



Mark Armstrong, Executive Director

*TOP: GENEVIEVE ANGELSON and LOIS SMITH in The 24 Hour Plays on Broadway 2017.
BOTTOM: Hamilton director THOMAS KAIL discusses a scene with OLIVIA WILDE.*

*TOP: JESSE EISENBERG writes original music for The 24 Hour Musical: Los Angeles.
BOTTOM: DAVEED DIGGS in The 24 Hour Plays on Broadway 2016.*

A GALA FUNDRAISING EVENT PROPOSAL

Contact: Mark Armstrong – The 24 Hour Plays – mark@24hourplays.com – www.24hourplays.com

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.



JONATHAN MARC SHERMAN, MICHAEL SHANNON and ELIZABETH RODRIGUEZ onstage in The 24 Hour Plays on Broadway 2017.



JUSTICE SMITH onstage at The 24 Hour Plays on Broadway 2016.

The 24 Hour Plays and Musicals 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.

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



OUR 2018 SEASON

FLAGSHIP EVENTS:

The 24 Hour Plays on Broadway — November 2018

with The Lilly Awards at The American Airlines Theater

The 24 Hour Plays: Nationals — August 2018

PARTNER EVENTS:

The 24 Hour Plays: Dublin — January 28, 2018

The 24 Hour Plays: Minneapolis — March 26, 2018

The 24 Hour Plays Off-Broadway — April 9, 2018

with Roundabout Theatre

The 24 Hour Plays: London — May 13, 2018

The 24 Hour Plays: Ireland — September 1, 2018

The 24 Hour Musicals: Germany — Fall 2018

The 24 Hour Musicals: Denmark — December 2018

The 24 Hour Plays: Mexico City — December 2018

AASIF MANDVI and
GRACE GUMMER in
*The 24 Hour Plays on
Broadway in 2016.*



OSCAR ISAAC,
RUTINA WESLEY,
LAKE BELL and
VICTOR RASUK in
*The 24 Hour Plays on
Broadway 2011.*



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.



JOHN DOMAN presents his prop for The 24 Hour Plays on Broadway.



A quick group photo of the entire team before casting!



JONATHAN MARC SHERMAN presents his election countdown timer on Broadway.

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



THE PROCESS



Playwright HANSEL JUNG discusses casting for The 24 Hour Plays on Broadway 2016.



Pulitzer Prize winning playwright LYNN NOTTAGE uses the cast Polaroids to write her first draft.



DAVID LINDSAY-ABAIRE fights to cast RACHEL DRATCH for another year in a row.

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!

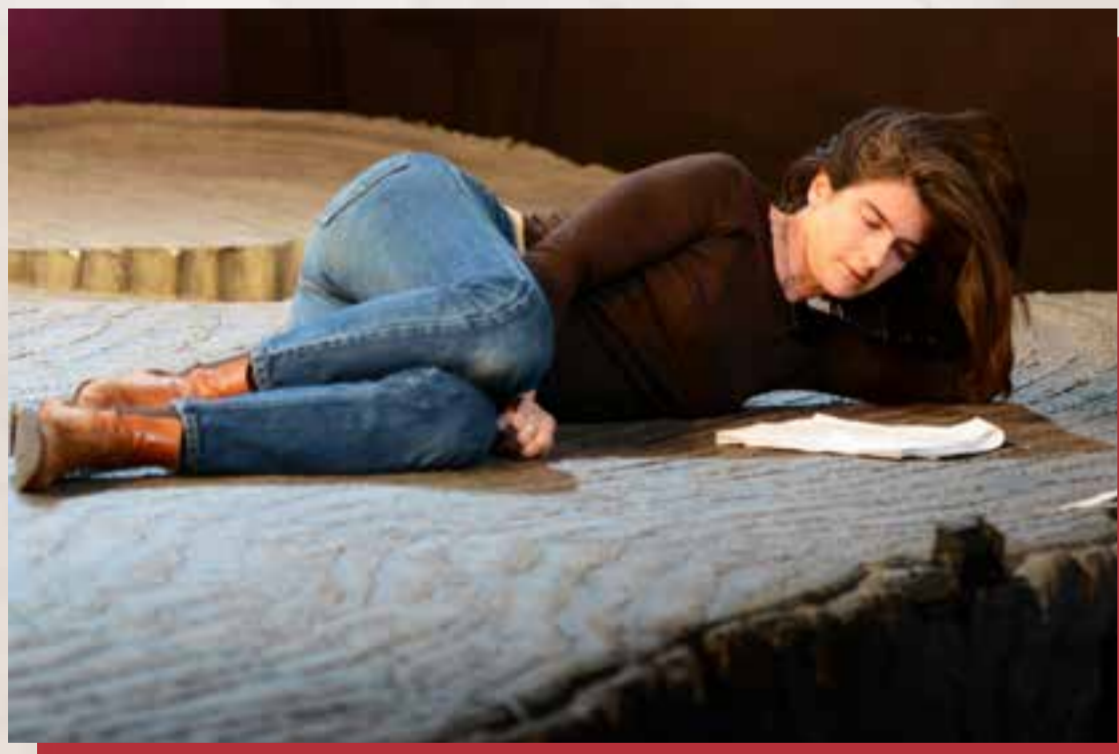
"THRILLING AND SATISFYING AS A PERFORMER. OUTSIDE OF CHINESE NEW YEAR, THE 24 HOUR PLAYS IS MY FAVORITE DAY OF THE YEAR." – DAVID CROSS



THE PROCESS



JASON BIGGS checks in to start rehearsal on Broadway.



GABY HOFFMAN takes a mid-rehearsal break 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



BENEFITS FOR YOUR ORGANIZATION

FUNDRAISING: A variety of production opportunities available from full-sized gala to mid-scale presentation. Utilizing existing sponsor relationships, offset the majority of costs to ensure maximum fundraising results.

EDUCATION: The 24 Hour Plays gala would benefit your organization's programs while continuing to fulfill the mission of The 24 Hour Plays to produce time-limited theater around the world.

EXPERIENCE: Opportunities for students to participate on a major theatrical project, working with top artists as assistant directors, production assistants, and interns across design and technical departments.

COMMUNITY BUILDING: The 24 Hour Plays would establish an annual tradition of a one-night-only theatrical experience that energizes and entertains participants and audiences alike.



ROSIE PEREZ, TRACEY MORGAN and JOHN KRASINSKI in The 24 Hour Plays on Broadway 2011.



GENEVIEVE ANGELSON and MICHAEL SHANNON in The 24 Hour Plays on Broadway.

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



PRODUCTION EXPENSES

All actors, directors, playwrights, designers, and assistants donate their time, energy, and talent towards a common fundraising goal.

FLIGHTS, ACCOMMODATION, AND PER DIEM: For producers and talent.

VENUE HIRE & STAFF: The show is presented on a dark night, with the venue absorbing the cost of technical and front of house staff.

CATERING: Breakfast, lunch, snacks, tea, coffee, and drinks are provided for participants.

MARKETING: Absorbed within your media & press department.

PRINTING: Playbills are printed in advance, with 'day-of' inserts added prior to performance.

COMPANY FEE: Percentage of gross revenue + expenses goes to The 24 Hour Plays.



*AMANDA SEYFRIED and PETER DINKLAGE onstage
in The 24 Hour Plays on Broadway 2014.*

**“ONE OF MY FAVORITE NIGHTS OF THE YEAR. AN ANYTHING-CAN-HAPPEN VIBE
— FOR BOTH THE ACTORS AND THE AUDIENCE!” – RACHEL DRATCH**



SPONSORSHIP OPPORTUNITIES

The event provides attractive sponsorship opportunities for local businesses and international organizations, which both involve the community and offset production expenses.

Businesses enjoy brand association with a high-profile, celebrity-driven fundraising event, with options including Title and Official Partner sponsorships, advertising in playbills and online, TV and radio coverage, and mentions in official press releases. On the day of the event, TV and press coverage can include branded step and repeats, and sponsor logos on posters and playbills.

TITLE SPONSORSHIP: Title sponsors cover the bulk of expenses, are listed in all press and promotion surrounding the event, and can be aligned with a current sponsor of your organization.

OFFICIAL PARTNERS: The 24 Hour Plays welcome local partnering organizations to subsidize the cost of various expenses, such as flights, accommodation for international talent and producers, catering, and transportation.

LOCAL SPONSORS: Local businesses can buy advertising in the playbill at scalable rates.

“THE MOST FUN YOU CAN HAVE WITH YOUR CLOTHES ON.” – DIANE NEAL



TECHNICAL REQUIREMENTS

VENUE / PRODUCTION OFFICE: The show has a very small footprint and typically uses available space within the performance venue.

- Performance Venue, ideally with lighting and sound equipment hung and available for use
- Production office for printing paperwork and scripts and supporting the daytime and overnight production teams
- Overnight writing room – six writing stations with internet access, kitchen, and rest rooms
- Six rehearsal spaces, within or close to the performance venue

PRODUCTION TEAM: Production support is an essential part of The 24 Hour Plays and is led by two producers from The 24 Hour Plays.

- Lighting and sound designers, plus assistants
- Stage Manager and two assistant stage managers
- Costumes and property masters
- Production assistants and run crew
- Six assistant directors and six production assistants

“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



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