplays.org/broadway-vip-tix](http://24hourplays.org/broadway-vip-tix)  
or contact Managing Director Madelyn Paquette at [madelyn@24hourplays.com](mailto:madelyn@24hourplays.com)*

## JOIN THE BENEFIT COMMITTEE

Benefit Committee members will commit to selling at least five VIP tickets to The 24 Hour Plays on Broadway, promoting the event in their networks, and liaising with our producing team about other potential avenues of support, including in-kind and cash sponsorships, auction items, promotional opportunities, and more.

*Contact Managing Director Madelyn Paquette at [madelyn@24hourplays.com](mailto:madelyn@24hourplays.com)  
to learn more and become a committee member.*



## BECOME A SPONSOR

### **\$10,000 Supporting Sponsorship**

- Ten VIP Tickets with access to the performance + pre-show and post-show VIP parties
- Full page program advertisement
- Company name and/or logo listed on [www.24hourplays.org](http://www.24hourplays.org) + Dedicated social media posts to our audience of over 30,000 on Facebook, Instagram, and Twitter
- Logo incorporated into performance and onsite signage

### **\$5,000 VIP Sponsorship**

- Five Tickets with access to the performance and pre-show and post-show VIP parties
- ½ page program advertisement
- Company name and/or logo listed on [www.24hourplays.org](http://www.24hourplays.org)

### **\$2,500 Friend Sponsorship**

- Two VIP Tickets with access to the performance and pre-show and post-show VIP parties
- Quarter page program advertisement

### **\$2,500 Golden Ticket**

- One VIP Ticket with access to the performance and pre-show and post-show VIP parties
- Access to the exclusive talent Meet and Greet on Sunday evening

### **\$1,000 Gift Bag Sponsorship**

- Two VIP Tickets with access to the performance and pre-show and post-show VIP parties
- Opportunity to gift product samples to participants (50) via luxury gift bag

## BUY A PROGRAM AD

**\$2,000 Full Page Ad**

**\$1,000 Half Page Ad**

*Sponsorships and program ads are available at [24hourplays.org/broadway-vip-tix](http://24hourplays.org/broadway-vip-tix) or contact Managing Director Madelyn Paquette at [madelyn@24hourplays.com](mailto:madelyn@24hourplays.com)*

*Information on additional sponsorship levels  
and in-kind sponsorships available upon request*



## SPONSOR OUR STUDENT TICKET INITIATIVE

As a part of our education programming, we have committed to providing 600 free tickets for students of all ages from throughout New York City to The 24 Hour Plays on Broadway. Partnering organizations include The Situation Project, Sarah Lawrence College, LaGuardia Community College, Pace University, and high schools throughout the city. The entire mezzanine at Town Hall is reserved for participants in this access initiative.

### **\$10,000 Student Ticket Sponsorship**

- Two VIP tickets with premium orchestra seats and access to our pre-show toast and post-show party!
- Sponsorship of 200 free tickets for NYC high school and college students to attend The 24 Hour Plays on Broadway
- Non-exclusive naming rights of the student ticket mezzanine
- Half-page program advertisement

### **\$5,000 Student Ticket Sponsorship**

- Two VIP tickets with premium orchestra seats and access to our pre-show toast and post-show party!
- Sponsorship of 100 free tickets for NYC high school and college students to attend The 24 Hour Plays on Broadway
- Program acknowledgement

### **\$2,500 Student Ticket Sponsorship**

- Two VIP tickets with premium orchestra seats and access to our pre-show toast and post-show party!
- Sponsorship of 50 free tickets for NYC high school and college students to attend The 24 Hour Plays on Broadway
- Program acknowledgement

### **\$1,000 Student Ticket Sponsorship**

- One VIP ticket with premium orchestra seats and access to our pre-show toast and post-show party!
- Sponsorship of 20 free tickets for NYC high school and college students to attend The 24 Hour Plays on Broadway
- Program acknowledgement

***For more information about our Broadway Student Ticket Initiative, contact Managing Director Madelyn Paquette at [madelyn@24hourplays.com](mailto:madelyn@24hourplays.com)***

