

OFF-BROADWAY COMMERCIAL INVESTMENT OPPORTUNITY

Pass the **Matzo**

A groundbreaking contemporary family dramedy where culture, laughter, and decades of unspoken history pull up a chair at the Seder table.

PLAYWRIGHT: **RAIN PRYOR** GENRE: **DRAMATIC COMEDY** CAST SIZE: **6 ACTORS (1 INTERIOR SET)**

The Production

EXECUTIVE SUMMARY

Two Families. One Seder. Decades of Secrets.

Written by critically acclaimed artist **Rain Pryor**, *Pass the Matzo* brings together two fiercely distinct families—the Jewish Bergers and the Black American Johnsons—for an unforgettable Passover dinner.

As the holiday rituals unfold, the families navigate unspoken history, racial tensions, systemic realities, and a sudden, life-altering medical revelation with heart and blistering humor.

Commercial Advantage

A single-location, character-driven story engineered for low operational overhead and high emotional impact.



Market Opportunity

THE PLAY RENAISSANCE

Shifting commercial landscape trends give straight plays a massive financial and structural advantage over large-scale musicals.

Lower Capitalization

Musicals now require \$15M–\$25M upfront. *Pass the Matzo* offers a fraction of the entry capital (\$750K–\$950K Off-Broadway), greatly reducing investor risk exposure.

High Market Demand

Audiences actively seek sharp, text-driven, emotionally resonant stories that spark debate over lavish spectacle and inflated production costs.



Rapid Recoupment

With a modest weekly operating expense ("nut") of ~\$45,000, straight plays recoup initial capital significantly faster at reasonable box office capacities.

Artistic Pedigree

PLAYWRIGHT RAIN PRYOR



★ Heritage & Pedigree

The daughter of legendary comedy icon **Richard Pryor**, Rain grew up at the exact intersection of Black and Jewish cultures. Her unique upbringing infuses the script with undeniable cultural authenticity, sharp wit, and fearless storytelling.

📣 Built-In Brand Hook

Rain's established background as an award-winning performer and author provides an immediate media hook, generating built-in organic press, curiosity, and high-profile entertainment coverage.

"Much like her father's groundbreaking work, Rain's writing uses sharp, uncompromising humor to dismantle complex social issues like race, identity, and generational trauma."

The Character Ensemble

6-ACTOR CAST

CHARACTER	DEMOGRAPHIC	ROLE & PERSONALITY PROFILE
Barbara Berger	70s, Jewish	The unfiltered, fiercely protective matriarch of the Berger family.
Bernie Berger	70s, Jewish	An old-time Hollywood manager who treats his family like high-maintenance clients.
Sharon Berger	50s, Jewish	Outspoken, combative, and a self-proclaimed socio-political militant.
Liza Johnson	20s–30s, Mixed-Race	The emotional anchor of the play trying to bridge her two distinct heritage worlds.
Leon Johnson	50s, Black American	A successful, road-weary musician confronting systemic medical distrust and mortality.
Mama Marie	70s, Black American	A tough, hilarious former brothel owner who tells the absolute truth without filter.

Audience Reach

DEMOGRAPHIC SEGMENTS



Established Base

Directly appeals to the loyal, reliable Jewish theatergoing demographic through authentic Yiddish humor, rich holiday traditions, and nuanced family dynamics.



Diverse & Multi-Gen

Engages Black, biracial, and younger theatergoers who rarely see their specific cross-cultural family realities represented on major commercial stages.



Universal Appeal

Connects with general audiences through universal themes: parental flaws, healthcare challenges, grief, and the undeniable healing power of a shared meal.

Commercial Benchmarks

COMPARABLE COMPS

PRODUCTION TITLE	CORE CONCEPT & STRUCTURE	COMMERCIAL OUTCOME
The Humans	Single-room holiday family dinner; secrets and health crises boil over.	Winner of 4 Tony Awards; fast recoupment; adapted into major film.
Bad Jews	Fiery, highly hysterical dramedy centered on Jewish cultural identity.	Massive Off-Broadway hit; ongoing lucrative regional/global licensing.
Chicken & Biscuits	Multi-generational Black family gathering filled with laughter and heart.	Proved strong commercial demand and broad cross-demographic sales.
Guess Who's Coming...	Classic clash and ultimate bridging of Black & white/Jewish families.	Proven timeless brand model with recurring regional demand.

Development Phase 1

SHOWCASE BUDGET (\$40K TARGET)

A lean 3–4 week limited showcase in NYC designed as a proof-of-concept to build critical acclaim and industry momentum.

CATEGORY	ALLOCATION	KEY DETAILS
Theater Rental & Venue	\$13,500	Fixed 3–4 week venue rental (~\$3.5K–\$4.5K/wk) in 74–99 seat NYC theater.
Talent & Creative Fees	\$12,500	6 AEA Actors, Director, Stage Manager stipends & creative fees.
Production & Rehearsal	\$5,500	Rehearsal room, modular set elements, prop acquisitions, costume styling.
Marketing, PR & Press	\$5,000	Targeted trade PR, industry invitations, digital promotion, press kits.
Insurance & Contingency	\$3,500	General liability insurance, legal compliance setup, emergency reserve.

Commercial Capitalization

OFF-BROADWAY (\$750K - \$950K)



Designed for maximum fiscal discipline: 1 interior set, 6 actors, and zero live orchestra overhead keeps weekly nut at ~\$45,000.

Financial Model

RECOUPMENT TIMELINE

Projections based on 199–Seat House | 8 Performances / Week @ \$75 Average Ticket Price (\$45K Weekly Nut)

BOX OFFICE CAPACITY	GROSS WEEKLY REVENUE	NET WEEKLY OPERATING PROFIT	RECOUPMENT TIMELINE
50% Capacity	~\$47,700	~\$2,700	Break-Even Threshold
70% Capacity	~\$66,800	~\$21,800	35 – 42 Weeks
85% Capacity	~\$81,100	~\$36,100	21 – 26 Weeks
100% Capacity	~\$95,500	~\$50,500	15 – 19 Weeks

Secondary Upside

ANCILLARY REVENUE



Film Adaptation

Single-setting structure allows an ultra-lean feature film model (in the vein of *Shiva Baby* or *The Humans*) with high return potential and annual holiday streaming value.



TV / Streaming Series

Deep character backstories offer an ideal springboard for an expanded limited series or episodic family dramedy for platforms like Hulu, Netflix, or Max.



Regional Licensing

Minimal set demands make this play an ideal candidate for thousands of regional, international, and stock theaters, providing long-term passive royalties.

Investor Offering

EQUITY STRUCTURE

100%

Preferred Return

Followed by a 50/50 Net Profit Split between Investors and Producers.

Key Investor Terms

- **100% Preferred Return:** Investors receive 100% of net profits until 100% of initial capital investment is fully recouped.
- **Showcase Seed Backers (\$40K Target):** Seed funding automatically converts into Phase 2 commercial equity with priority rollover allocation.
- **20% Equity Multiplier Bonus:** Showcase seed investors receive an enhanced equity bonus multiplier on their capital contribution.
- **Ancillary Rights:** Equity holders participate pro-rata in touring, regional licensing, and film/TV adaptation profits.

JOIN US FOR THE NEXT CHAPTER

Pull Up a Chair at The Seder Table

Culturally urgent. Brilliantly entertaining. Commercially lean.

JAY MICHAELS GLOBAL COMMUNICATIONS, LLC

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