



# AUSTRALIAN THEATRE FESTIVAL NYC

CELEBRATING  
5 YEARS

2024



@AUSTHEATREFEST

[WWW.AUSTRALIANTHEATREFESTIVAL.COM](http://WWW.AUSTRALIANTHEATREFESTIVAL.COM)

# THE EVENT

In November 2024, we will be presenting the 5th annual Australian Theatre Festival NYC.

As we celebrate 5 years, we continue to bridge the gap between American and Australian storytelling and are excited to continue strengthening that relationship whilst growing our community.

This year we are continuing and expanding our established programs.

2024 begins with our New Play Award, now awarding over \$20,000 USD in cash prizes, making it one of the most substantial & unique playwriting awards in the world. Our Fundraising Gala will once again take place at the prestigious Players Club NYC in September, followed by the 5th Annual Festival in November at Theatre Row on 42nd St.

The Festival will feature:

- The popular Cabaret at The Green Room 42.
- Three Australian Plays and an Industry Panel, to be presented at Theatre Row in an 88 seat Off-Broadway theatre.
- The Screening of a professional production from Australia at The Dolby Screening Room.
- The Community Party will close our festival for the year.

# OUR GOAL

Our goal this year is to deliver a fuller, more professional theatre experience in our presentation of Australian plays. We plan to present one 'main stage' production that will have multiple performances and offer audiences a chance to see a full Australian production in NYC.

We will continue to present 2 other plays in the elevated staged reading format and give opportunities to many Australian artists in New York City. With the 'Festival Hub' on 42nd St, audiences will have multiple opportunities to see this celebration of Australian stories & artists in NYC.

We will continue to:

- Reach and present work to a larger audience than ever.
- Diversify our program and add a 'Main Stage' production to the festival line up.
- Present great Australian performance art on a highly regarded, well-known stage.
- Continue to grow the festival in the New York theatre landscape.
- Contribute to the exchange of culture between the American and Australian communities.



The Green Room 42



Theatre Row



Dolby Screening Room

## WHO ARE WE?

The Australian Theatre Festival NYC is an annual celebration of Australian stories and artists in New York City.

We aim to -

- **Create** opportunities for an exchange of culture through the presentation of diverse theatrical content.
- **Cultivate** the development of Australian artists and their work on a global stage.
- **Connect** Australians living in New York to foster a sense of community within a festival setting.

## OUR HISTORY

At the end of 2019, Co-Artistic Directors and Executive producers Mark Barford, Connor Delves and Jillian Geurts came together to form the Australian Theatre Festival NYC. With an extensive background working in theatre around the world including on Broadway, Off-Broadway, in London, Japan, Edinburgh, New Zealand and Australia, they launched the company to provide opportunities to Australian artists living in New York and help build community for the thousands of expats living there.



Co-Artistic Directors & Executive Producers  
Mark Barford, Connor Delves & Jillian Geurts

In 2020, they held their first festival, an online weekend event that attracted over 2,500 viewers. Featuring five newly commissioned short plays, a cabaret, an industry panel and the launch of an online Artist Hub, they were able to showcase the work of over 50 Australian artists.

In 2021, they held their first in-person festival employing 40 artists and featuring 3 Australian plays, a cabaret, an industry panel and a community networking party. They achieved multiple sold-out events with highlights including performances of the play 'Milk' by the United Stages Collective, the first Australian Aboriginal collective in the U.S, and the premiere of their 2020 New Play Award winner, 'The Tiniest Thing', with playwright Richard Jordan in attendance from Australia.

2022 proved to be another hugely momentous year, with Indigenous arts leader Wesley Enoch AM in attendance for the 4 day festival. The program also featured two New Play Award Winners, Mellisa-Kelly Franklin's 'Paradise Lost' (2022 winner) and Lewis Treston's 'Hubris & Humiliation' (2021 winner). Both performances were sold out with the playwrights in attendance. Following this, Lewis' play enjoyed a lauded run at Sydney Theatre Company in early 2023, receiving a 5 star review in The Guardian. Our playwrights panel and Cabaret rounded out another diverse and exciting program. We finished up the event with a sold-out party at Sentry Bar in Midtown.

2023 saw the largest growth for the Festival, to date. The 2023 Gala Honored Australian theatre legend Caroline O'Connor and included a roof-raising performance from Caroline herself, at the prestigious Players NYC.

A move to Theatre Row on 42nd street, saw sold-out audiences fill the 88-seat Off-Broadway theatre across multiple events. Indigenous actor/writer Thomas Weatherall performed his one-man play 'Blue' along with presentations of Sally Alrich-Smythe's 'Wavelength' (New Play Award Winner) and 'Barracking For The Umpire' by Andrea Gibbs. The Festival collaborated with Australian Theatre Live to bring the critically acclaimed 'Whitefella Yella Tree' to NYC via a screening at The Dolby Screening Room. All 4 featured playwrights were in attendance for the 2023 Festival.

The 'Festival Hub' created a sense of excitement as audiences buzzed between The Green Room 42, Theatre Row and the Dolby Screening Room.

## WHO IS INVOLVED? ADVISORY COMMITTEE



**Andrew Bovell**  
Award-Winning  
Playwright &  
Screenwriter



**Toby Carrington**  
CFO at  
Seismic Software



**Sam Cook**  
Co-Founder,  
United Stages  
Collective



**Wesley Enoch AM**  
Award-Winning  
Playwright &  
Arts Leader

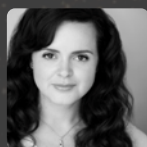


**Chenoa Deemal**  
Acclaimed Actress  
'The 7 Stages Of  
Grieving'

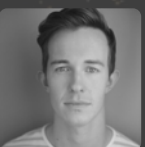


**Josh Pugh**  
Founder of  
America Josh

## FEATURED ALUMNI



**Amelia Cormack**  
'Hedestown' Bway,  
'Come From Away'  
Bway Tour



**Eddie Grey**  
'Book Of Mormon'  
'Harmony'  
Bway



**Alexander Hodge**  
'Insecure' HBO,  
'Wellmania'  
Netflix



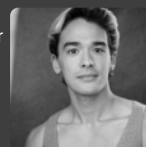
**Jamie Jackson**  
'Sweeney Todd'  
'Wicked',  
'Dr Zhivago'  
Bway



**JD Martin**  
'Manifest'  
NBC/Netflix,  
'Seneca' HBO



**Sheridan Mouawad**  
'Hamilton' Bway Tour  
'Aladdin' Bway



**Emilio Ramos**  
'West Side Story'  
'Parade' Bway



**Kaye Tuckerman**  
'Mamma Mia'  
Bway Tour,  
'Summer!' Bway

# FESTIVAL HIGHLIGHTS



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# SPONSORSHIP PACKAGE OPTIONS FOR 2024

**LEGENDS**  
**\$15,000 (USD)**  
OR MORE

- Named as Partner of the 2024 Festival
- A VIP table at our 2024 Gala (10 tickets)
- Feature & Logo placement on our website (top billing)
- Logo placement on all posters programs, and promotional materials (print and digital)
- Logo placement in newsletters and email updates sent to our mailing list
- Listed in press releases that are published on BroadwayWorld (5.5 million monthly readers) and other outlets such as the Broadway Briefing, The West Australian Newspaper, AussieTheatre.com and more.
- On-site live acknowledgement at select public events (including online events)
- 2 social media posts per month featuring your company (Instagram, Facebook & Twitter)

**CHAMPS**  
**\$10,000 (USD)**  
OR MORE

- Named as Lead Sponsor of one of our 2024 Festival events
- 4 VIP tickets to our 2024 Gala
- Feature & Logo placement on our website
- Logo placement on all posters, programs, and promotional materials (print and digital)
- Logo placement in newsletters and email updates sent to our mailing list
- Listed in press releases that are published on BroadwayWorld (5.5 million monthly readers) and other outlets such as the Broadway Briefing, The West Australian Newspaper, AussieTheatre.com and more.
- On-site acknowledgement at select public events (including online events) 1 social media post per month featuring your product/company (Instagram, Facebook & Twitter)

**MATES**  
**\$5,000 (USD)**  
OR MORE

- Feature & Logo placement on our website
- 2 VIP tickets to our 2024 Gala
- Logo placement on all posters, programs, and promotional materials (print and digital)
- Logo placement in newsletters and email updates sent to our mailing list, consisting of over 1,000 people.
- Listed in press releases that are published on BroadwayWorld (5.5 million monthly readers) and other outlets such as the Broadway Briefing, The West Australian Newspaper, AussieTheatre.com and more.
- On-site acknowledgement at select public events (including online events)
- 1 grouped social media post per month featuring your product/company (along with other MATES sponsor(s)) (Instagram, Facebook & Twitter)



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