



APPENDIX

“YOU COME TO FINISH ME OFF, SWEETHEART?”

-PEETA MELLARK



New Business

The background of the image is a dark, textured surface. In the center, there is a large, stylized bird, possibly a phoenix, with its wings spread wide. The bird is engulfed in bright orange and yellow flames, which appear to be rising from its body. The bird's feathers are detailed with dark, intricate patterns. Overlaid on this image is the title 'THE HUNGER GAMES' in a large, bold, gold-colored font. The word 'THE' is smaller and positioned above 'HUNGER'. 'GAMES' is partially obscured by the word 'INFO PACK'.

THE HUNGER GAMES™

INFO PACK

New Business

The Hunger Games On Stage is a live adaptation of the first novel and movie of the Hunger Games franchise, written by Conor McPherson. The plot follows Katniss Everdeen as she "defies the odds" and "emerges as a beacon of rebellion and hope." With complex and astonishing stunts and illusions, the show comes to life as a "theatrical experience."



Based on the hit movie franchise!

Introducing The Hunger Games On Stage, the North American Premiere of the cult favorite and multi-award-winning franchise. In the 74th annual Hunger Games, Katniss Everdeen volunteers herself as tribute to save her sister. In doing so, though, she puts her own life at risk. A skilled hunter, she uses her strengths to her advantage and manages to make her way through the bloody and violent event.

The internationally acclaimed novel was written by award winning and renowned author, Suzanne Collins, who in collaboration with Lion's Gate made a multi-billion-dollar film franchise. The adaptation is written by Olivier winner and Tony-nominated, Conor McPherson, who is best known for The Weir, Shining City, and Girl from the North Country, and is directed by Olivier and Tony nominated Matthew Dunster, known for 2:22 -A Ghost Story, Hangmen, and The Pillowman. In association with Lionsgate, Runaway Entertainment and BOS productions are key producers of the show.

Reviews and Box Office

Rotten Tomatoes

- Critics Consensus: “Thrilling and superbly acted, The Hunger Games captures the dramatic violence, raw emotion, and ambitious scope of its source novel.”
- Rating: 84% (Certified Fresh)
- Audience Score: 81%

IMDb

- Rating: 7.2/10 based on over 1 million ratings

Metacritic

- Metascore: 68/100 (Generally Favorable) based on 49 critic reviews
- User Score: 7.1/10 based on over 2,000 ratings

Box Office

- Domestic (U.S.) Gross: \$408,010,692
- International Gross: \$287,209,927
- Worldwide Total: \$695,220,619
- Opening Weekend (U.S.): \$152,535,747
- Production Budget: \$78 million

Highlights

- It was the third-highest-grossing film in the franchise, behind Catching Fire and Mockingjay Part 1.
- At the time, it had one of the biggest opening weekends ever for a non-sequel.
- 3rd highest grossing film in 2012 (after Avengers and The Dark Night Rises)
- The Mockingjay films saw a gradual decline, possibly due to franchise fatigue and the decision to split the final book into two parts. Despite this, the franchise has grossed over \$3.3 billion globally.

Overview

Based on the internationally renowned and multi-award-winning book and movie franchise

- Focuses on the first book and movie
- Written by Conor McPherson
- Directed by Matthew Dunster
- World Premiere:
 - Previews begin October 20, 2025
 - Opens November 13, 2025
 - Troubadour Canary Wharf Theatre, London
- Producers: Runaway Entertainment, BOS Productions, Isobel David, Umeda Arts Theater

Hunger Games on Stage follows Katniss Everdeen as she embarks on a terrifying journey to win the Hunger Games and come back home alive. She must compete against 23 other competitors and fight her way through to be the last one standing. Through her high IQ, skilled hunting abilities, and guarded yet kind heart, she finds ways to work the system and come out victorious.



The Producers



Established in 2011 by Tristan Baker and Charlie Parsons, **Runaway Entertainment** is a Tony, Olivier, and Emmy award-winning independent theatre and film production company.

They are an independent and adventurous family of creative spirits, dedicated to developing unique concepts, commissioning brand new shows, and partnering with others to bring captivating stories to life.

Other current productions include *Girl From the North Country*, *2:22 A Ghost Story*, *A Knight's Tale* and more.



Isobel David is the producer representing Runaway Entertainment.

She has contributed to a range of theatrical productions, including *A Knight's Tale: The Musical*, and is involved in developing new works for stage and screen.

Her background includes experience in both creative development and production management, with a focus on innovative storytelling and collaborative creation.

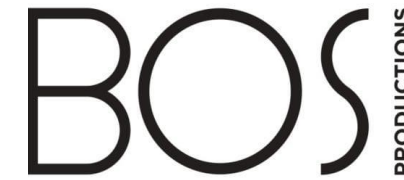
The Producers



Umeda Arts Theater (UAT), located in Osaka, Japan, is part of the Hankyu Hanshin Holdings Group which operates various businesses, including urban transportation, real estate, and entertainment.

In addition to owning two railway companies linking Osaka to nearby cities, the group has also been a leading force in Japan's entertainment industry. UAT produces an impressive line-up of around 10 productions each year – sometimes more – featuring a diverse mix of musicals, straight plays, and concerts.

Expanding its international presence, UAT established a UK subsidiary, Umeda Arts Theatre UK Limited, in 2025. Recent UK productions include *Fiddler on the Roof*, *Tattooer*, *One Small Step*, *The Curious Case of Benjamin Button*, and more.



BOS Productions is a West End theatre and film production company formed by Olivier Award-winning producer, Oliver Royds.

Specializing in building groundbreaking semi-permanent theatres and film studios, including the Award-winning Wembley Park Theatre and Kings Cross Theatre, as well as being a leading producer of large-scale puppetry-driven family theatre, BOS has been responsible for some of the most innovative productions of recent years.

Recent productions include David Bowie's *Lazarus*, *Guys and Dolls*, *The Railway Children*, and more.

Creative Team



Playwright - Conor McPherson

Conor McPherson is an Irish playwright, screenwriter, and director known for his haunting, lyrical storytelling and deep psychological insight.

McPherson gained international acclaim with *The Weir* (1997), which won the Olivier Award for Best New Play and later transferred to Broadway. His other notable plays include *Girl From the North country*, *The Seafarer*, *Shining City*, *The Night Alive*, and more.



Director - Mathew Dunster

Matthew Dunster is a prominent English theatre and film director, playwright, and actor, known for his bold, inventive productions and collaborations. His work frequently explores themes of violence, morality, and the supernatural.

He is a three-time Olivier Award nominee and is best known for his work on *2:22 – A Ghost Story*, *Hangmen*, *The Pillowman*, and more.



Choreographer – Charlotte Broom

Charlotte Broom is a movement director and choreographer with a career spanning over two decades.

Broom has choreographed and directed movement for numerous acclaimed productions at venues such as Shakespeare's Globe, Young Vic, and West End stages.

Her recent credits include *The Homecoming*, *The Comedy of Errors*, *Sweeny Todd*, and *Oedipus*.

Creative Team & Cast

Current West End Creative Team:

- Adaptation: Conor McPherson
- Director: Matthew Dunster
- Set Design: Miriam Buether
- Costume Design: Moi Tran
- Lighting Design: Lucy Carter
- Sound Design: Ian Dickinson
- Video Design: Tal Rosner
- Choreography: Charlotte Broom
- Illusions: Chris Fisher
- Fight Direction: Kev McCurdy
- Musical Direction & Composition: James Maloney
- Casting: Amy Ball CDG

On Broadway Cast:

- Katniss Everdeen: Lola Tung
- Peeta Mellark: Sam Tutty
- Gale Hawthorne: Graham Philips
- Primrose Everdeen: Alisha Weir
- Effie Trinket: Kara Young
- Haymitch Abernathy: John Gallagher Jr
- Cinna: Owen Thiele
- Rue: Marley Lianne Gomes
- Caesar Flickerman: Gabriel Ebert
- President Snow: Terrance Mann
- Plutarch Heavensbee: Christopher Seiber

Casting by Aubrey Downing

Highlights

What We Know:

- Troubadour Canary Wharf Theatre
 - Brand new, constructed for the show
 - Cultural destination
 - 3 floors, outside terrace, spacious
- Based on the first book
 - Do not need to know the story to enjoy
 - Not competing with the new movie which is a prequel
- Movement choreography
 - Spectacle, energizing, effects, primal, acrobatic
 - In the aisles and patron's faces
- 3- yo not permitted; 16- yo must be accompanied by 18+ yo
- Special effects: loud noises and explosions, haze and smoke, flashing lights and strobe

What to Look Out For:

- Does it feature songs from the movies or new songs specifically for the stage adaptation?
- Does it pay homage to the cult aesthetic/tumblr following or is it strictly focused on the adventure and danger?
- Running time

Critical Reception

The Book

- **Stephen King** (in *Entertainment Weekly*):
“A violent, jarring, speed-rap of a novel that generates nearly constant suspense... I couldn’t stop reading.”
- **Publishers Weekly** (starred review):
“Collins’s characters are completely realistic and sympathetic... the plot is tense, dramatic, and engrossing.”
- **The Artifice** notes:
“Collins creates a dystopian state called Panem, a successor to the USA... drawing parallels with Roman gladiator games and modern media spectacle.”

The Movie

- **Peter Travers, *Rolling Stone*:**
“The screen *Hunger Games* radiates a hot, jumpy energy that's irresistible. It has epic spectacle, yearning romance, suspense that won't quit, and a shining star in Jennifer Lawrence, who gives us a female warrior worth cheering.”
- **Lisa Schwarzbaum, *Entertainment Weekly*:**
“This *Hunger Games* is a muscular, honorable, unflinching translation of Collins' vision. It's brutal where it needs to be... and best of all, it showcases the allure of the story's remarkable, kick-ass 16-year-old heroine.”
- **Christy Lemire, *Associated Press*:**
“It could keep running as long as Katniss does, and we’d want to be right there every heart-pounding step of the way.”
- **The Hollywood Reporter:**
“Ross, Collins, and Billy Ray have stressed the fascistic political side of the story... suggesting that contemporary reality shows differ only in their lower mortality rate.”

Marketing & Campaign Considerations

Target Audience:

- Fans of the original franchise
- Broadway enthusiasts and thrill seekers

Unique Selling Points:

- Never done before; North American Premiere
- Blend of spectacle and political commentary
- Connection to an internationally renowned franchise expanding potential audience

Potential Campaign strategies:

- Utilize nostalgic imagery and references to the early years of the franchise
- Collaborate with promotion for the new movie
- Offer exclusive merchandise or experiences for early ticket purchasers
- Emphasize the political component of the show





Client Services

Brand Manifesto

Welcome to Panem- Live on Stage

The story that ignited a **global phenomenon**, The Hunger Games is more than a tale of survival—it's a powerful narrative of **courage**, **defiance** and the **unbreakable human spirit** that lives within all of us.

In a world where fear is orchestrated and spectacle maintains control, the tributes once again captivate audiences as they represent their districts in the arena. Through their struggle, they prove that resilience and sacrifice might just be the key to surviving the odds.

Brought to life by an award-winning creative team, ***The Hunger Games: On Broadway*** reimagines Suzanne Collins' original story as an **epic theatrical adventure** packed with electrifying stunts, breathtaking illusions, and visceral immediacy that makes the experience feel more real, more raw, and more compelling than ever before.

We're stepping into the arena of live theatre, where every heartbeat counts, and **the world will be watching**.

And to those trying to get a ticket: may the odds be ever in your favor.

TIMELINE OVERVIEW

Opening Fall 2026

Announcement

February 26, 2026

Fan Presale

March 23, 2026

- 14th Anniversary of the movie

General Onsale

March 25, 2026

Principle Cast Announcement

July 4, 2026

- reaping day

Direct-Mail Drop

Week of August 4

Box Office Opening

August 24, 2024

First Preview

Tuesday, September 22

Opening Night

Thursday, October 22

Looking Ahead

Release New Block of Tickets

Monday, November 23, 2026

Broadway Week

Week of January 26 – Week of February 2

Tony Award Nominations

Friday, May 1 (tentative)

The Tony Awards

Sunday, June 7 (tentative)

SWOT ANALYSIS

Strengths • Established Global Appeal/ Youth Audience • Innovative Theatrical Experience • Multi-Channel Marketing Opportunities • West End Transfer • Relevant Themes	Weaknesses • Critical Scrutiny • High Production Cost • Tone Management • Adaptation Risks
Opportunities • New Demographics • Experiences are Trending • Timely Revival • Critical Acclaim • North American Premiere	Threats • Broadway Market Saturation • Franchise Fatigue • Economic Uncertainty • Political Climate • Disconnect

SWOT ANALYSIS

STRENGTHS

- ❑ Established Global IP & Youth Appeal
 - Has massive world-wide recognition ensuring built in audience and interest
 - Appeals to Gen Z / Millennials potentially drawing younger audiences
- ❑ Innovative Theatrical Experience
 - Strong opportunities for experiential stagecraft, action choreography, and innovative set design to dramatize the Games arena, Capitol opulence, etc.
 - A new way for fans to experience the story like never before
- ❑ Multi-Channel Marketing Opportunities
 - Synergize with Scholastic & Lionsgate to cross promote books and movies
- ❑ West End Transfer
 - Established production with reviews/nominations/previous PR that we can build on
- ❑ Relevant Themes
 - Themes relating to resistance, authoritarianism, and the unbreakable human spirit resonate with current social and political issues which add depth and an edge

SWOT ANALYSIS

OPPORTUNITIES

□ New Demographics

- Brings in IP fans who may be new to Broadway
- Brings in a younger demographic to theatre
- Thrill-seekers interest in live experiences

□ Big Activations & Experiential Trends

- Expanding the “live” experience into marketing and partnerships
- New way to experience a known story

□ Timely Revival

- Looking to the effect of the Wicked movie on the Broadway production
- Using SOTR movie premiere to cross-promote and get people excited

□ Critical Acclaim

- Strong creative vision could make it an awards contender
- Establish legitimacy within the theatre community

□ North American Premiere

- Targets the “first” mentality that is prevalent with current generations
- ✦ Cult fandoms jump on this alike

SWOT ANALYSIS

WEAKNESSES

- ❑ Critical Scrutiny
 - "Cash Grab"
 - Production being received less seriously
- ❑ High Production Costs
 - This will be an expensive production figuring in both running and renovation costs
- ❑ Tone Management
 - Balancing entertainment value with serious themes
- ❑ Adaptation Risks
 - Audiences expecting something different.
 - This production is based on the first book and is not a new story.

SWOT ANALYSIS

THREATS

- ❑ Broadway Market Saturation
 - Competing against other large IP adaptations
- ❑ Franchise Fatigue
 - Differentiating the Broadway production from other parts of the franchise
 - Answering "Why Broadway?"
- ❑ Economic Uncertainty
 - Limited discretionary income
 - Younger audiences who are less likely to feel they can afford a Broadway ticket
- ❑ Political Climate
 - Given how much people resonate with the strong and relevant themes in the book, we want to include these aspects in the marketing
 - However, we do not want to accidentally alienate audiences or represent the story as something it is not
- ❑ Disconnection
 - Audiences improperly interpreting of marketing/IP
 - Staying ahead and avoiding the narrative that we are "Missing the Point"



Insights

Survey Results- Key Takeaways

Nostalgia + Relevance Drive Interest

Hunger Games fans love the series because of their connection to the books and films from their youth, or because they find the political commentary especially relevant.

Themes & Characters Matter Most

Katniss is both the most remembered and most liked element of The Hunger Games, with political commentary and dystopian themes close behind. Fans value strong characters and impactful thematic elements.

Audiences Want a True Theatrical Experience

Fans are excited about the stage combat, technical achievements, and unique theatrical interpretation of The Hunger Games. They aren't interested in simply a recreation of the movie.

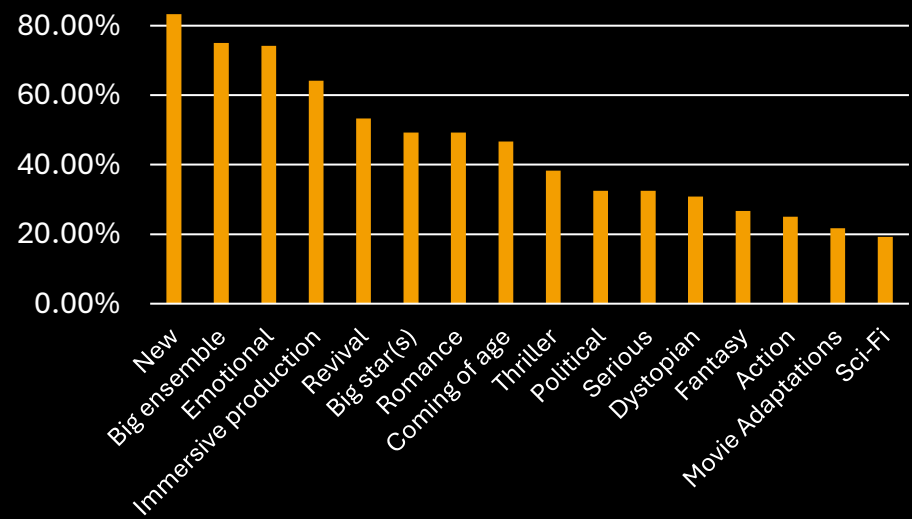
No Need For Romance

Fans are far more interested in action and rebellion than they are the love triangle between Katniss, Peeta, and Gale. The Love Triangle and Gale weren't highly remembered or enjoyed.

Familiar Taglines Resonate Most

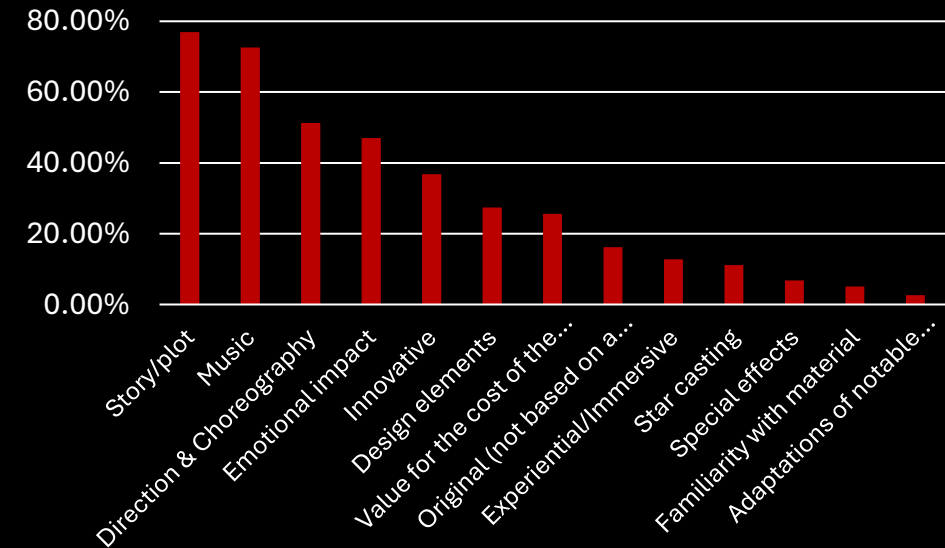
Iconic phrases like "May the Odds Be Ever in Your Favor" captured attention and boosted ticket interest most, showing the power of utilizing recognizable language from the franchise.

Select any of the following aspects or genres you would enjoy seeing in a Broadway show:



83% of respondents are looking for **NEW**
75% are looking for a **BIG ENSEMBLE**
74% are looking for something **EMOTIONAL**
65% are looking for something **IMMERSIVE**

When considering a new Broadway show, which of the following aspects are most important to you?



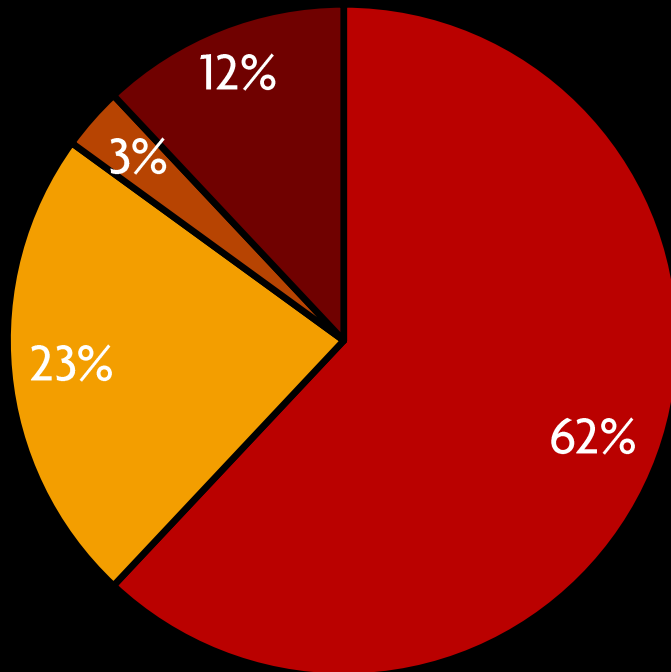
77% of respondents value **STORY**
52% value **DIRECTION/CHOREOGRAPHY**
46% value **EMOTIONAL IMPACT**
36% value **INNOVATIVE**
ONLY 2.6% of respondents value **ADAPTATIONS**

95% of people have heard of The Hunger Games

63% of people feel positively about The Hunger Games

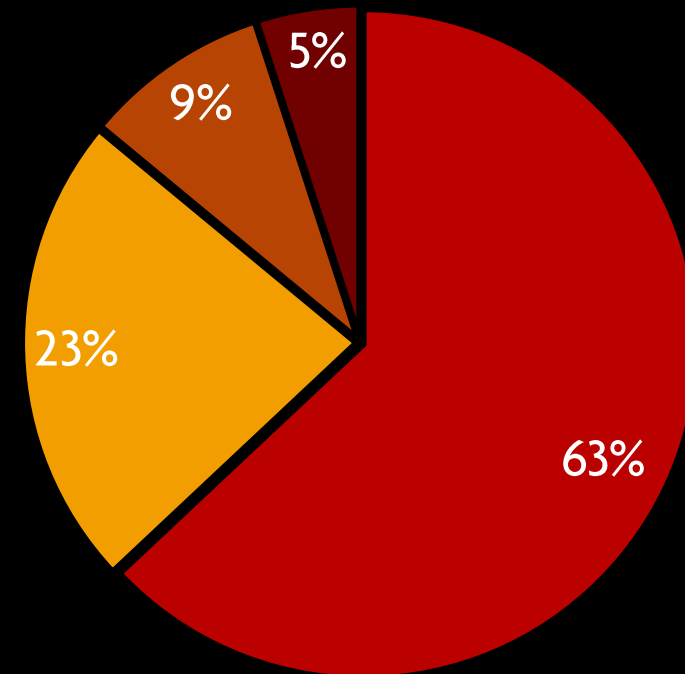
Survey Awareness Breakdown

- Read Books AND Seen Movies
- Seen the Movies Only
- Read the Books Only
- Heard of it, but not familiar



YouGov Popularity Data

- Like
- Neutral
- Dislike
- Unaware



What do people think of when they think about The Hunger Games?



What IMAGES/SYMBOLS do people think of when they think about The Hunger Games?



MOST REMEMBERED

- 1. Katniss**
- 2. Dystopian**
- 3. Political Commentary**

4. Peeta

Districts

Capitol

Arenas

Salute

Action

Love Triangle

Costumes

Gale

MOST LIKED

- 1. Katniss**
- 2. Political Commentary**

3. Dystopian

4. Action

Costumes

Districts

Peeta

Arenas

Capitol

Salute

Love Triangle

Gale

Copy Exploration Rankings

Attention Capturing

“May the Odds Be Ever in Your Favor”

“The World Will Be Watching”

“Fire is Catching”

“The Girl on Fire, Live on Stage”

“Hope Will Rise”

“Hope is the Only Thing Stronger Than
Fear”

Interest in Buying a Ticket

“May the Odds Be Ever in Your Favor”

“The World Will Be Watching”

“Fire is Catching”

“Hope Will Rise”

“Hope is the Only Thing Stronger than
Fear”

“The Girl on Fire, Live on Stage”

In a few words, please describe why you would/wouldn't be interested in seeing *The Hunger Games: On Stage*?

"I read the books when I was in middle school so I think there's some **NOSTALGIA** in revisiting it plus I have a few friends who are still huge Hunger Games fans who I knew would have to see it who I could go with."

"If it felt like an actual theater experience or just a **MONEY GRAB**"

"I loved the books and movies and I think its **RELEVANT** in this political climate"

"the themes of the story and standing up to corrupt government i think are especially resonant, the meta of watching actors battle it out on stage for your entertainment **COULD BE AMAZING AND/OR UNCOMFORTABLE**, strong characters, stage combat"

"In general, I don't like callback hooks where iconic scenes/elements from the source material is included solely for the purpose instilling nostalgia. I love seeing new elements that build on the source material in a logical way, **EXPANDING THE WORLD** and creating novel characters in their own rights."

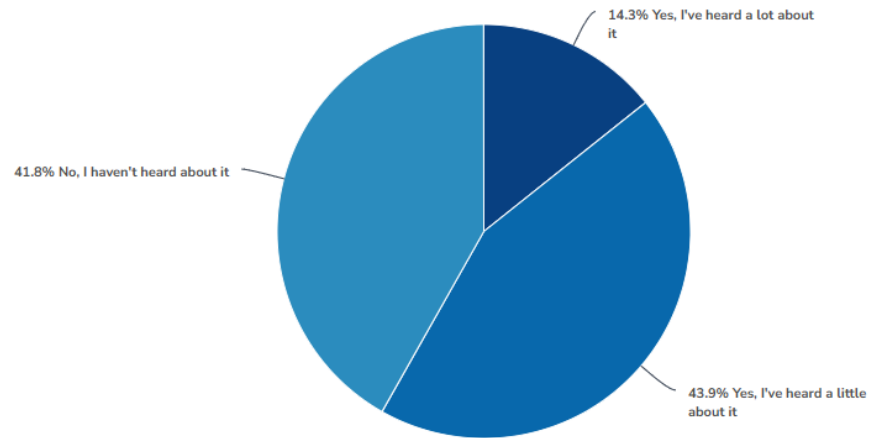
"I would see it for the **ACTION** and fast pacedness of the story. I wouldn't see it if it focused too much on the love triangle"

"I'd be interested in what the production has to say/ what it adds to the narrative and what **TECHNICAL ACHIEVEMENTS** they have"

"I really love the IP and think the hunger games really excellently walks the line between shock and honesty. I think a production **FAITHFUL** to the spirit of the story would be really engaging."

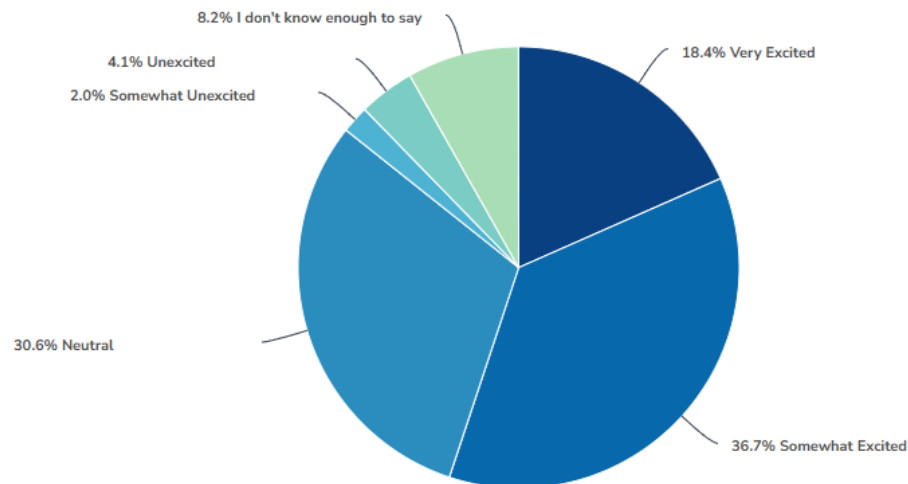
"I'd be interested in seeing a **STRONG BAD ASS ACTRESS** do crazy fight choreo on stage"

17. Are you aware that The Hunger Games: On Stage, a theatrical adaptation of the first Hunger Games novel, is coming to London's West End this fall?



58% of respondents
AWARE of
Hunger Games: On Stage
on the West End

18. Are you excited that The Hunger Games: On Stage, a theatrical adaptation of the first Hunger Games novel, is coming to London's West End this fall?



55% of respondents
EXCITED about
Hunger Games: On Stage
on the West End

Competitive Landscape- Key Takeaways

The West End and Broadway Aren't as Different as They Seem

Research comparing the average West End versus Broadway Theatregoer reveals that demographics are actually quite similar between the two markets. The major difference is that Broadway-goers have a much higher household income, this makes sense considering the ATP of Broadway is considerably higher than that of the West End.

Less IP on Broadway

The other important difference between Broadway and the West End is that the most recent Broadway season had 6 less IP adaptations than the comparable West End Theatrical Year. This means *The Hunger Games* is moving into a market less crowded with adaptation.

Moderate but Loyal Digital Footprint

With just 23.5M total social followers, *Hunger Games* is behind IPs like *Harry Potter* (93.1M) or *Stranger Things* (35M), but the franchise's recent social media presence has generated serious buzz, continuing to grow the social fanbase.

Greatest Theatergoing Overlap

68% of NYC *Hunger Games* fans are already fans of theatre, this indicates huge possibility for the success of *The Hunger Games: On Broadway* as ticket-buying potential is likely the highest of all theatrical IP adaptations.

WEST END → BROADWAY

924

Avg. Attendance/
Performance

~\$94USD

Avg. Ticket Price (£69)

54

New Shows in 2024



23 Plays



16 IP Adaptations

1,089

Avg. Attendance/
Performance

~\$130USD

Avg. Ticket Price

43

New Shows in 24-25 Season



21 Plays



10 IP Adaptations



68% Female

45 Avg. Age



“Attends 1-2 Plays &
1-2 Musicals a year”



~\$190k

Avg. Annual Household Income (~£140k)



65% Female

40 Avg. Age



“Attended 4 Shows
in the past year”



~\$270k

Avg. Annual Household Income

Franchise Popularity

Harry Potter

Total Social Media Following:
93.1M

YouGov Familiarity: 93%
YouGov Popularity: 56%

Wikipedia Pageviews (Last 5 Years): 20.2M

Total #HarryPotter Posts (Instagram & TikTok): 59.3M

IMDb Score: 7.7/10

Theatergoing Overlap in US / NYC: 55% / 59%

THE HUNGER GAMES

Total Social Media Following:
23.5M

YouGov Familiarity: 92%
YouGov Popularity: 60%

Wikipedia Pageviews (Last 5 Years): 8.8M

Total #HungerGames Posts (Instagram & TikTok): 7.2M

IMDb Score: 7.1/10

Theatergoing Overlap in US / NYC: 64% / 68%

STRANGER THINGS

Total Social Media Following:
35M

YouGov Familiarity: 85%
YouGov Popularity: 53%

Wikipedia Pageviews (Last 5 Years): 29.9M

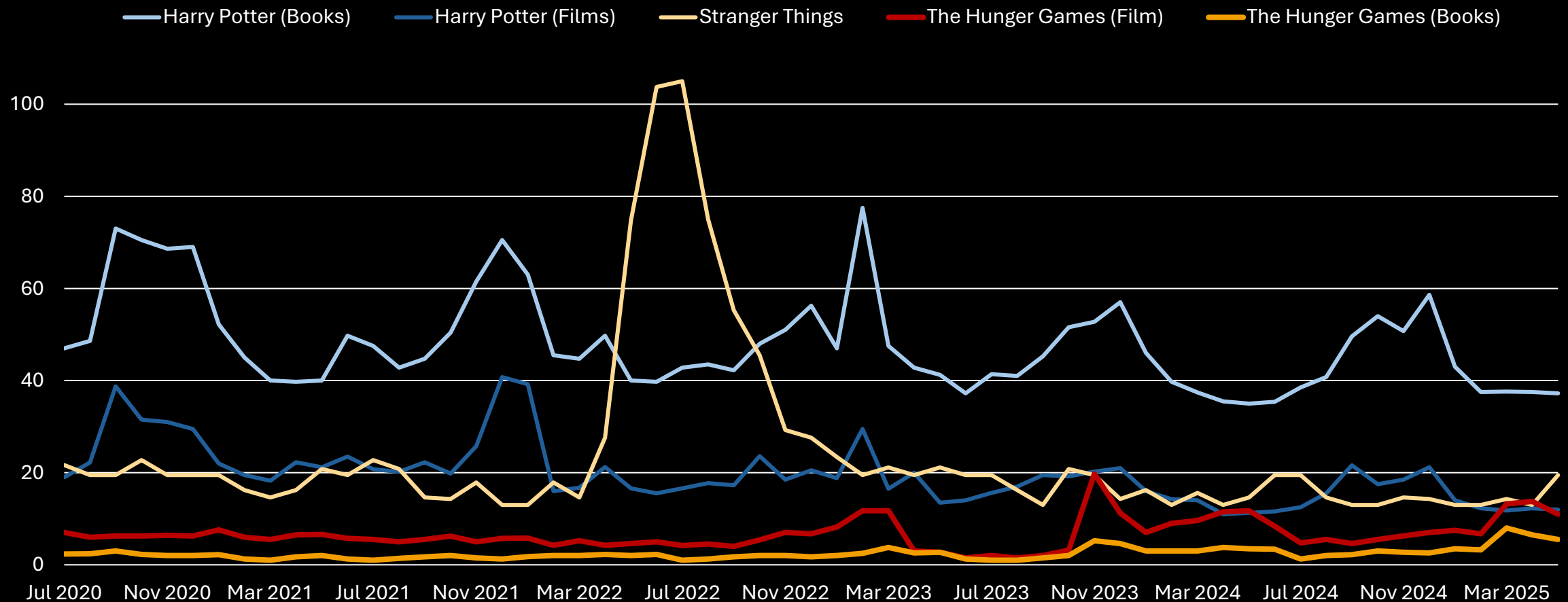
Total #StrangerThings Posts (Instagram & TikTok): 28.2M

IMDb Score: 8.6/10

Theatergoing Overlap in US / NYC: 59% / 59%

Recent releases make Hunger Games more relevant and more competitive with other Major IP on Broadway

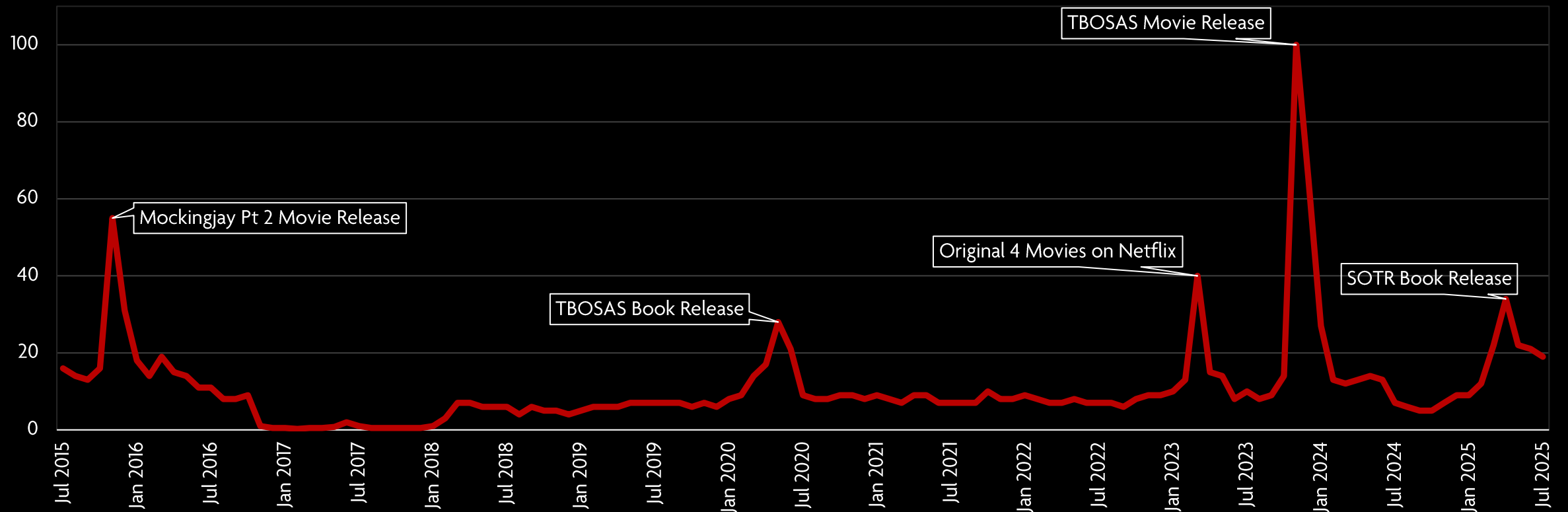
Google Search Trends (Last 5 Years)



An expanded look reveals interest in The Hunger Games spikes with new releases.

With the *Sunrise on The Reaping* film releasing in November 2026, interest in The Hunger Games will be as high as ever.

The Hunger Games (Franchise) Google Trends Past 10 Years

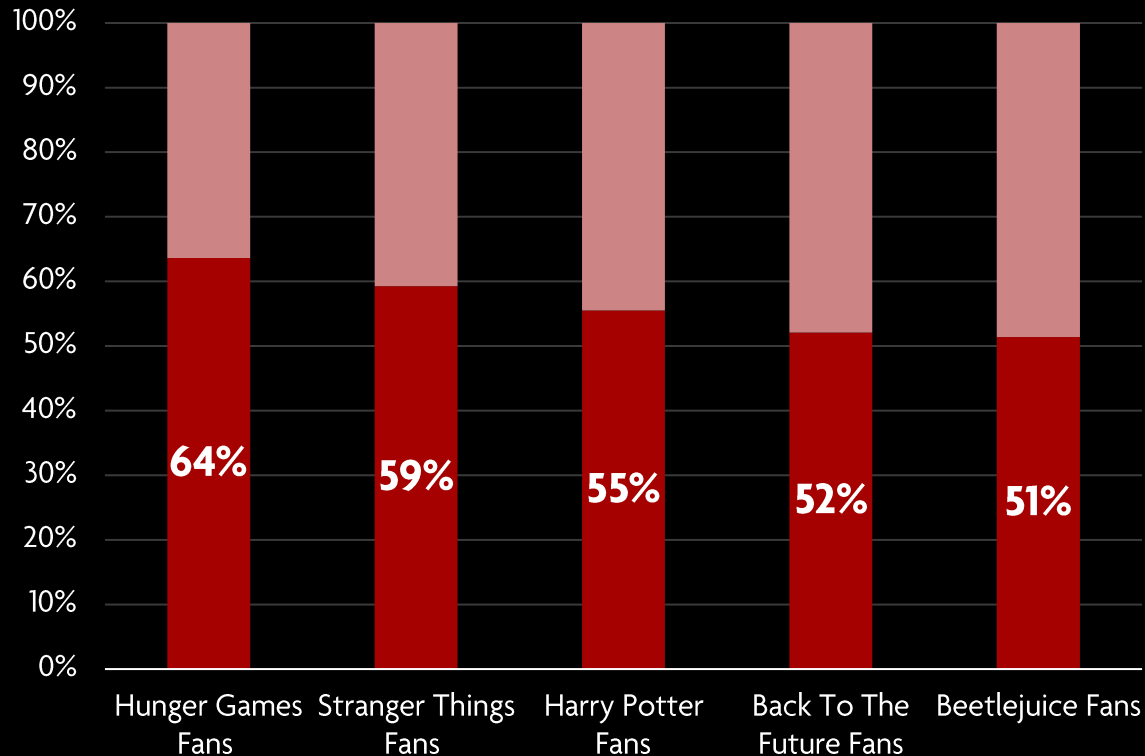


64% of Hunger Games Fans are also Theatre Fans

The highest theatre-going overlap relative to other recent Broadway IPs

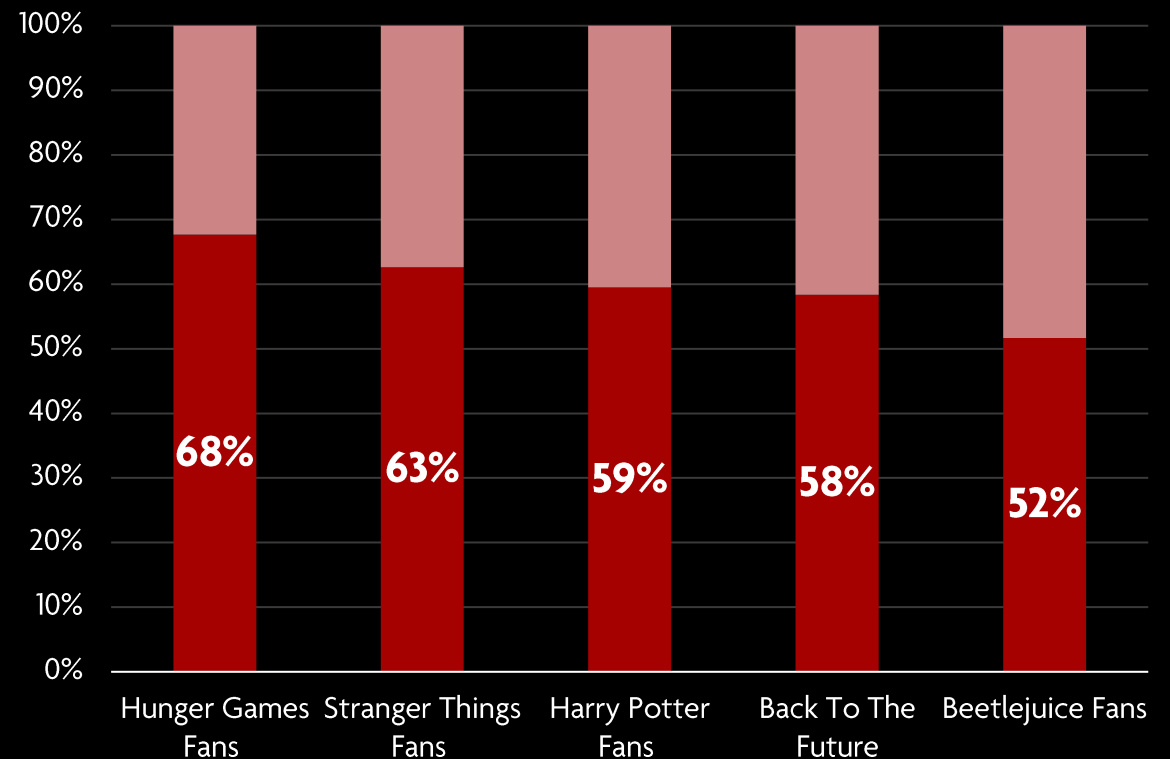
U.S. IP & Theatre Fan Overlap

■ Theatre Fans ■ Non Theatre Fans



NY DMA IP & Theatre Fan Overlap

■ Theatre Fans ■ Non Theatre Fans



OUR SECONDARY AUDIENCES

Trendy Tri-Staters

2.5M in the NY DMA

Mixed Gender
18-35

Over indexes on:
Using influencer recommendations,
Group travel, Running or Jogging

How To Reach:



Action Enthusiasts

8.3M in the NY DMA + Tourists

61% Male
25-44

Over indexes on:
Sports gambling, Skiing/Snowboarding,
Competing on a Team

How To Reach:



Cast Fanbase

11M in the US
1.4M in the NY DMA

56% Female
15-55

Over indexes on:
Went to a Performing Arts show, Went to
a Museum, Cooked Food for Fun

How To Reach:





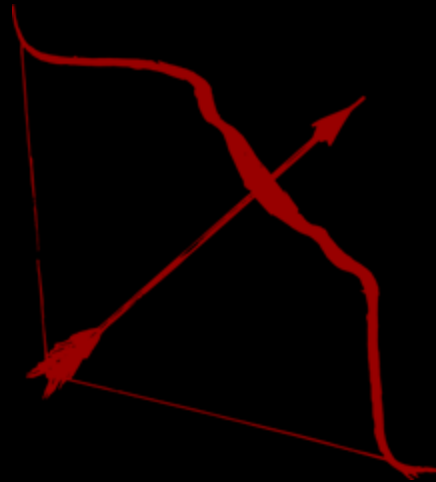
Creative

DATA-DRIVEN CREATIVE

When you think of The Hunger Games what are the first three images/symbols that come to mind?



MOCKINGJAY
(55 Responses)



BOW AND ARROW
(44 Responses)



FIRE
(38 Responses)

Data-DRIVEN COPY

Rank the following messages according to which capture your attention most:

“May The Odds Be Ever In Your Favor”

(Rank Score 454)

“The World Will Be Watching”

(Rank Score 394)

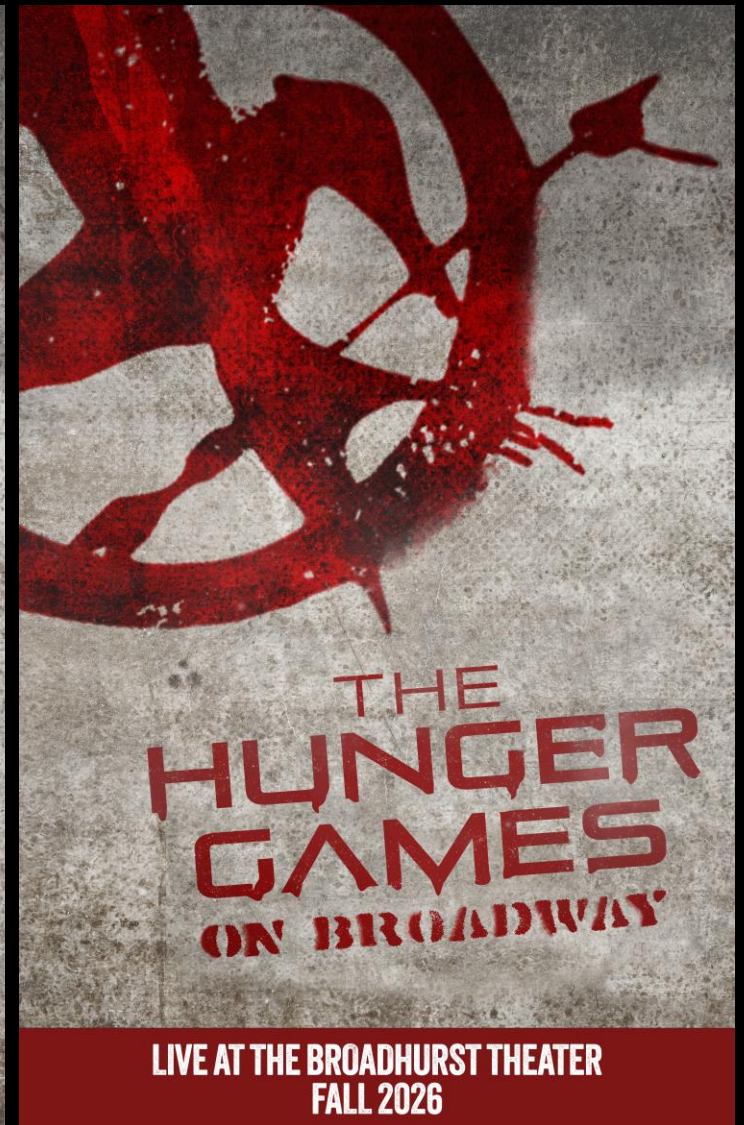
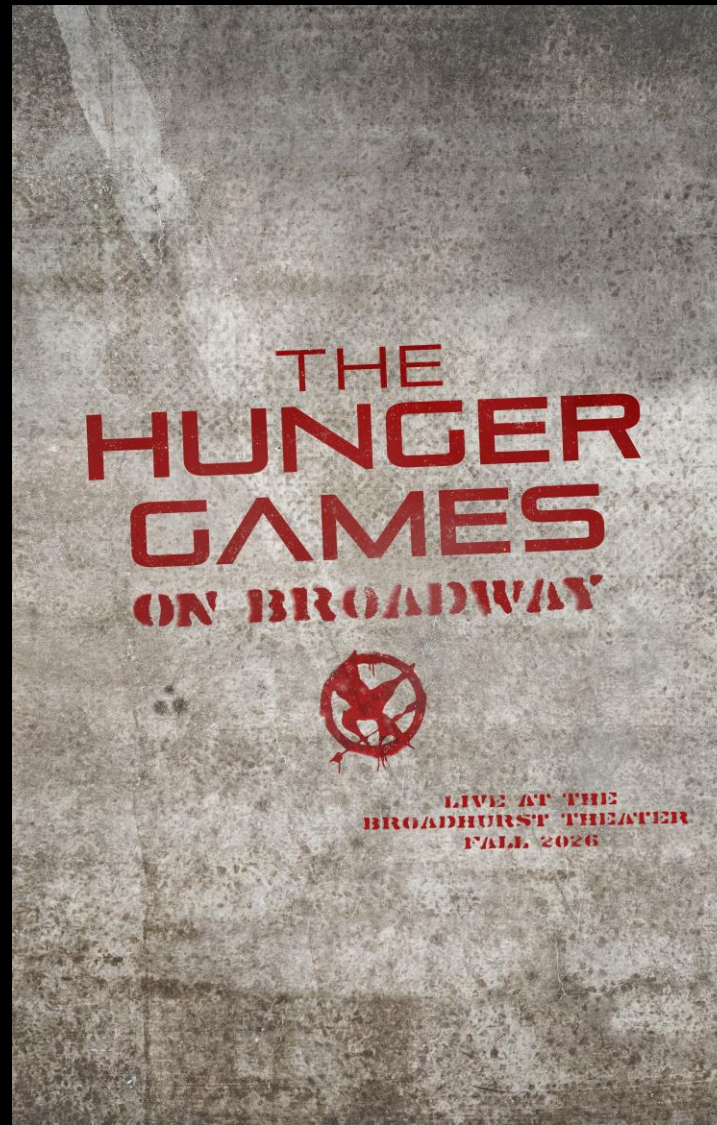
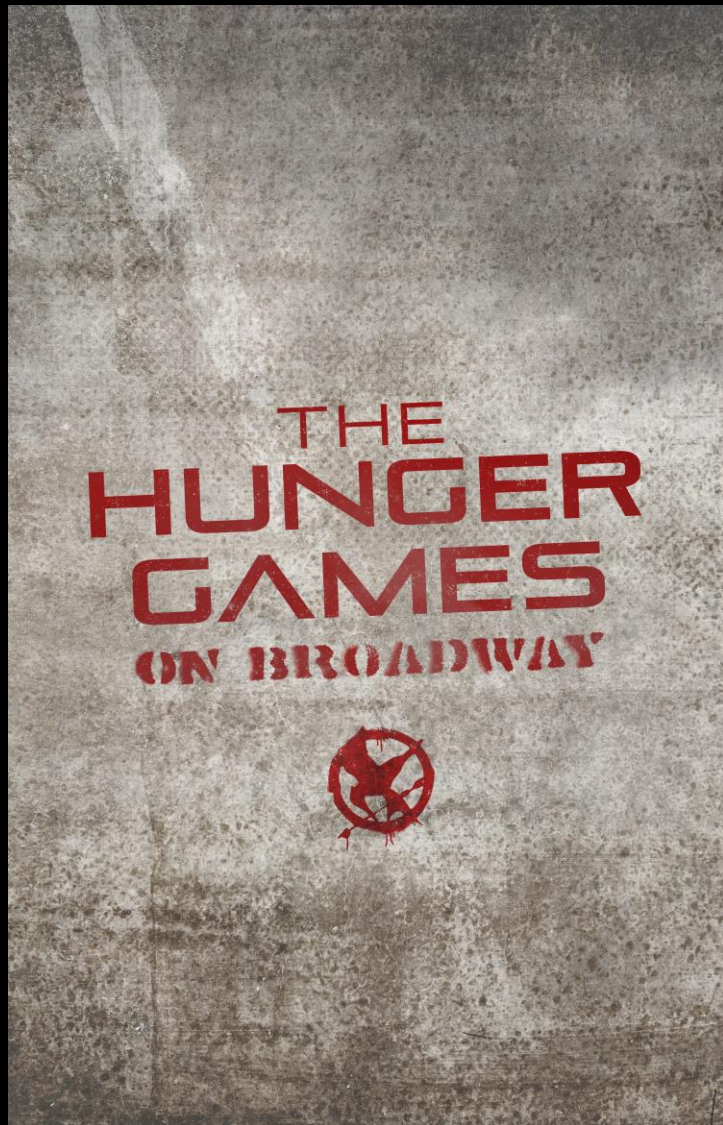
“Fire is Catching”

(Rank Score 315)

CREATIVE ALTS: KEY ART 1



CREATIVE ALTS: KEY ART 2



CREATIVE ALTS: KEY ART 3

LIVE AT THE
BROADHURST THEATER
FALL 2026

THE
HUN
GER
GAMES
ON BROADWAY

LIVE AT THE
BROADHURST THEATER
FALL 2026



THE
HUN
GER
GAMES
ON BROADWAY

LIVE AT THE
BROADHURST THEATER
FALL 2026



THE
HUN
GER
GAMES
ON BROADWAY

CREATIVE ALTS: KEY ART 3



CREATIVE ALTS: KEY ART 4

THE WORLD WILL BE WATCHING



THE HUNGER GAMES ON BROADWAY

COMING TO THE BROADHURST THEATER
FALL 2026

THE WORLD WILL BE WATCHING



THE HUNGER GAMES ON BROADWAY

COMING TO THE BROADHURST THEATER
FALL 2026

THE WORLD WILL BE WATCHING



THE HUNGER GAMES ON BROADWAY

COMING TO THE BROADHURST THEATER
FALL 2026

CREATIVE ALTS: KEY ART 4





Social Media

Tribute Mentors (Influencers)

Teaser/Pre-Show Phase	Post Announcement	Preview Phase	Post-Open Phase Influencers
Influencer Type: - BookTok - HG fandom Influencers: 1. @whereismylibrarycard 2. @luckyleftie Purpose: • Getting the word out/creating inner fandom speculation • Creating buzz around the show • BookTok & HG fandom audience • Tie-in to Sunrise on the Reaping Release	Influencer Type: - Theatre Influencers - NYC based Influencers: 1. @alyssavjaffe 2. @conordevoe Purpose: • Tap into theatre stan energy early • Fan-cast predictions and musical hypotheticals • Encourage pre-sale excitement among musical fans	Influencer Type: • Theatre Influencers • NYC based • Branch out of theatre box as well Influencers: 1. @ilanawiles 2. @abbydephillips Purpose: • Break down staging, music, and performance nuance • Drive engaged reactions, first-look TikTok's • Spark insider conversations among theatre fans	Influencer Type: • Mass Reach • Broadway friendly • Book lovers Influencers: 1. @chrisolson 2. @brittany_broski Purpose: • Sustain social buzz post-opening • Feature standout scenes/performances • Encourage ticket-buying with emotional recaps, transformations, & Capitol-core content

@HungerGamesBway
#HungerGamesBway

SOCIAL TONE OF VOICE

We speak with urgency and edge: part warning, part battle cry.

It's a Capitol warning or a rebel's whisper. It's tense, epic, and charged with risk

Fan engagement

Our platforms don't just provide content, we create contact.

Every post feels like a signal from inside the world.
We don't speak at fans – we join the rebellion.

“Capitol Updates”

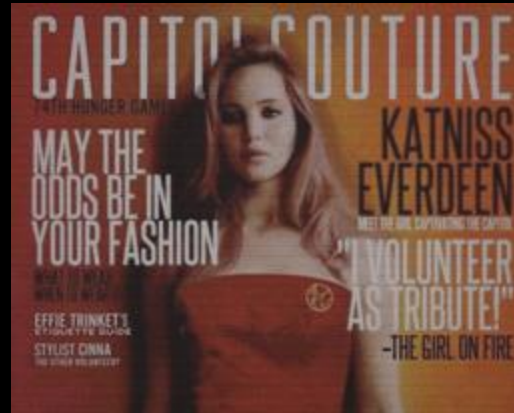
World Building & Nostalgic Marketing

Insight: Reconnecting HG fans to 2010s nostalgia cultivates organic engagement and interest, as well as reigniting one’s inner “fangirl”

Idea: The “Capitol” is resurfacing “cultural artifacts” from the era of the 74th Hunger Games as part of an official digital restoration project.

Execution:

- “Cultural Artifacts” – screenshots of the HG Tumblr page
- “74.GOV Archives” –2010s tweets/edits/posters/memes

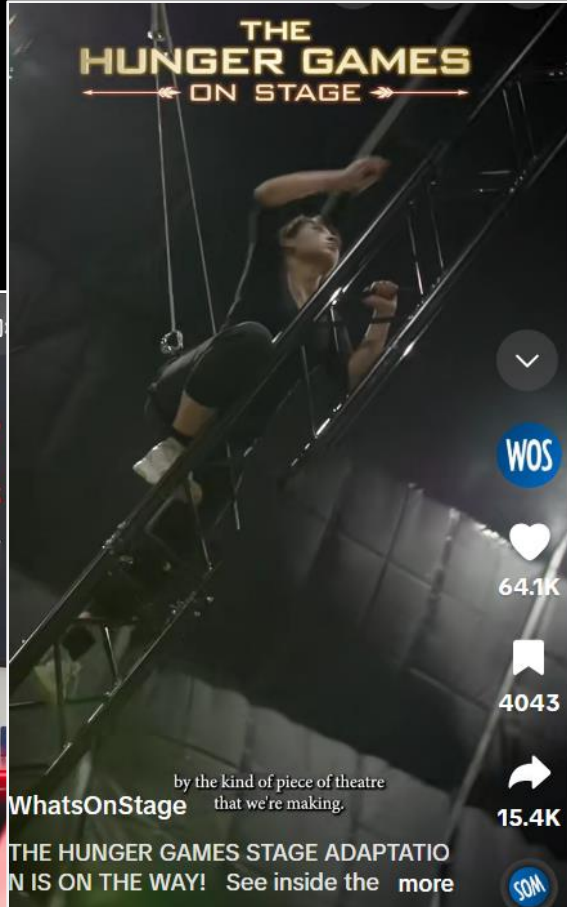


Teaser Activation

“Building the Games”

Behind-the-scenes & Theater Content

“The Game-Makers Design Lab” – Theater Transformation Series



“Arena Test #000”

Insight: Creating BTS content allows the typical theatre lover a “peek behind the curtain”. We’ll allow them to feel as though they are a part of the construction of our show from the very beginning.

Idea:

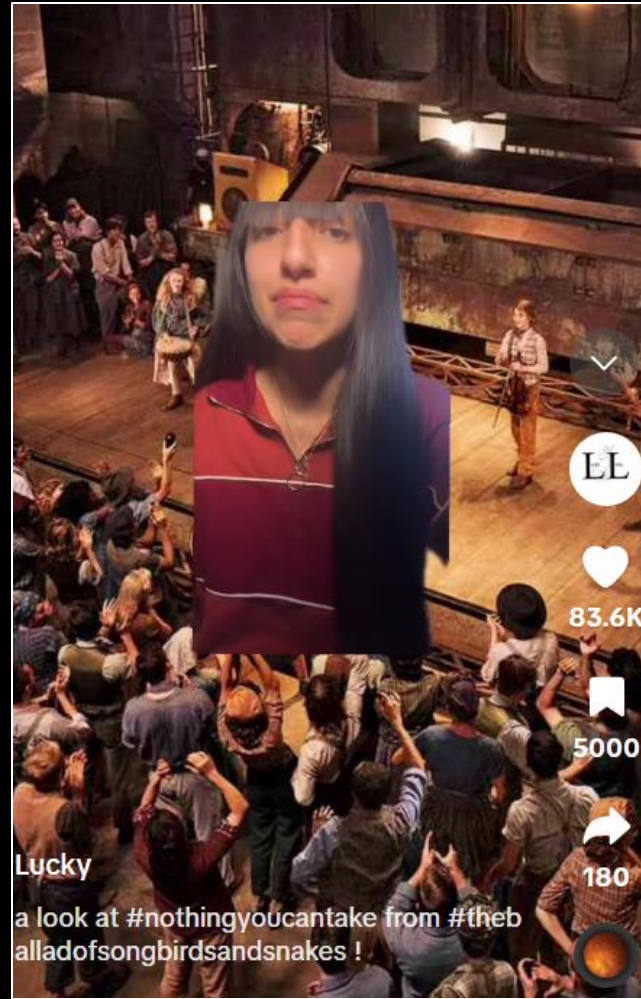
- Instead of traditional BTS, footage is framed as a look into the game makers simulation, blurring the line between theater content and the story at hand. It makes performers feel like characters without breaking the necessary Broadway fourth wall.

Execution:

- “Tribute Training” – displaying BTS stage combat as tribute training through the lens of capitol security footage
- “Flickerman Interviews” – interviews with cast/creatives about the production that is framed as a broadcast from the Capitol

“From the Districts”

Fandom Engagement & Influencers



Insight: Creating content with influencers strengthens our brand loyalty and cultivates a widespread fanbase.

Idea: Pairs of influencers become “*Tribute Mentors*” for their own different audiences, guiding them through the world of the HG and Broadway. They create their own districts, such as “The Booktok District”, “The Broadway District”, etc.

Execution:

- BookTok-er posts a reaction video to the teaser propaganda posters from the burner account
- NYC Fashion Influencer posts a “Outfits I Would Wear in the Capitol” Series

“From the Districts”

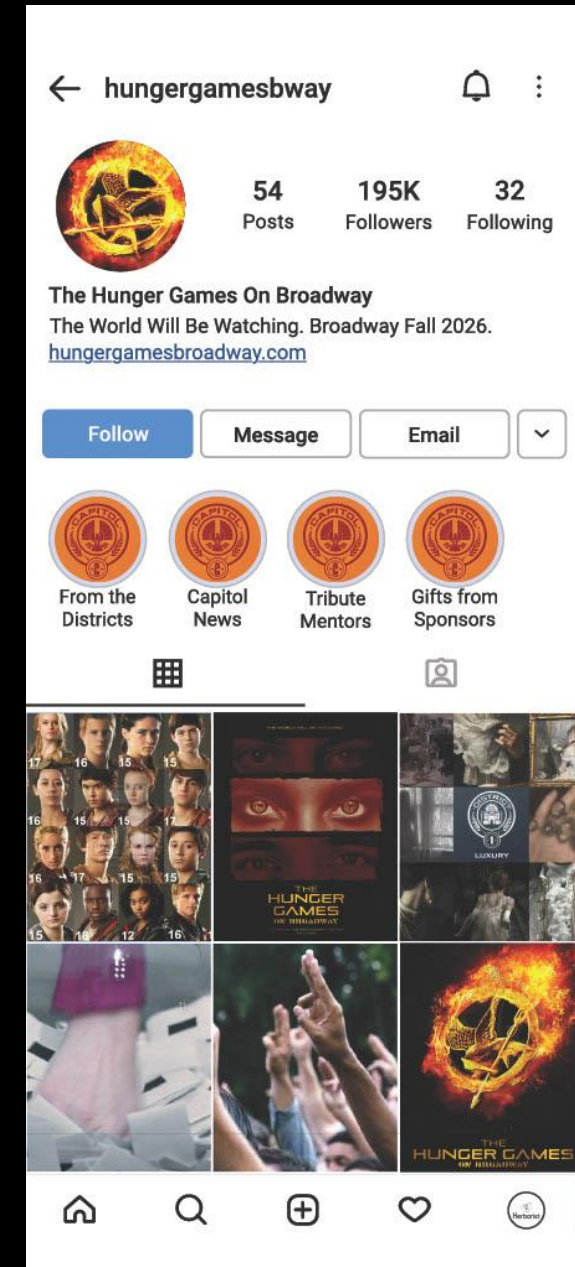
Fandom Engagement & Influencers

Insight: The Hunger Games aren’t about volunteering; they’re about being chosen. A fan experience that mimics that tension taps into the story’s emotional core *and* rewards the most devoted.

Idea: Create a “Capitol-run” selection process where fans register as tributes from their District (an influencer fandom niche: theater kids, NY locals, book lovers, etc). The Capitol “monitors” behavior and selects one from each District to attend the Games — i.e., the Broadway show.

Execution:

- Fans opt into a Capitol system and declare their “District” — linked to your influencer/mentor categories.
- They fill out a short dossier (“Skills,” “Preferred Arena Tactic,” “Why you’d survive the Games”)
- One fan per District is “selected” — with a dramatic Reaping Day announcement (video or carousel) and winners receive tickets to the show



“From the Districts”

Fandom Engagement & Influencers

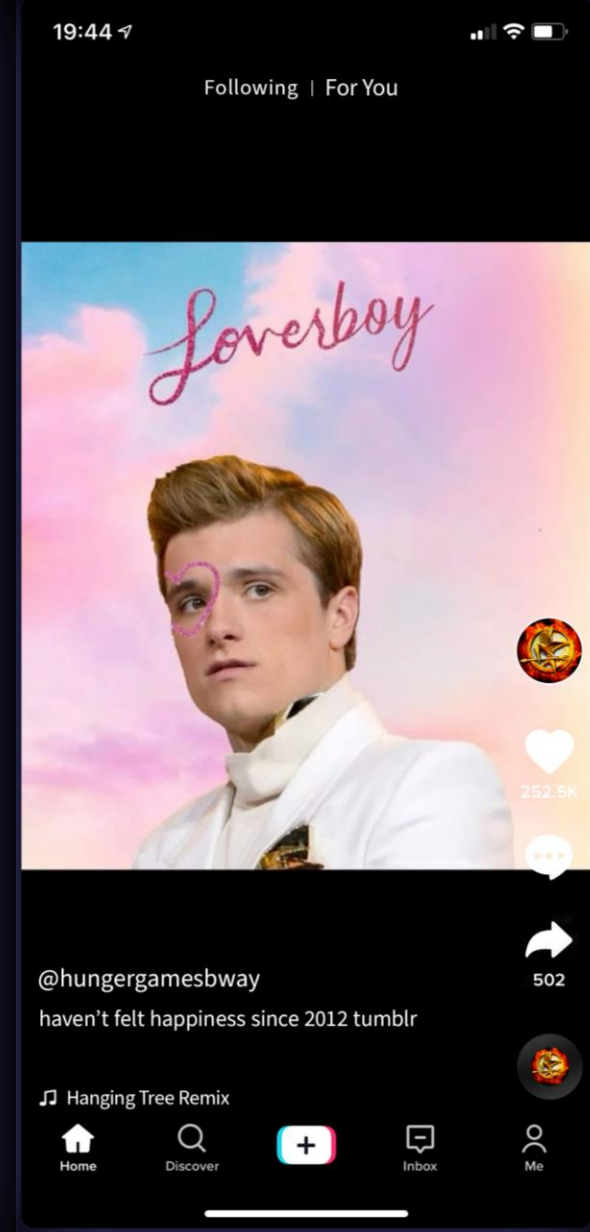
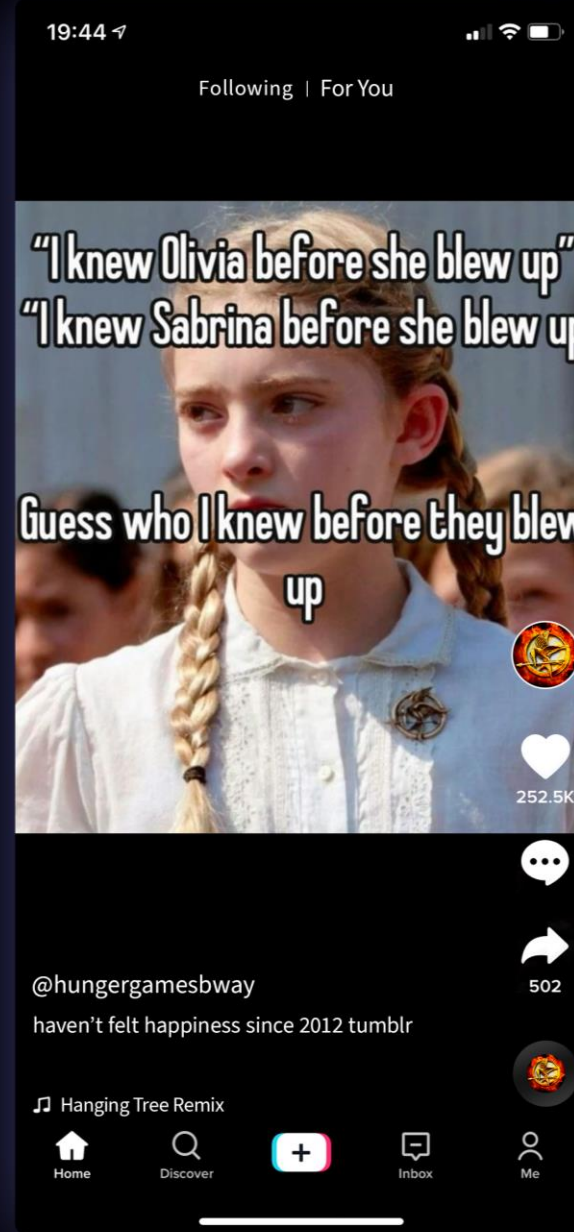
Insight: Featuring fan-made content in our social channels increases engagement and fosters a sense of community.

Idea: Launch the “Reaping Reel” — a fan-driven initiative where HG Instagram and TikTok invite followers to create stylized edits using officially released clips from the play.

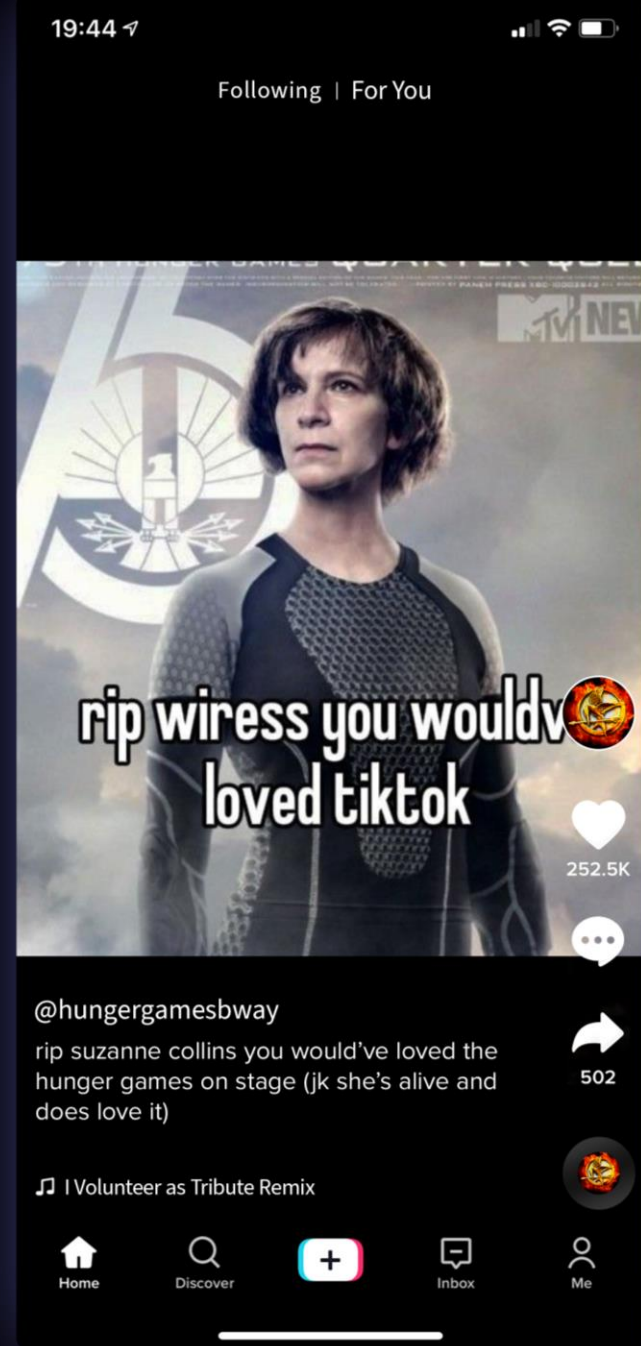
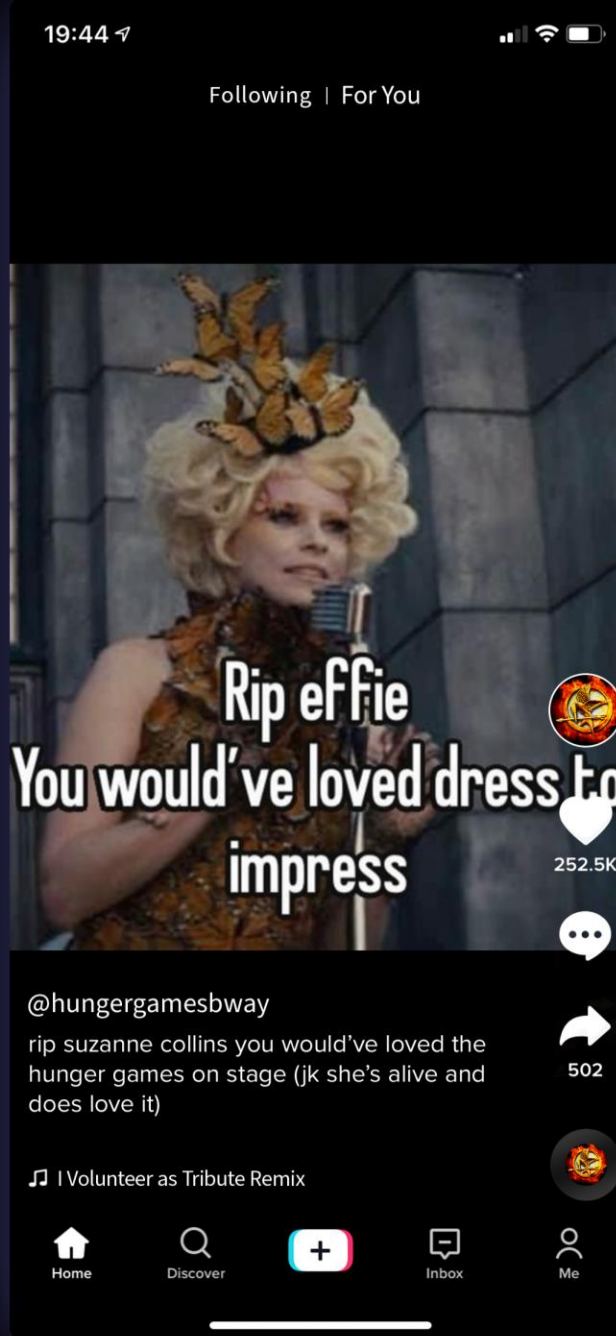
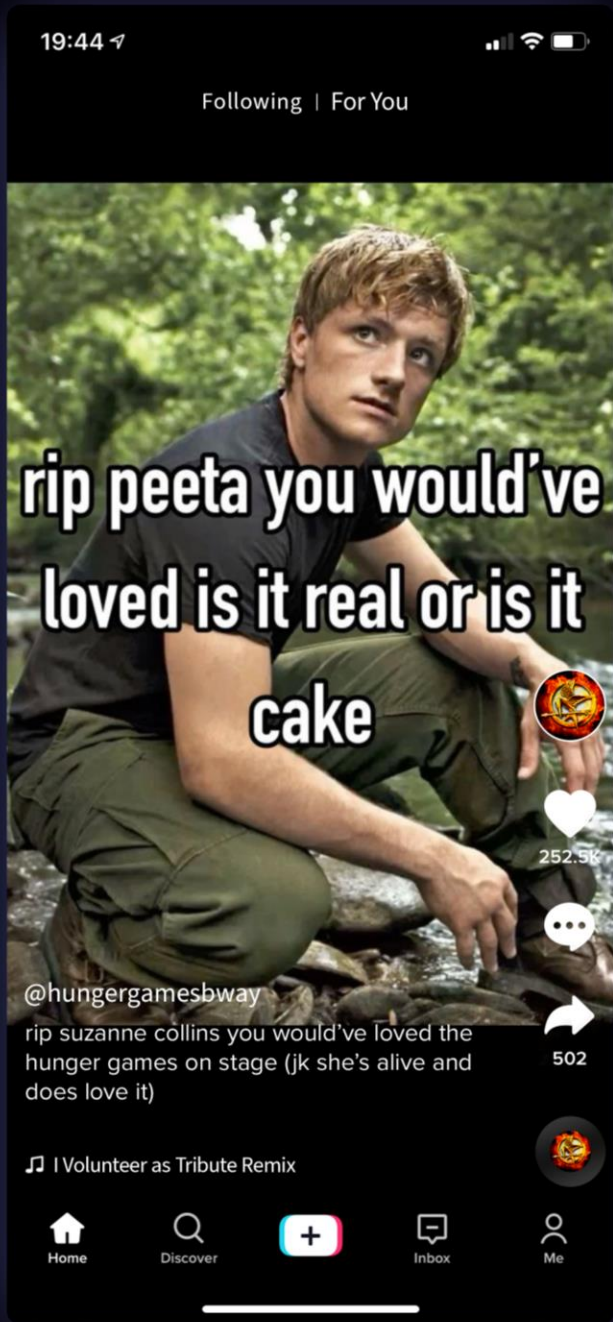
Execution:

- Each week, HG selects one standout edit to feature on its feed, spotlighting and crediting the creator.





TikTok Meme Carousel



TikTok Carousel

Organic Social Calendar – Example month (September)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 “Cast Reaction to Theater” Video	2 Rehearsal Photos	3 “Tech-ing the HG” Behind the Scenes Video Montage	4 Tribute Interview Video #1	5 "Props of Panem" Video
6 “How old they were in the games” vs. “The age they would’ve been” Carousel TikTok	7 Acoustic “Coming to the Tree” Video – John + Lola	8 Front of House Video Montage	9 Alisha Weir Broadway Debut Interview	10 Motion graphic (Effie)	11 "Flashback Friday" Photo carousel from the Hunger Games movie premiere	12 Capitol Interview #1
13 HG Meme Carousel TikTok	14 Barnes & Noble x HGbway partnership	15 Previews Begin Next Week	16 Owen Theile Walk-Through Costumes Video	17 Release Train Car Photos	18 Interview with Lola Tung about coming back to Broadway	19 Motion graphic (Haymitch)
20 Cast dancing to "Coming to the Tree" Remix on TikTok	21 Motion graphic (Katniss + Bow on Fire)	22 Previews Begin Tonight	23 Kara Young Makeup/Costume GRWM Video	24 In-House Audience Reaction Video	25 Backstage/Tech Photos	26 Repost Fan Edit
27 Rehearsal/Tech Photo Dump	28 Fight Choreography Transition Video (Rehearsal to Show)	29 Motion graphic (Peeta)	30 Suzanne Collins Testimonial			



Partnerships

The Hunger Games x Barnes and Noble x Reading Reflections Pop-up



This will target young kids and teens by getting them hooked on The Hunger Games series, as well as garner excitement in new millennial parents who want to introduce the series to their children.

- In-store activation in select locations featuring a read-aloud of the first two chapters, bookmark making, and a book exchange.
- Kids will be able to bring in a chapter book of their choice to exchange for a copy of the first Hunger Games book. The books donated will be given to Reading Reflections, an organization that distributes books to children in need.



The Hunger Games x Roblox

This collaboration will encourage Gen-Alpha and Gen-Z to immerse themselves in the world of The Hunger Games.

- Will be a Hunger Games style playable game in a series of different 'arenas' in which one player will be declared winner.
- Within the game waiting room, there will be scannable QR codes leading to the website, Instagram, and ticketing sites.
- Players who win 50 rounds of the game will win a limited-edition Katniss skin.
- “As of Q1 2025, gaming platform Roblox has exploded to 98 million daily active users (+26% compared to last year) worldwide.” (Loop Labs)
- Roblox represents a growing economic platform for reaching young people, and has been monetized by Chipotle, ELF Beauty, Walmart, and more.



The Hunger Games x NYC Votes



In response to an outcry on the current social media of The Hunger Games on Stage, we will make sure to uphold democracy in any way possible, unlike 'The Capitol.'

- We will be opening on a mid-term election year, so elections will be a focal point of the media.
- We will partner with NYC Votes to make a non-partisan political statement that encourages democracy and freedom to opinion.
- This should create a positive light around our show as an institution that can reflect on the central themes of oppression in our show and actively work against them.
- We will enact this partnership by registering people to vote in various booths around the city.

The Hunger Games x Feeding America



This partnership will highlight the show's mission of making sure that 'The Hunger Games' is not a reality.

- We will create a food drive in the theater, where guests can bring food items for drop-off when they see the show or during select hours of the week.
- Bi-monthly, we will ask groups of cast, crew, and community members to volunteer to package and deliver food to members to volunteer to The Food Bank for NYC (run by Feeding America).
- This will be a wholesome way for fans to meet the people behind the show while doing good for the NYC community, and reflecting on the dark themes of The Hunger Games.



The Hunger Games x American Ninja Warrior



This partnership will generate excitement around the show, and trailblaze the intersection of TV and the theater.

- American Ninja Warrior will create a Hunger Games themed course that contestants will compete to finish.
- Contestants will be called tributes, and the winner will be crowned a victor of the 1st American Ninja Warrior Hunger Games.
- The course, or 'arena,' will feature lots of signage and scannable QR codes leading to the Instagram and ticketing sites for the show.
- This will target audiences across America who may not be in tune with the Broadway circuit, but are fans of The Hunger Games, garnering nationwide excitement for the production.

The Hunger Games x Rooftop Cinemas



Designed to bring up feelings of nostalgia in our Gen-X, Millennial, and Gen-Z audiences, additionally creating a fun atmosphere for these groups to bring their Gen-Alpha Children.

- Regular Ticket includes lounge chair + event access
- Premium ticket includes large lounge chair, popcorn, and a mocktail/cocktail inspired by the film
- Gets fans hooked on the series again, leaves them craving more content
- Partnership can be carried on at The IFC Center, Alamo, Metrograph, Nitehawk, etc

The Hunger Games Broadway x Market Hotel



This party will be held following opening night as a chance for Gen-Z and Millennials to play with their nostalgia for the series.

- The event will be a 'fantasy-core' party celebrating the nostalgic novels and movies of the 2010's.- including The Hunger Games, Divergent, Harry Potter, etc.
- The music will also be from the '2010s Tumblr era,' piggy-backing on Market Hotel's viral 'indie sleaze' nights.
- Party-goers will heavily document their night on social media, generating a nostalgic buzz for the series and excitement for the show.