

It is our distinct pleasure to invite you to review the enclosed pitch presentation for **PASS THE MATZO**, an extraordinary new commercial play written by critically acclaimed artist, actor, and singer **Rain Pryor**.

At a moment when the commercial theatrical market is undergoing a seismic shift toward lean, high-margin straight plays, *Pass the Matzo* stands out as an exceptional financial and artistic opportunity. Set against the vibrant, hilarious, and emotionally charged backdrop of a family Passover Seder, the play brings together two fiercely distinct families—the Jewish Bergers and the Black American Johnsons—to navigate decades of unspoken history, racial tensions, and a life-altering medical revelation.

WHY PASS THE MATZO IS ENGINEERED FOR COMMERCIAL SUCCESS

- **Built-In Media Hook & Legacy Brand:** Playwright Rain Pryor, daughter of comedy legend Richard Pryor, brings an unmistakable artistic pedigree and authentic cross-cultural voice.
- **High Demographics & Underserved Audiences:** Bridges two loyal theatergoing bases—established Jewish theatrical audiences and diverse, multi-generational Black and biracial theatergoers.
- **Highly Attractive Economics:** Single interior set and compact 6-character ensemble dramatically lower weekly operating costs, providing a rapid runway to 100% recoupment.
- **Proven Financial Blueprint:** Follows highly lucrative single-location family dramedies like *The Humans*, *Bad Jews*, *Chicken & Biscuits*, and *Guess Who's Coming to Dinner*.

\$40,000 PHASE 1 SHOWCASE TARGET	15–26 Wks EST. RECOUPMENT (85–100%)	100% Pref. + 20% SHOWCASE BONUS
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The property's tight design opens high-upside secondary monetization channels—including national regional tours, worldwide licensing, and a low-budget, high-return film or streaming series adaptation. We are currently offering seed-stage participation for our AEA Equity Showcase phase (\$40,000 target), offering backers priority rollover allocation into the commercial Off-Broadway LLC alongside an enhanced 20% developmental bonus multiplier.

We welcome the opportunity to discuss unit availability, script access, or schedule an executive presentation. Thank you for your time, vision, and consideration.

Warmest regards,

Jay Michaels
Executive Director

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