

The

24 H  UR  
PLAYS

los  
angeles

SPONSORSHIP OPPORTUNITIES

# 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 LOS ANGELES

On Saturday, February 28, distinguished artists from the Los Angeles entertainment community will come together at Huron Station for a special, one-night-only performance. This intimate celebrate event featuring four completely original, never before seen plays is a unique experience not to be missed.



The 24 Hour Plays have a long history of events in Los Angeles dating back to 2002, including three sold out shows since 2023. Every year, the show generates new artistic partnerships, and showcases hidden talents from members of the theatre and film communities in urgently timely (and often hilarious!) new plays.

Proceeds from the event support The 24 Hour Plays non-profit activities throughout the year, including the expansion of The 24 Hour Plays Nationals, our flagship professional development program for early-career artists, to Los Angeles. "The Nationals program has served nearly 600 early-career artists since it first launched in 2007," said Serena Berman, a co-producer with The 24 Hour Plays and program director for the Nationals



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# THE 24 HOUR PLAYS PROCESS



## FRIDAY, FEBRUARY 27

– **7 PM**, 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**, 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.

## SATURDAY, FEBRUARY 28

– **6 AM**, 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**, 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**, the curtain rises on The 24 Hour Plays Los Angeles!



"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

**PLAYBILL®**

LOS ANGELES NEWS

**Erika Henningsen, Sasheer Zamata, Gillian Jacobs, More Join *The 24 Hour Plays: Los Angeles* Return**

The organization brings together groups of artists to produce theatrical works which are written, rehearsed, and performed in 24 hours.

BY MOLLY HIGGINS  
FEBRUARY 16, 2024




Hollywood REPORTER

NEWSLETTERS SUBSCRIBE

NEWS FILM TV AWARDS LIFESTYLE BUSINESS GLOBAL VIDEO MUSIC WGA/SAG STRIKE

**Clark Gregg, Drew Tarver, Olivia Holt and Sasheer Zamata Among Stars Set for '24 Hour Plays' Benefit**

Set to take place at the Hudson Theatres on Oct. 2, the creative experiment will benefit the Entertainment Community Fund amid Hollywood's dual strikes.

BY CHRIS GARDNER | SEPTEMBER 18, 2023 3:02PM



From left: Clark Gregg, Drew Tarver, Olivia Holt and Sasheer Zamata. EMMA MCINTYRE/GETTY IMAGES, AMANDA EDWARDS/GETTY IMAGES, JAMIE MCCARTHY/GETTY IMAGES, VIVIAN KILLALEA/GETTY IMAGES

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

By Mara Siegler | October 30, 2018 | 8:00pm



John Mulaney, Jordan Roth and Jessica Hecht  
Getty Images

**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.

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.

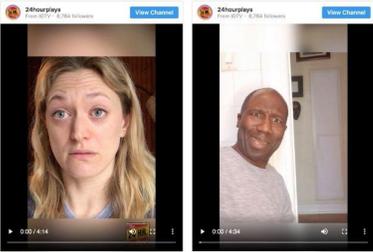
"That's what we do," said Mark Armstrong, the artistic director of the company, whose live shows have gone on in the wake of crises like Hurricane Sandy and the Sept. 11 attacks.

**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**

Arts and Entertainment

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

By Peter Marks | November 21, 2020



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

- NIA VARDALOS



# BECOME A SPONSOR

## \$2,500 Supporting Sponsorship

- Three VIP Tickets with access to the performance + post-show cast 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.
- Onstage shoutout from event hosts during the performance

## \$2,000 Golden Ticket Sponsorship

- Go behind the scenes of The 24 Hour Plays Los Angeles with exclusive access to our kickoff event with the cast and creative team on February 27! See the inspiration that goes into the show at our Meet and Greet, normally only open to participants and production staff.
- One VIP Ticket with access to the performance + post-show cast party

## \$1,500 Friend Sponsorship

- A half-page ad for your business in our program
- A shoutout from our hosts during the live show on March 10
- Complimentary tickets to the performance
- Your logo included on our website
- Dedicated social media posts, including photos of your product at the event
- A tax letter acknowledging your in-kind donation (we are a 501c3)

**In-kind sponsorship opportunities also available!**

**Contact Artistic Director Mark Armstrong at [mark@24hourplays.com](mailto:mark@24hourplays.com)  
for more information about sponsorship opportunities**

# BECOME AN IN-KIND SPONSOR

The 24 Hour Plays are looking for the following donations for their upcoming show in Los Angeles at Huron Station on Saturday, February 28th:

- Coffee for the cast & crew (~50 people)
- Breakfast for the cast & crew (~50 people)
- Beer, wine and spirits for the event (~150 people)
- Light bites and refreshments for the event (~150 people)

**In-Kind Sponsors Receive:**

- An ad for your business in our program
- A shoutout from our hosts during the live show on February 28th.
- Your logo included on our website and event signage
- Shoutouts on our social media to our 30,000+ followers, including photos of your product at the event
- A tax letter acknowledging your in-kind donation (we are a 501c3)

***Contact Artistic Director Mark Armstrong at  
[mark@24hourplays.com](mailto:mark@24hourplays.com)***

***for more information about sponsorship opportunities***

# BUY A PROGRAM AD

## FULL-PAGE AD

5" width x 8" height

Deliverable as a  
black-and-white  
JPG, PNG, or PDF

\$1,000

## HALF-PAGE AD

5" width x 4" height

Deliverable as a  
black-and-white  
JPG, PNG, or PDF

\$500

Mark Armstrong, Artistic Director

The 24 Hour Plays

mark@24hourplays.com

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

