



# THE 24 HOUR PLAYS: STARTER GUIDE

Artistry.  
Community.  
Collaboration.  
All in single day.

The opportunities are limitless when you license a production with The 24 Hour Plays.



*The 24 Hour Plays: Nationals 2023*

# ABOUT US

**THE 24 HOUR PLAYS®** bring together creative communities to produce plays and musicals that are written, rehearsed, and performed in 24 hours.

Flagship events include The 24 Hour Plays on Broadway and The 24 Hour Musicals, as well as productions in New York City, London, Los Angeles, Dublin, Minneapolis, San Francisco, Germany, Athens, Finland, Mexico City, Florence, Denmark and more. Since March 2020, The 24 Hour Plays: Viral Monologues have generated over 600 new free-to-view theater pieces that have been viewed millions of times.

Each summer, The 24 Hour Plays: Nationals bring together the best early-career actors, directors, playwrights, producers and composers for a free professional intensive that has introduced audiences and collaborators to the next generation of artists who are changing the game in theater, television and film. Partner organizations have produced their own productions of The 24 Hour Plays in regional and professional theaters, colleges and universities, and just about everywhere you can find a curtain and a stage, reaching everyone from celebrities to students.



*The 24 Hour Plays: Nationals 2019*

# WHY

## THE 24 HOUR PLAYS?

**It's fast.** Work responds immediately to the moment and your community.

**It's flexible.** No matter the size of your theatre or your technical capacity, you can produce The 24 Hour Plays.

**It's cheap.** No new sets, costumes or lighting; only you and your artists

**It builds community.** Bring your local artists and audiences together all in one place for a celebration of theatermaking

**It generates new relationships.** Artists meet creative collaborators for work beyond a single day.

**It's fun.** Name a more thrilling experience. We'll wait...



*The 24 Hour Plays: Nationals 2023*

# THE 24 HOUR PLAYS PROCESS

The 24 Hour Plays are an intensive theatrical endeavor in which artists write, direct, and perform six original short plays within 24 hours. The 24 Hour Plays begin the evening before the performance, when actors, writers, directors, and production staff gather for the Meet and Greet. In one hour, each person shares some insights and bring in some items that help to get the creative juices of all of the playwrights flowing. The playwrights then stay up all night writing the plays with this new creative inspiration in mind!



*The 24 Hour Plays: Memphis 2022*



*The 24 Hour Plays: Bennington 2017*



*The 24 Hour Plays: Savannah 2022*



*The 24 Hour Plays on Broadway 2016*

# THE 24 HOUR PLAYS PROCESS

In the morning, directors, actors, and production staff return to launch into the rehearsal process. At 8 PM, the curtain rises on a performance of six never-before-seen new works!



*The 24 Hour Plays: Philadelphia 2022*



*The 24 Hour Musicals: Minneapolis 2019*



*The 24 Hour Musicals 2019*



*The 24 Hour Plays: Pori 2018*



*The 24 Hour Musicals 2022*

# HOW DOES THIS WORK?

From your audience's perspective, everything will seem to go down in 24 hours, but your job starts the day you license. You'll begin pre-production, which includes: recruiting all of your participants, designers, fellow producers, etc., arranging the necessary rehearsal and performance space and choosing a day for it all to take place. Once the big day arrives, you will then embark on the 24 hour creation and rehearsal process (which is outlined in the previous two pages), before sharing the work you've made with your community! On and off-Broadway we have found success producing six ten-minute plays, but some groups choose a different number of plays to fit their community. While the entire process takes place over the course of 24 hours, the actual performance of the plays does not. A typical 24 Hour Plays production runs about 2 hours.



*The 24 Hour Plays: Nationals 2019*

# HOW TO LICENSE THE 24 HOUR PLAYS

Our licensing process is as fast as you are!

## Steps:

1. Fill out a [license request](#).
2. Sign your licensing agreement and pay the licensing fee.
3. Receive final approval and get started!

## What you need to request a license:

- performance space and date (virtual is fine, and don't worry, you can make changes later!),
- ticket price and the total number of seats,
- coffee.

## What you don't need to request a license:

- a full list of participants,
- a production team,
- an audience,
- any preconceived notions about how to make "good art" (because, like, what is that?)



*The 24 Hour Plays: Philadelphia 2023*

**READY TO  
GET STARTED?**

**Request your  
license today!**

# PRODUCTION SERVICES

We're here to support your production needs. In addition to basic licensing, we offer the following services to help make your production of The 24 Hour Plays the best it can be! Custom packages are also available; contact us for more details!

## **\$100 QUICK START – Get started fast.**

**Production Conference:** One hour virtual meeting with a producer at The 24 Hour Plays to answer any questions and help create a strategy for your show!

**Email Templates:** Access to our standard templates for contacting participants throughout the day and keeping your artists in the loop!

**Custom Logo:** We'll create a custom logo for your social media and website.



## **\$250 PRODUCTION BOOST – Take the next step.**

Everything in the QUICK START package, plus:

### **An Additional Production Conference**

**Marketing/Video Consultation:** Meet with a member of The 24 Hour Plays marketing team to ask questions about promoting your show, creating video templates and how to best engage your audience.

**Production Administrative Set-Up:** We'll set you up with the same systems we use for our virtual shows! Includes a virtual database to gather all the information for your virtual show including contacts, scripts, notes for editors, social media schedules and more.



## **\$750 THE FULL SHOW PACKAGE – Leave it to us.**

Everything in the VIDEO/SOCIAL MEDIA BOOST package, plus:

**An On-site Producer:** Want to bring The 24 Hour Plays to your community AND get some sleep? This is the package for you! A member of our team will join you at your show to help manage all of the moving pieces from hour one to twenty-four.



# TESTIMONIALS

**"The 24 Hour Plays are an amazing thing to take part in. I was onstage with other actors a few nights after the 2016 election and alone recording a monologue a few weeks into the pandemic. On both occasions, I found something really uplifting and reassuring about potentially making a fool of yourself in front of a bunch of people. Coupled with the great work they do with students around the world, it's something I'm very proud to be involved with."**

- Hugh Dancy

**"The response from every single artist was incredibly positive and The 24 Hour Plays: Philadelphia fulfilled its promise of being a galvanizing community event"**

- Seth Rozin, Artistic Director, InterACT Theatre Company

**"It's this, and hip-hop diss songs. That's the only thing that moves this fast. But this is so collaborative and there are so many brilliant, really accomplished artists just trying to focus on this one thing"**

- Daveed Diggs

**"Our schools perform The 24 Hour Plays year after year because it's the perfect intersection of art, education and community."**

- Paul Satchwill, Batesville High School

**"Our partnership with 24 Hour Plays has been a triple-play winner! Together, we have raised thousands of dollars at each event - scholarship dollars that go to the next generation of theatre professionals. The 24 Hour Plays Minneapolis has created new friends as well as supporters for high school and undergraduate programs. A new annual tradition in Minneapolis theatre is born!"**

- Rob Hofmann, University of Minnesota- Duluth

**"One of my favorite nights of the year... an anything-can-happen vibe - for both the actors and audience!"**

- Rachel Dratch

# THE 24 HOUR PLAYS

## FAQs

### **Q: What kind of technical support do I need?**

A: You can produce The 24 Hour Plays with as little as overhead lighting and performance area. The production can expand or contract to fit your parameters.

### **Q: Does everybody have to stay up for 24 hours?**

A: No! Although the entire production process lasts 24 hours, each person participates for a portion, at designated times.

### **Q: What if the stage is already set for another production?**

A: All the better! Many productions of The 24 Hour Plays have been performed on the set for another show. Make sure the artists know what can be used and what is off-limits.

### **Q: Why do I need to license with you?**

A: The 24 Hour Plays are a registered trademark, both our name and our proprietary producing process (say that five times fast!). Just as you would license Oklahoma! or Our Town for a production at your theater, you license The 24 Hour Plays name and process from us. Plus, you'll receive support from our NYC office, your own page on our website, and our official logo to use in your own promotions!



*The 24 Hour Plays: International Thespian Festival 2024*

## **QUESTIONS?**

Email Madelyn Paquette at [madelyn@24hourplays.com](mailto:madelyn@24hourplays.com)