



*Hamilton* director Thomas Kail discusses a scene with Olivia Wilde.



Daveed Diggs in *The 24 Hour Plays* on Broadway

# 2017 SPONSORSHIP OPPORTUNITIES

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# About The 24 Hour Plays

Created by Tina Fallon in 1995, The 24 Hour Plays® bring together extraordinary artists to create time-limited theatre around the world. The 24 Hour Plays and The 24 Hour Musicals have been seen on Broadway, off-Broadway, and in London, Dublin, Athens, Finland, Germany, Denmark, Florence and Mexico City.

Over 1,200 new plays and musicals have been written, rehearsed, and presented within a 24 hour period. The 24 Hour Company's productions have raised millions of dollars for charities around the globe. Each summer, The 24 Hour Plays: Nationals brings together theatermakers 25 and under for an intensive professional experience. Licensed affiliates have produced their own versions of The 24 Hour Plays® in regional theaters, colleges, high schools and just about everywhere you can find a curtain and a stage.

**"REMINDS YOU OF WHY YOU FELL IN LOVE WITH THEATER IN THE FIRST PLACE."  
- KEVIN SPACEY**



*Above: Olivia Wilde and Billy Crudup; Below: Jesse Eisenberg*



# Our 2017 Season

## The 24 Hour Plays on Broadway

*American Airlines Theater - October 30, 2017*

The 24 Hour Plays: Dublin - *January 2017*

The 24 Hour Plays Off-Broadway - *February 2017 at Signature Theatre*

The 24 Hour Plays: Minneapolis - *March 2017*

The 24 Hour Musicals: Los Angeles - *July 17, 2017 at The Theatre at Ace*

The 24 Hour Plays: Nationals - *August 2017*

The 24 Hour Plays: Finland - *Fall 2017*

The 24 Hour Musicals: Denmark - *Fall 2017*

The 24 Hour Plays: Mexico City - *December 2017*



*Left to right: Alicia Witt, Rachel Dratch, Tracie Thoms, and Jenna Ushkowitz*



*Left to right: Oscar Isaac, Rutina Wesley, Lake Bell and Victor Rasuk*

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

**- RACHEL DRATCH**



# The 24 Hour Plays on Broadway

Date: October 30, 2017

Location: The American Airlines Theatre  
227 West 42nd Street  
New York, NY

Players: 24 actors, 6 writers, 6 directors and a musical guest, plus a full production and creative team

Why? To benefit The 24 Hour Company's theater education programs and honor THE LILLY AWARDS for their work promoting gender parity in theater



*Rachel Dratch and Rosie Perez onstage in The 24 Hour Plays on Broadway*

**"THIS KIND OF TERROR AND EXCITEMENT MUST BE WHY GOYIM SKYDIVE." - SARAH SILVERMAN**



# The 24 Hour Plays: The Process

## Hour One: The Night Before

Actors, writers, directors, production staff and musical guests gather the night before. After writing a one-line bio for the program and having their Polaroid taken, each participant joins the orientation circle.

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 feverish notes.

**"FEAR ON STEROIDS." - NAOMI WATTS**



*Jason Biggs presents his prop at The 24 Hour Plays LA.*



*Aasif Mandvi at the meet and greet for The 24 Hour Plays on Broadway.*



# The 24 Hour Plays: The Process



*From left: Coffee and first drafts; Pulitzer Prize winning playwright Lynn Nottage keeps her cast Polaroids close; Veep writer Rachel Axler reviews her notes.*

## Hour Three: Overnight

Following the orientation, writer and directors choose the cast for their play. Polaroids in hand, they hunker down 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, costumes, and orientation revelations as they'd like in their show. Final scripts are due at 6 am!

**"THRILLING AND SATISFYING AS A PERFORMER. OUTSIDE OF CHINESE NEW YEAR, 24 HOUR PLAY DAY IS MY FAVORITE DAY OF THE YEAR."**

**- DAVID CROSS**



# The 24 Hour Plays: The Process

*Jason Biggs checks in.*



*Justice Smith rehearses onstage.*



**Hour Eight: Morning:** With final drafts turned in, writers are released to get some sleep, while actors and directors return for breakfast and the announcement of each cast. Rehearsal kicks off immediately and each play receives a full suite of support from assistant directors, stage managers, staff and volunteers.

**Hour Fifteen: Afternoon:** Rehearsals continue throughout the day and each cast is afforded a short technical rehearsal to go over blocking onstage, sound and light cues. Food and hospitality continues to be provided, as the artists soldier on with their work.

**That Evening:** The curtain rises on the latest production of The 24 Hour Plays!

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



# Cast Polaroid Gallery



John Ritter - actor



Horatio Sanz  
actor



SARAH Silverman  
ACTOR



Julie Delpy -  
actor



ACTOR  
MICHAEL  
EALY



Mary-Louise Parker  
actor



Julianna Moore - actor



ANTHONY MACKIE actor



AMANDA PEET  
ACTRESS



Sam Rockwell

"THE MOST FUN YOU CAN HAVE WITH YOUR CLOTHES ON." - DIANE NEAL





# Past Participants Include:

*Jennifer Aniston, Elizabeth Banks, Justin Bartha, Elizabeth Berkeley, Lake Bell, Laura Bell Bundy, Maria Bello, Paul Bettany, Leslie Bibb, Elizabeth Berkley, Jason Biggs, Wayne Brady, Benjamin Bratt, Adam Brody, Saffron Burrows, Anna Camp, Hayden Christensen, Laverne Cox, Billy Crudup, David Cross, Alan Cumming, Hugh Dancy, Ted Danson, Rosario Dawson, Julie Delpy, Daveed Diggs, Peter Dinklage, Natalie Dormer, Rachel Dratch, Minnie Driver, Jesse Eisenberg, Jenna Elfman, Gloria Estefan, Edie Falco, Jesse Tyler Ferguson, America Ferrera, Megan Fox, Greta Gerwig, Clark Gregg, Melanie Griffith, Carla Gugino, Tom Hardy, Josh Hartnett, Philip Seymour Hoffman, Oscar Isaac, Cheyenne Jackson, Joshua Jackson, Scarlett Johansson, Thomas Kail, Michael Keaton, Taran Killam, John Krasinski, David Krumholtz, Ashton Kutcher, Sanaa Lathan, Warren Leight, Zachary Levi, Justin Long, David Lindsay-Abaire, Anthony Mackie, Aasif Mandvi, Julianna Margulies, Jesse L. Martin, James McAvoy, Jack McBrayer, Terrence McNally, Eva Mendes, Liz Meriwether, Demi Moore, Julianne Moore, Tracy Morgan, Anson Mount, Kathy Najimy, Cynthia Nixon, Lynn Nottage, Jim O'Heir, Lee Pace, Anna Paquin, Mary Louise Parker, Amanda Peet, Rosie Perez, Phylicia Rashad, Retta, Christina Ricci, Molly Ringwald, Chris Rock, Sam Rockwell, Emmy Rossum, Thomas Sadoski, Horatio Sanz, Paul Schneider, Liev Schreiber, Pablo Schreiber, Kyra Sedgwick, Amanda Seyfried, Wallace Shawn, Ally Sheedy, Brooke Shields, Gabourey Sidibe, Sarah Silverman, Jeremy Sisto, Justice Smith, Kevin Spacey, Jordin Sparks, Mary Steenburgen, Julia Stiles, Amber Tamblyn, Lili Taylor, They Might Be Giants, Tracie Thoms, Maura Tierney, Marisa Tomei, Nia Vardalos, Vince Vaughn, Michelle Visage, M. Ward, Naomi Watts, Olivia Wilde, Michael Kenneth Williams, Vanessa Williams, Patrick Wilson, Alicia Witt, Elijah Wood, and more!*

**“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**



# Musical Guest

Each year, The 24 Hour Plays on Broadway features a musical guest who performs throughout the event. Musical guests take the stage between each of six new plays to serenade the audience. In addition to providing interstitial entertainment, our guests are sometimes written into the plays themselves, composing original pieces to be performed during the event.

Over the last 20 years, The 24 Hour Plays have featured musical artists from a wide variety of genres, including M. Ward, Tony Bennett, Nellie McKay, Mike Doughty, They Might Be Giants, Ben Folds, Andra Day, Nina Persson, Leftover Cuties, Andy Davis, Laura Bell Bundy, Bryan Terrell Clark, The Filharmonic and more.

**“ABSOLUTE HOME. LOVING COMMUNITY CREATED IN LESS THAN A DAY. EVERY TIME.” - KRISTOFFER DIAZ**



# Hot off the Press!

from The 24 Hour Musicals: Los Angeles

July 17, 2017

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: Los Angeles laughs through the curtain call after an evening of wacky performances Monday night in L.A. (Matt Winkelmeyer / Getty Images)

By Emily Mae Czachor

"A THRILLING AND UNIQUE EXPERIENCE"  
- AMERICA FERRERA

PLAYBILL  
JULY 27, 2017

NEWS FEATURES VIDEOS VAULT SHOWS

**CHANCE TO WIN**  
TWO TICKETS TO COME FROM AWAY!

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LOS ANGELES NEWS  
**Wayne Brady, Alicia Witt, and More Tapped for L.A.'s 24 Hour Musicals**  
BY OLIVIA CLEMENT  
MAY 31, 2017

The one-night-only event will see the creation of four original shows performed by Broadway, film, and TV stars.

Rolling Stone MOVIES TV BUSINESS STYLE POLITICS TECH CULTURE AWARDS VIDEO

## Jesse Eisenberg, Jamie Lynn Sigler Take Stage at L.A.'s First 24-Hour Musicals

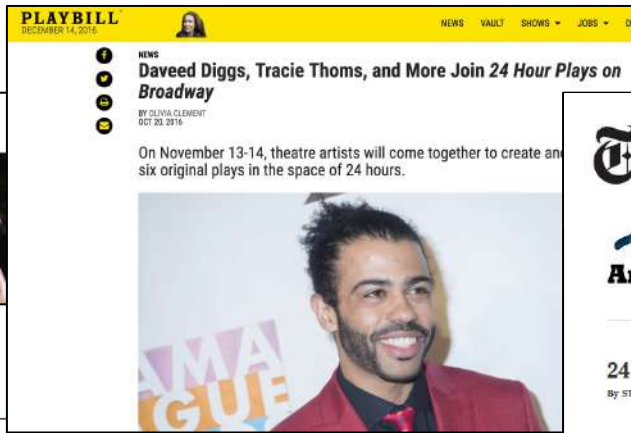
12:15 PM PDT 7/18/2017 by Alex Cramer



Matt Winkelmeyer/Getty Images  
Alicia Witt and Jesse Eisenberg



# Press Highlights



## Jennifer Aniston's Surprise Night of Plays and Partying in N.Y.C.



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



# Sponsorship Benefits can include...

- ❑ **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 Advertisement:** your own ad in the event program book
- ❑ **Onstage Introduction Speech:** acknowledged from the stage at top of show
- ❑ **Social Networking:** opportunity to create content with selected artist participants
- ❑ **Audience Sampling:** offer product, promotional items and coupons to audience
- ❑ **Food and Beverage Sampling:** offer product at cast and VIP pre-show or post-show event
- ❑ **Casting:** opportunity to cast brand spokesperson to represent brand in *The 24 Hour Plays*
- ❑ **Logo Placement:** company name/logo listed in *The 24 Hour Plays* press releases, social media and on [www.24hourplays.com](http://www.24hourplays.com)
- ❑ **Discounts:** opportunity to purchase additional seats at a deeply discounted rate
- ❑ **Onstage Product Placement:** opportunity to include product in prop/costume pool to appear onstage
- ❑ **Wardrobe:** opportunity to dress cast members for *The 24 Hour Plays*
- ❑ Other activations specific to your brand's needs



*Erika Christensen and Janina Gavankar perform in The 24 Hour Plays: Los Angeles*

*“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, ATHENS 2014*





Mark Armstrong, Executive Director  
Tina Fallon, Founding Producer  
Lindsay Bowen, Chairman  
[www.24hourplays.com](http://www.24hourplays.com)

