

BURKHARDT JONES
PRODUCTIONS

PARADE

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Burkhardt Jones Productions was formed in 2021, by Kyle Burkhardt and Morgan Jones, to support underrepresented stories and artists on their journey to Broadway. Our goal is to increase diversity in theatre while concurrently identifying commercially viable opportunities for our investors.

We have co-produced or invested in six shows including *A Strange Loop* – the 2022 Tony Award Winner for Best Musical. Other shows include *Sweeney Todd* (Revival of Stephen Sondheim's 1979 Tony Award Winner for Best Musical starring Josh Groban) and *The Piano Lesson* (Revival of August Wilson's 1990 Pulitzer Prize Winning drama starring Samuel L. Jackson).

Burkhardt Jones Productions, LLC. DISCLAIMER: Any content in this deck or our website is for informational purposes only. THIS IS NOT A SOLICITATION OF AN OFFER TO BUY ANY SECURITY OR UNITS IN ANY ENTITY. Any actual investing in a particular show or other entity must be conducted between the investor and the production company or associated producers. Nothing in this deck or on our website shall constitute a solicitation for investing or an offer to invest.



BEN MICHAELA
PLATT DIAMOND



PARADE

"THIS 'PARADE' RECALLS AN ERA OF BIG CASTS, BIG STORIES AND BIG TALENT, A TIME WHEN MUSICALS ACTUALLY FELT LIKE AN EVENT...PLATT AND DIAMOND ARE FEARLESS PERFORMERS, A POWERHOUSE FOR THE AGES..."

The New York Times

BOOK BY
ALFRED UHRY

MUSIC AND LYRICS BY
JASON ROBERT BROWN

CO-CONCEIVED AND DIRECTED ON BROADWAY BY **HAROLD PRINCE**

DIRECTED BY

MICHAEL ARDEN

OVERVIEW

Following a sold-out run at New York City Center, Michael Arden's new production of Jason Robert Brown and Alfred Uhry's *PARADE* is coming to Broadway this Spring for a strictly limited engagement. Tony Award winner Ben Platt and Micaela Diamond will reprise their critically acclaimed performances as Leo and Lucille Frank in the revival. The New York Times said **"...recalls an era of big casts, big stories, and big talent – a time when musicals actually felt like events."**

When it played its instantaneously sold-out run at New York City Center, it was heralded by critics for its stellar performances, magnificent score, timeliness, and impassioned direction. *Parade* is the story of Leo and Lucille Frank (Platt and Diamond), a Jewish couple living in Georgia mere decades after the Civil War, who find their world torn apart as Leo is put on trial for the murder of a young girl. Against the backdrop of a tribunal gone horribly awry, the Franks rediscover their love for one another. Blending soaring lyricism and a heart pounding legal drama, both Brown (Score) and Uhry (Book) won Tony Awards for the original Production *Parade*. Arden, a two-time Tony Award nominated director, delves deep into the murky complexities of a deeply flawed nation while highlighting one of the most acclaimed scores in contemporary American theater, featuring songs such as "All the Wasted Time," "This is Not Over Yet," and "The Old Red Hills of Home."



REVIEWS

“The **BEST SUNG MUSICAL** in many a New York Season”

- Juan A. Ramirez, *The New York Times*

★ ★ ★ ★ ★

“The timing **COULD NOT BE MORE PRESCIENT...**
a breathtaking revival that is necessary viewing for this moment”

- Kobi Kassal, *Theatrely*

★ ★ ★ ★ ★

“One of the **LARGEST RAPTUROUS APPLAUSES**
I have heard this year!”

- Kobi Kassal, *Theatrely*

★ ★ ★ ★ ★

“**SUPERBLY SUNG AND EXQUISITELY STAGED.**”

- Adam Feldman

★ ★ ★ ★ ★

“**MICHAEL ARDEN’S** entirely thrilling production of *Parade*
CAPTURES THE ZEITGEIST—and not a moment too soon.”

- David Gordon, *Theatermania*

★ ★ ★ ★ ★



“**SEE IT BEFORE THIS PARADE PASSES BY!**”

Michael Arden’s stunning, triumphant production
unleashes the writing’s gripping theatricality of the writing—
all set to score not only astonishing, but perfectly wrought.”

- Steven Suskin, *New York Stage Review*

CREATIVE & MANAGEMENT TEAM

DIRECTOR: Michael Arden

BOOK: Alfred Uhry

MUSIC & LYRICS: Jason Robert Brown

ORCHESTRATIONS: Don Sebesky & Jason Robert Brown

CO-CHOREOGRAPHERS: Cree and Lauren Grant

SCENIC DESIGNER: Dane Laffrey

CONSTUME DESIGNER: Susan Hilferty

LIGHTING DESIGNER: Heather Gilbert

SOUND DESIGNER: Scott Lehrer

PROJECTION DESIGNER: Sven Ortel

HAIR & WIG DESIGNER: Tom Watson

MUSIC DIRECTOR: Tom Murray

CASTING DIRECTOR: The Telsey Office, Craig Burns CSA

LEAD PRODUCERS: Seaview,

Ambassador Theatre Group Productions

GENERAL MANAGEMENT: Showtown Theatricals

PRESS REPRESENTATIVE: O&M

ADVERTISING AGENCY: AKA

SOCIAL MEDIA: Marathon Digital



BROADWAY BUDGET

PARADE
WORKING BROADWAY BUDGETS
FOR DISCUSSION PURPOSES ONLY
RESULTS NOT GUARANTEED

PREPARED BY SHOWTOWN THEATRICALS
CONFIDENTIAL

12/1/22

PRODUCTION BUDGET	
Account	PROJECTED
PHYSICAL PRODUCTION	\$1,116,000
PRODUCTION FEES	\$660,500
PRODUCTION SALARIES	\$1,116,436
REHEARSAL AND AUDITION EXPENSES	\$49,000
ADVERTISING AND PUBLICITY	\$800,000
GENERAL AND ADMINISTRATIVE	\$997,017
THEATRE EXPENSES	\$961,048
BONDS/ RESERVES / ADVANCES	\$800,000
TOTAL CAPITALIZATION LESS BONDS/ RESERVE/ DEPOSITS/ADVANCES	\$5,700,000
TOTAL CAPITALIZATION	\$6,500,000

OPERATING BUDGET	
Account	PROJECTED
SALARIES	\$191,180
DEPARTMENTAL EXPENSE	\$23,100
RENTALS	\$54,000
FIXED ROYALTIES	\$5,750
ADVERTISING/PUBLICITY	\$65,000
GENERAL AND ADMINISTRATIVE	\$102,839
THEATRE EXPENSE	\$217,500
TOTAL FIXED WEEKLY OPERATING EXPENSES BEFORE ROYALTIES	\$659,369

PARADE
BREAKEYEN PAID ON NOP
RESULTS NOT GUARANTEED
DISCUSSION PURPOSES ONLY

12/5/22

PARADE NOP RECOUPMENT							
	110%	100%	90%	25 weeks with Tax Credit** 78.51%	75.00%	70.0%	BREAKEVEN 63.95%
Gross Potential	\$1,378,300	\$1,253,000	\$1,127,700	\$983,678	\$939,750	\$877,100	\$801,306
Net Gross Potential (Gross less 9.5% deductions)	\$1,247,362	\$1,133,965	\$1,020,569	\$890,229	\$850,474	\$793,776	\$725,182
Less:							
Sub-Total Expenses (Includes Star Participation + Theatre Rent)	\$764,106	\$752,766	\$741,426	\$717,264	\$713,786	\$708,825	\$690,132
Weekly Net Operating Profit Subtotal:	\$483,256	\$381,199	\$279,142	\$172,964	\$136,688	\$84,951	\$35,050
Less Royalties (37.56% of WNOP):							
37.56%	\$181,511	\$143,178	\$104,846	\$64,965	\$51,572	\$35,614	\$35,050
Weekly Operating Profit - Following Royalties	\$301,745	\$238,021	\$174,296	\$107,999	\$85,116	\$49,337	\$0
WEEKS TO RECOUP - Exclusive of Advances, Bonds, Reserves							
\$5,700,000	18.89	23.95	32.70	52.78	66.97	115.53	
\$2,700,000 W/ TAX CREDIT**	8.95	11.34	15.49	25.00	31.72	54.73	
WEEKS TO RECOUP - Inclusive of Advances, Bonds, Reserves							
\$6,500,000	21.54	27.31	37.29	60.19	76.37	131.75	
\$3,500,000 W/ TAX CREDIT**	11.60	14.70	20.08	32.41	41.12	70.94	
**ASSUMES 3MM TAX CREDIT IS AWARDED. Tax Credit is not guaranteed and should be used for reference purposes only.							

CONTACT US

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www.burkhardtjones productions

APPENDIX

REVIEWS

“The run is nearly sold out and the
BUZZ OF A BROADWAY TRANSFER GROWS...
Should this cast travel a few blocks downtown,
you will be sure to find me there.”

– Kobi Kassal, *Theatrely*

★ ★ ★ ★ ★

“a deeply moving, critical-minded, **EXTRAORDINARY PIECE...**
Featuring one of the most genuinely romantic and rhapsodic duets in all of
musical theater. **BROADWAY IS FINALLY READY TO EMBRACE PARADE.**”

– Matt Windman, *amNY*

★ ★ ★ ★ ★

“The time is right to reappraise this epic musical and call it what it
is: **A WORK OF ART AHEAD OF ITS TIME**”

– David Gordon, *Theatermania*

★ ★ ★ ★ ★

“The **SUPREMELY MAGNIFICENT** Micaela Diamond [...] is
giving a performance for the ages”

– Kobi Kassal, *Theatrely*

★ ★ ★ ★ ★

“**BEN PLATT** delivers the kind of performance
that takes you back to the early days of Dear Evan Hansen...
YOU JUST HAD TO SEE HIM TO BELIEVE IT”

– David Gordon, *Theatermania*

★ ★ ★ ★ ★

“[A]nother timely, excellent production...
THE CAST IS UNIFORMLY SPLENDID”

– Juan A. Ramirez, *The New York Times*



BIOS

MICHAEL ARDEN (Director) is a two-time Tony-nominated director for his revivals of *Spring Awakening* and *Once on This Island* (which won the 2018 Tony for Best Revival). He won the Outer Critics Circle Award for Outstanding Director of a Musical and was nominated for a Drama Desk Award for his production of *Spring Awakening*. Michael made his Broadway debut as an actor in Deaf West Theater and Roundabout Theatre Company's production of *Big River*. Past directing credits include *American Dream Study* and *Alien/Nation* (Williamstown Theatre Festival), *Maybe Happy Ending*, *Joseph and the Amazing Technicolor Dreamcoat* at Lincoln Center, *The Pride*, *Merrily We Roll Along* at the Wallis Annenberg in Los Angeles, *My Fair Lady* (Bay Street Theater) and *Annie* at the Hollywood Bowl. Arden is a regular director for *The Conners* on ABC. His production of *A Christmas Carol* starring Jefferson Mays is currently playing on Broadway. Michael is the founder and a company member of The Forest of Arden, a collective of artists who create site-specific, immersive, and inclusive new forms of theatre.

ALFRED UHRY (Book) is distinguished as the only American playwright to have won a Pulitzer Prize, an Academy Award, and two Tony Awards. A 1958 graduate of Brown University, he began his professional career as a lyric writer under contract to the late Frank Loesser. He made his Broadway debut in 1968 with *Here's Where I Belong*, which ran for one night. He had better luck with *The Robber Bridegroom* in 1976, which earned him a Tony nomination. His first play was *Driving Miss Daisy*, which began its life at the 74-seat upstairs theatre at Playwrights Horizons in 1987. The show went on to run for three years off-Broadway and win the Pulitzer Prize in 1988. The film version, starring Morgan Freeman and Jessica Tandy, won the Academy Award for Best Picture of 1989 and gained Uhry his own Oscar for Best Screenplay. His next two Broadway pieces both won him Tony Awards: *The Last Night of Ballyhoo* (Best Play in 1997); and *Parade* (Best book of a Musical in 1999). In 2014 he was inducted into both The Theatre Hall of Fame and the Georgia Writers Hall of Fame.

JASON ROBERT BROWN (Music, Lyrics, and Orchestrations) has written the scores for some of the most influential musicals of the past 30 years, including *Songs for a New World*, which was revived at City Center Encores! Off-Center in 2018, *Parade* (Tony Award for Best Original Score), *The Last Five Years*, *13*, *The Bridges of Madison County* (Tony Awards for Best Orchestrations and Best Original Score), *Honeymoon in Vegas*, and last season's *Mr. Saturday Night*. (Tony Nomination).

BIOS

BEN PLATT (Leo Frank) is an Emmy, Grammy, and Tony award winning artist. He will soon be seen in the Amazon film *The People We Hate at The Wedding*. He began his acting career in musical theater as a child and made his Broadway debut as Elder Cunningham in *The Book of Mormon* in 2014. Platt rose to prominence for originating the titular role in Broadway's coming-of-age musical *Dear Evan Hansen*. His performance in the Tony Award winning musical earned him multiple accolades, including a Tony, Emmy, and Grammy Award. Platt has released two critically acclaimed albums with Atlantic Records: *Sing to Me Instead*, recorded as part of his sold-out tour and released as a Netflix special *Ben Platt: Live from Radio City Music Hall*; and his recent sophomore album *Reverie*. Platt recently starred in Universal's film adaptation of *Dear Evan Hansen* and Amazon Studios' *The People We Hate at the Wedding*. He will also be starring alongside Beanie Feldstein in *Merrily We Roll Along*, directed by Richard Linklater. Platt starred in the smash hits *Pitch Perfect* and *Pitch Perfect 2*. He also appeared in *Ricki and the Flash* alongside Meryl Streep and *Run this Town*. On the small screen, Platt appeared in *BJ Novak's The Premise* (FX), and guest starred in NBC's *Will & Grace* reboot. Platt starred and served as executive producer of Ryan Murphy's series *The Politician* for two seasons.

MICAELA DIAMOND (Lucille Frank) made her Broadway debut as Babe, the youngest Cher, in *The Cher Show*. Regional: *A Play Is a Poem* written by Ethan Coen, Row at Williamstown Theater festival, Mass by Leonard Bernstein at the Kennedy Center. TV: *Jesus Christ Superstar Live* (NBC), *The Gilded Age*, *Up Here* (upcoming). Film: *Tick, Tick, Boom!*

BIOS

SEAVIEW is a Tony and Olivier Award winning theater, film, television and media company based in New York City. On stage: Mike Birbiglia's *The Old Man & The Pool*, Selina Fillinger's *POTUS: Or, Behind Every Great Dumbass Are Seven Women Trying To Keep Him Alive*, Jeremy O. Harris' 12-time Tony-nominated *Slave Play*, four-time Tony-nominated *Sea Wall / A Life* starring Jake Gyllenhall and Tom Sturridge and the Lortel Award winning revival of *Sweeney Todd* at the Barrow Street Theatre. On screen: Tina Satter's *Reality* starring Sydney Sweeney along with projects in production and development at Neon, Amazon Studios, FilmNation, 2AM, and more. On line: Webby Award winning *Ratatouille: The TikTok Musical*, *DidTheyLikelt.Com* and *Bway.io*, Broadway's first NFT marketplace. Upcoming: *Lempicka*, directed by Rachel Chavkin and *Three Sisters*, adapted by Clare Barron and directed by Sam Gold. seaviewprods.com

AMBASSADOR THEATRE GROUP is the world's number-one Theatre company, helping great shows find the largest audiences. ATG operates over 50 venues in Britain, North America and Germany including the Hudson and Lyric on Broadway. Also an international acclaimed producer, ATG Productions' recent and upcoming New York productions include *The Wiz*; *Plaza Suite*; David Byrne's *American Utopia*; *A Doll's House*, *Some Like It Hot*; *Cyrano de Bergerac* (BAM); *Caroline, or Change*; *American Buffalo*; *The Lehman Trilogy*; *Betrayal*; *Sea Wall/A Life*; *Burn This*; *Pretty Woman*; *A Doll's House, Part 2*; *Dear Evan Hansen*; and *Sunday in the Park with George*. Recent and upcoming UK productions include *One Woman Show*, *Mother Goose*, *Mad House*, *Cabaret*; *Dear Evan Hansen*; *Pretty Woman*; *Cyrano de Bergerac*; *9 to 5*; *The Seagull*; *The Doctor*; *The Glass Menagerie* and *Fatal Attraction*. ATG Productions U.S. is headed by Kristin Caskey

BIOS

KYLE BURKHARDT is a Co-Founder and Managing Member of Burkhardt Jones Productions. He is the Vice President of Club Strategy & Business Intelligence at Major League Soccer (MLS) and has held previous roles with the New York City Football Club (NYCFC), LA Clippers, LA Kings, and Minnesota Timberwolves. He is also currently the Treasurer of the Prospect Theater Company and a Lecturer in the Master of Science in Sports Management program at Columbia University. Kyle earned his Executive MBA from the Carlson School of Management at the University of Minnesota and his Bachelor of Arts in Economics with a Minor in Political Economy from Carleton College. He is currently pursuing a Master of Science in Legal Studies from the Cornell University Law School.

MORGAN JONES is a Co-Founder and Managing Member of Burkhardt Jones Productions. She is a Director of Software Engineering at Slack and has also worked for The Flex Co., Granicus, and Target. Morgan earned her Master of Science in Software Engineering from the University of Minnesota and her Bachelor of Arts in Computer Science from Carleton College.

BJP