



# THE 24 HOUR PLAYS ON BROADWAY



## WHAT CAN YOU DO IN 24 HOURS?

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# ABOUT THE 24 HOUR PLAYS

Established in 1995, The 24 Hour Plays® bring together creative communities to produce plays and musicals that are written, rehearsed, and performed in 24 hours. Since 2001, we've produced the annual celebrity event **The 24 Hour Plays on Broadway**, as well as events in London, Dublin, Los Angeles, Minneapolis San Francisco, Athens, Finland, Germany, Denmark, Florence, Mexico City and more, galvanizing creative communities around the world.



Each summer, a new cohort of early-career artists gather for **The 24 Hour Plays: Nationals**, an intensive theatermaking experience led by industry professionals. Through our robust licensing program, schools and community theaters create their own plays in 24 hours all around the world every year.



At the start of the COVID-19 Pandemic, we began producing **The 24 Hour Plays: Viral Monologues**, socially-distanced recordings written, rehearsed and performed in 24 hours. Since March 17, 2020, we've gathered hundreds of stars from their homes to produce over 600 new monologues and musicals in 24 hours seen for free by millions of audiences members worldwide.



Throughout NYC and the world, communities engage with us to produce their own versions of The 24 Hour Plays. To support these artists, we share our methods through a production handbook and provide physical production services to implement our unique process. Since 1997, we have offered subsidized performance licenses to educational institutions.

**"IT'S THIS AND HIP-HOP DISS SONGS. THAT'S THE ONLY THING THAT MOVES THIS FAST." – DAVEED DIGGS**



# ABOUT THE 24 HOUR PLAYS ON BROADWAY

The 24th annual The 24 Hour Plays on Broadway will take place at Town Hall on October 21st, 2024! We're thrilled to invite everyone from VIP celebrities to Broadway fans to students attending for free to join us for a never-before-seen performance of six brand new plays.. This year, the one-night-only event honors the inaugural 2007 class of The 24 Hour Plays: Nationals.



The 24 Hour Plays on Broadway were first staged in the days after 9/11, and in the twenty-two years since, our work has responded immediately and powerfully to contemporaneous events around the world, including the 2016 election, Hurricane Sandy, and the COVID-19 pandemic. Every year, the show generates new artistic partnerships, and showcases hidden talents from members of the Broadway and film communities in urgently timely (and often hilarious!) new plays.



Proceeds from The 24 Hour Plays on Broadway fund our non-profit activities throughout the year, including education programming with students from middle school to college, professional development for emerging artists in The 24 Hour Plays: Nationals, and our partner productions all around the world.



**"IT'S THIS AND HIP-HOP DISS SONGS. THAT'S THE ONLY THING THAT MOVES THIS FAST!"** – DAVEED DIGGS



# THE 24 HOUR PLAYS PROCESS



## SUNDAY, OCTOBER 20TH

– **7 PM ET**, actors, writers, directors and production staff gather the night before. After writing a one-line bio for the program and having their Polaroid taken, each participant joins the group.

Participants introduce themselves and share a prop and costume item they've been asked to bring. (We've seen everything from a rubber chicken to a full-body gorilla suit!) Actors also share their hidden talents and reveal anything they'd like to do on a stage that they've never done before. Meanwhile, the writers are taking notes on everything that's happening!



– **10 PM ET**, actors leave for the night to get some sleep, while directors and writers make casting decisions! Writers are then sent off with Polaroids in hand to write brand new plays, supported throughout the evening with hospitality services, technical support, and caffeine. Writers are encouraged to use as many of the props and costumes as they'd like in their show.

## MONDAY, OCTOBER 21ST

– **6 AM ET**, writers submit their new plays! They are released to catch up on some sleep, while directors and actors return for breakfast to hear the announcement of each cast and begin rehearsals with their team of assistant directors, stage members, staff and volunteers!

– **8 AM ET**, rehearsals begin and continue throughout the day! Each team is provided with a technical rehearsal to review blocking, lighting and sound cues. Food and hospitality is provided for the teams, so that they can continue to focus on their art!

– **7 PM ET**, the curtain rises on The 24 Hour Plays on Broadway!



"WHAT I IMAGINE CHILDBIRTH TO BE LIKE: PAINFUL, STICKY, BLOODY AND BEAUTIFUL—AND WHEN IT'S OVER, YOU FORGET HOW MUCH IT HURT AND WANT TO DO IT ALL OVER AGAIN." - CHEYENNE JACKSON



# PAST PARTICIPANTS



Jennifer Aniston, Leslie Bibb, Jason Biggs, Wayne Brady, Pauline Chalamet, Anna Chlumsky, Laverne Cox, Michael Cerveris, Billy Crudup, David Cross, Alan Cumming, Hugh Dancy, Merle Dandridge, Rosario Dawson, Daveed Diggs, Peter Dinklage, Dagmara Domińczyk, Rachel Dratch, Jesse Eisenberg, Gloria Estefan, Edie Falco, Jesse Tyler Ferguson, America Ferrera, Greta Gerwig, David Harbour, Oscar Isaac, Gillian Jacobs, Anthony Mackie, Aasif Mandvi, Aimee Mann, Katherine McNamara, Eva Mendes, Adrienne Moore, Julianne Moore, Tracy Morgan, Matthew Morrison, John Mulaney, Javier Muñoz, Cynthia Nixon, Lynn Nottage, Anna Paquin, Amanda Peet, Jay Pharoah, Rosie Perez, Retta, Chris Rock, Sam Rockwell, Andre Royo, Amanda Seyfried, Michael Shannon, Wallace Shawn, Jamie-Lynn Sigler, Sarah Silverman, Justice Smith, Sarah Snook, Tracie Thoms, Maura Tierney, Marisa Tomei, Nia Vardalos, Ana Villanfañe, Naomi Watts, Olivia Wilde, Vanessa Williams, Patrick Wilson and many more.



**"ONE OF MY FAVORITE NIGHTS OF THE YEAR. AN ANYTHING CAN HAPPEN VIBE FOR BOTH ACTOR AND AUDIENCE!" - RACHEL DRATCH**



# PRESS HIGHLIGHTS

Page Six

## John Mulaney steals the show at this year's 24 Hour Musicals

By Mara Sieglar

October 30, 2018 | 8:00pm



John Mulaney, Jordan Roth and Jessica Hecht  
Getty Images

## Medium

### Even During The Pandemic 'The 24 Hour Plays' Continues To Transform Theater

Some people see the constant possibility for art to exist everywhere around them. No matter where they may be. As Henry David Thoreau once wrote "This world is but a canvas to our imagination."



Daved Diggs performs "I Got The Hat" by Kristoffer Diaz

## The New York Times

### Instant Artifacts of a Disconnected Time (and Lots of Hugh Dancy)

During the pandemic, writers and actors have taken on an "adrenalizing" challenge: creating video monologues, more than 400 so far, in 24 hours.

Read in app

By Laura Collins-Hughes  
March 16, 2021



The 24 Hour Plays move fast. That's been their nature since their first production in 1995: short plays written, rehearsed and performed onstage in a scant 24-hour span. And when the pandemic shuttered theaters, the 24 Hour Plays responded with astonishing alacrity.

"That's what we do," said Mark Armstrong, the artistic director of the company, whose live shows have gone on in the wake of crises like Hurricane Sandy and the Sept. 11 attacks.

## Los Angeles Times

### Jesse Eisenberg had 24 hours to write a musical — and came up with 'four lesbian sisters'



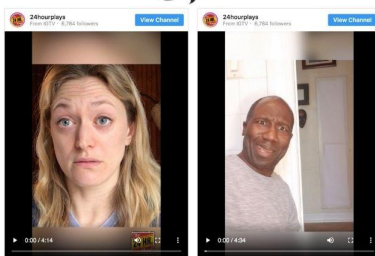
The cast of 24 Hour Musicals: Lee Anglin laughs through the curtain call after an evening of weekly performances Monday night in L.A. (Matt Winkelmayer / Getty Images)

By Emily Mae Crachor



GET TICKET

## The New York Times



### In 'Viral Monologues,' Theater Mutates Into Online Deliverance

Funny, scary and necessary, this series of taped soliloquies contemplate the way we live now, in isolation.

By Ben Brantley

Marin Ireland looked right into my eyes, then stared straight through me. I didn't take it personally. Even though she's one of my favorite actresses, I'm not enough of a fan to assume she was talking to me directly. Except she was, sort of, at a time when I needed to hear exactly what she was saying.

## The Washington Post

### How quickly can a Tony winning playwright respond to the presidential election? This fast.

By Peter Marks November 21



THAT CRAZY DREAM WHERE YOU'RE NAKED ONSTAGE AND CAN'T REMEMBER THE LINES OR WHAT PLAY YOU'RE DOING."

- NIA VARDALOS



# SOCIAL MEDIA ANALYTICS

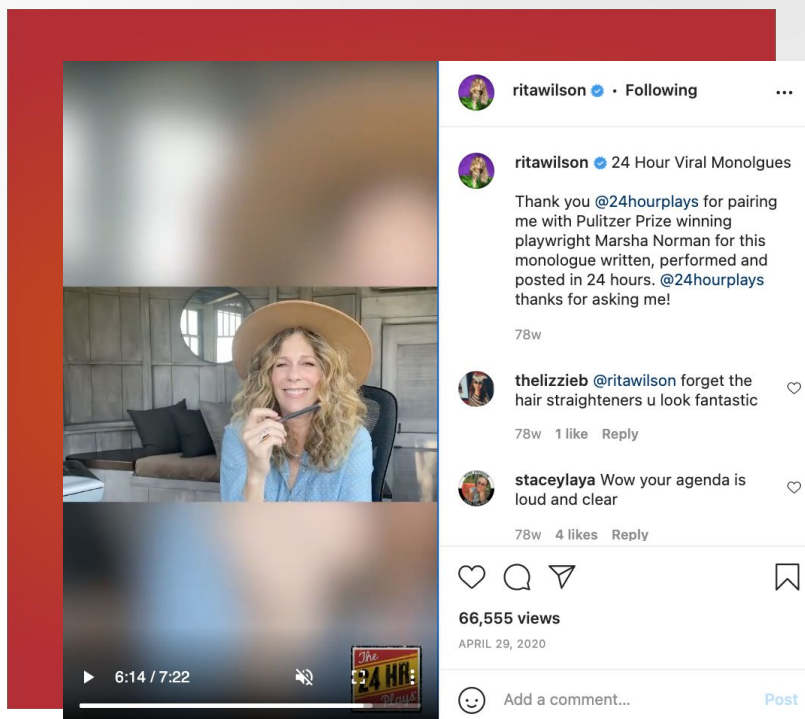
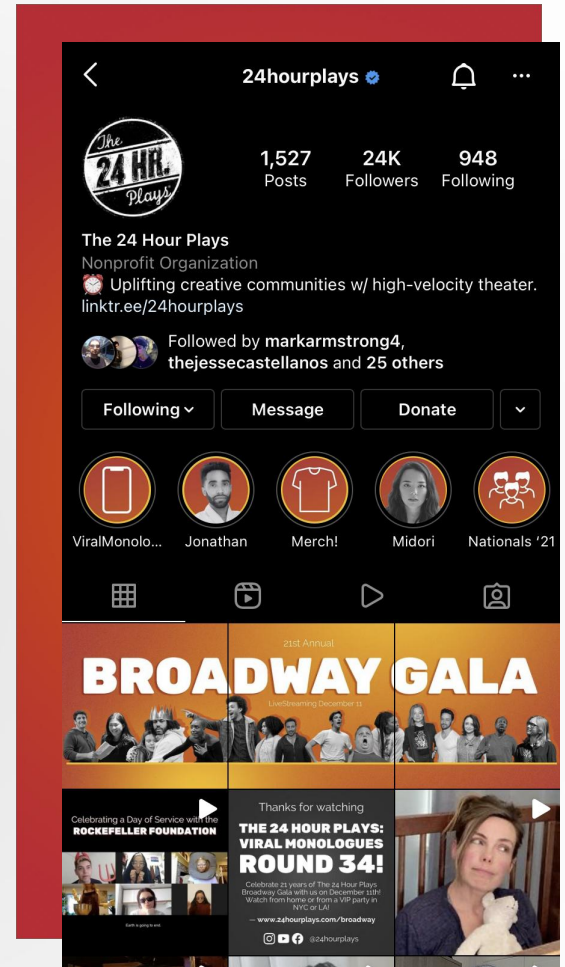
across Instagram, Facebook, Twitter, and Youtube

**1 BILLION** total impressions

**2 MILLION** total views

**1.5 MILLION** reach

**30 THOUSAND** followers



@24hourplays



# SPONSORSHIP BENEFITS

- **COMPLIMENTARY TICKETS:** premium orchestra seats
- **CATEGORY EXCLUSIVITY:** sole sponsor representing designated category
- **TALENT GIFTS:** opportunity to sample talent in gift bags
- **ON-SITE SIGNAGE:** promote your brand at the event
- **PROGRAM AD:** your own ad in the event program book
- **ONSTAGE INTRODUCTION SPEECH:** acknowledged from the stage at the top of the show
- **SOCIAL NETWORKING:** opportunity to create content with select artist participants
- **AUDIENCE SAMPLING:** offer product, promotional items, and coupons to the audience
- **FOOD AND BEVERAGE SAMPLING:** offer product at cast and VIP pre-show or post-show event
- **LOGO PLACEMENT:** logo listed in The 24 Hour Plays press releases, social media and website
- **ONSTAGE PRODUCT PLACEMENT:** opportunity to include product as onstage prop/costume
- **WARDROBE:** opportunity to dress cast members for The 24 Hour Plays
- Other activations specific to your brand's needs



*"η Τέχνη δεν θέλει χρόνο και τελειότητα, θέλει αγάπη και αφοσίωση."*  
**"ART DOESN'T REQUIRE TIME AND PERFECTION, BUT LOVE AND DEVOTION."**  
– THE 24 HOUR PLAYS: GREECE PRODUCER





# THE 24 HOUR PLAYS ON BROADWAY

## BECOME A SPONSOR

### **\$100,000 Title Sponsorship**

- 50 VIP Tickets with access to the performance + Naming ("BRAND presents The 24 Hour Plays on Broadway")
- Access to private cast orientation and post-show VIP party
- 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
- Product incorporated into the performance as a prop or costume piece
- Cast Signed Poster
- Opportunity to gift participants via luxury talent gift bag
- *\$70,000 tax-deductible*

### **\$50,000 Party Sponsorship**

- 25 VIP Tickets with access to the performance and pre-show and post-show event + Exclusive sponsor of post-show VIP party ("BRAND presents The 24 Hour Plays on Broadway Afterparty")
- Access to private cast orientation + post-show VIP party
- 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
- Product incorporated into the performance as a prop or costume piece
- Cast Signed Poster
- Opportunity to gift participants via luxury talent gift bag
- *\$35,000 tax-deductible*

### **\$25,000 Presenting Sponsorship**

- 15 VIP Tickets with access to the performance and post-show event
- Access to private cast orientation + post-show VIP party
- 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
- Product incorporated into the performance as a prop or costume piece
- Cast Signed Poster
- Opportunity to gift participants via luxury talent gift bag
- *\$17,500 tax-deductible*



# THE 24 HOUR PLAYS ON BROADWAY

## BECOME A SPONSOR

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

- Ten VIP Tickets with access to the performance + post-show VIP party
- 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
- *\$7,000 tax-deductible*

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

- Five VIP tickets with access to the performance + post-show VIP party
- Half page program advertisement
- Company name and/or logo listed on [www.24hourplays.org](http://www.24hourplays.org)
- *\$3,500 tax-deductible*

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

- Two VIP Tickets with access to the performance and post-show VIP party
- Half page program advertisement
- *\$1,300 tax-deductible*

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

- One VIP Ticket with access to the performance and post-show VIP party
- Access to the exclusive talent Meet and Greet on Sunday evening
- *\$2,000 tax-deductible*

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

- Two VIP Tickets with access to the performance and post-show VIP party
- Opportunity to gift product samples to participants via luxury gift bag

## BUY A PROGRAM AD

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

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

**\$500 Quarter Page Ad**

***Contact Managing Director Madelyn Paquette at [madelyn@24hourplays.com](mailto:madelyn@24hourplays.com)  
for more information about sponsorship and ads.***

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



# THE 24 HOUR PLAYS ON BROADWAY

## SPONSOR OUR STUDENT TICKET INITIATIVE

As a part of our education programming, we have committed to an access initiative providing \$10 tickets for high school students from throughout New York City to The 24 Hour Plays on Broadway. Your support makes it possible to show the next generation of artists and arts-lovers the power of live theater and community.

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

- Two VIP tickets with premium orchestra seats and access to post-show party!
- Sponsorship of 200 free tickets for NYC high school 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 post-show party!
- Sponsorship of 100 free tickets for NYC high school 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 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 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)***



Madelyn Paquette, Managing Director

The 24 Hour Plays

madelyn@24hourplays.com

[www.24hourplays.org](http://www.24hourplays.org)

