

# Trial

By Ashley Griffin

A story of justice versus mercy,  
inspired by true events

*Produced by: Trial Production LLC*



# A Unique Investment in High-Impact Theatre

A critically acclaimed, socially relevant play with strong commercial potential.

## Key Highlights



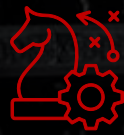
### Sold-out Off-Broadway debut

Demand proven, with a rapid sellout.



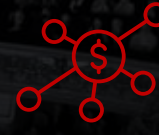
### Award-winning team

Writer Ashley Griffin & director Lori Petty.



### Strategic path to Broadway

Off-Broadway launch in 2026.



### Multiple revenue streams

Ticket sales, licensing, touring, merchandise.



### Investor upside

High ROI potential with profit-sharing & industry recognition.

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# Production Team & Key Players



**Ashley Griffin**

Writer & Lead  
Actress

Ashley Griffin is an award-winning Broadway writer-performer and the first artist nominated for a major award for both playing and directing Hamlet. Her work has been developed at New World Stages, MTC, and Playwrights Horizons, with screen credits including The Greatest Showman and Homeland. TRIAL is inspired by her real-life experiences.



**Lori Petty**

Director

Lori Petty is a fan-favorite actor known for A League of Their Own, Orange Is the New Black, Tank Girl, and Point Break. She made her directorial debut with The Poker House (Jennifer Lawrence's first film), drawing from her own experiences, and brings a bold creative vision and strong audience following to TRIAL.



**Fred Rohan-Vargas**

Lead Producer

Fred Rohan-Vargas, founder of Mixing It Up Productions, is an experienced producer and investor across Broadway, Off-Broadway, and international productions. His credits include Parade and The Lightning Thief on Broadway, and the national tour of Company. He focuses on socially relevant projects with strong commercial potential.

# Lead Cast



**Kate Siegel**  
(Lucy)

Kate Siegel is known for her emotionally complex performances in *The Haunting of Hill House*, *The Fall of the House of Usher*, *Midnight Mass*, and *Hush*. With a background in theatre, she makes her NYC stage debut in *TRIAL*.

### Why She's Perfect for *TRIAL*:

She excels at inhabiting layered, mercurial characters who evolve moment to moment, bringing depth and authenticity to emotionally demanding roles that align directly with *TRIAL*'s themes.



**Callum Blue**  
(Valentine)

Callum Blue trained at Mountview Drama School (London) and is known for fan-favorite roles in *Dead Like Me*, *The Tudors*, *Smallville*, and *The Princess Diaries 2*, spanning characters from General Zod to Disney's Prince Andrew Jacoby.

### Why He's Perfect for *TRIAL*:

He specializes in charismatic yet morally ambiguous roles, bringing intensity, vulnerability, and unpredictability to *TRIAL*'s romantic lead.

# Cast



**Steven Hauck**  
(Mr. Olin)

Steven is a seasoned stage and screen actor whose work includes Broadway and The Marvelous Mrs. Maisel. He brings gravitas and depth to every role.



**Jennifer Bareilles**  
(Margaret)

An acclaimed theater actress known for her compelling and nuanced performances.



**Ashley Griffin**  
(Arcadia)

Award-winning writer and performer, Griffin's personal connection to TRIAL makes her portrayal deeply authentic.



**Stormie Treviño**  
(Young Arcadia)

A rising star in theater, Treviño brings youthful energy and emotional range to the production.



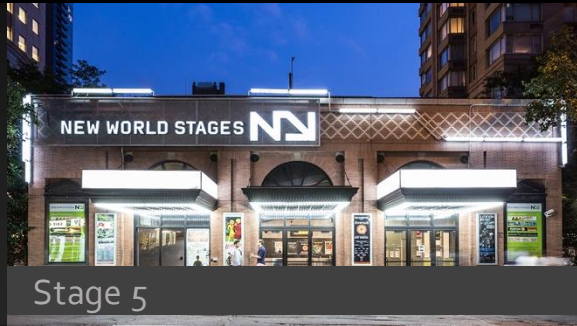
**Malcolm Stephenson**  
(Richard)

Malcolm, a dynamic Broadway performer, brings complexity and humanity to the darkest roles.

# Potential 199 Seat Venues & Strategic Partnerships

## Venues

Primary Choice

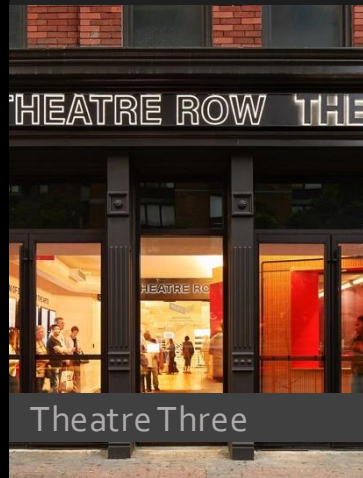


Strategic Partnership



Our partnership with The Directors Company, an established NYC nonprofit, provides access to subsidized venues, equipment, and resources, materially reducing production costs while expanding audience reach through its patron network. SN Prods, serving as General Manager and Executive Producer, brings proven Broadway and Off-Broadway expertise to ensure disciplined execution and market positioning.

Alternative Options



# Why Now?

Theatrical audiences are demanding bold, socially relevant stories. TRIAL's powerful themes of trauma, justice, and redemption align perfectly with today's cultural landscape.



## Growing Demand for Dark, Thought-Provoking Theater

Shows like "Blackbird", "Indecent," and "How I Learned to Drive" (and even "Our Town", to which TRIAL has been compared) prove audiences are drawn to complex, unconventional storytelling.



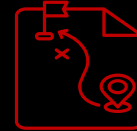
## High-Profile Cast & Director

With acclaimed talent attached, TRIAL has the prestige and star power to stand out in a competitive market.



## Cultural Relevance & Social Impact

The play addresses abuse and justice, topics gaining traction in media and advocacy. This makes it a conversation driver, especially since TRIAL would be the first commercial play in New York City to specifically deal with this subject matter.



## Pathway to Broadway & Beyond

Off-Broadway is the perfect launchpad for a long-running production, national tours, and future licensing opportunities, including a film adaptation (about which there has already been interest).

**Now is the time to bring TRIAL to the big stage.**

# Production Roadmap

A strategic path from Off-Broadway to long-term success.

2026

## Pre-Production & Fundraising

Secure final investment & partnerships  
Confirm venue & finalize cast  
Begin marketing & promotional outreach

2026

## Off-Broadway Launch

Premiere in New York City (New World Stages or similar venue)  
Establish audience demand & critical reception  
Build momentum for Broadway transition

2027

## Broadway Expansion

Transfer to Broadway based on audience & investor interest  
Increased marketing & celebrity partnerships  
Licensing discussions for future productions

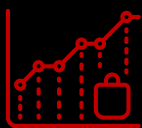
Beyond 2027

## Touring & Licensing

National & international tours (London, Australia, etc.)  
Licensing opportunities for regional productions  
Potential film/TV adaptation discussions

# Business Model & Revenue Streams

Trial has the potential to generate revenues beyond ticket sales from licensing, merchandising, and adaptations.



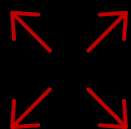
## Ticket Sales

Priced at \$55-\$135, with a 199 seat venue optimized for sell-outs and profitability.



## Licensing & Regional Productions

Future earnings from regional theaters, schools, and international markets, following a proven model for long-term success.



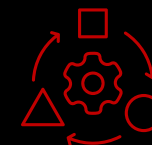
## Touring & Expansion

Planned national and international tours in key markets like London, Australia, and Europe to maximize revenue.



## Merchandise & Events

Sales from playbills, posters, collectibles, plus exclusive meet-and-greets and premium experiences.



## Film/TV Adaptation

Strong potential for Hollywood adaptation, following successful stage-to-screen transitions like Death of a Salesman and Angels in America.

# Marketing & Promotion Strategy

A multi-channel approach designed to fill seats and generate lasting impact.



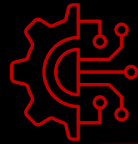
## Media & Press

Feature TRIAL on late-night shows, major publication, and industry press to maximize visibility and exploit of the “prestige” nature of the piece.



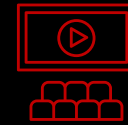
## Celebrity Endorsements

Leverage cast members and industry advocates to amplify reach and credibility.



## Social & Digital Campaigns

Targeted advertising, influencer partnerships, and viral content to build buzz, as well as taking advantage of the significant social media followings of the cast and creative team.



## Theater Community Engagement

Exclusive previews, industry nights, and collaborations with theater organizations.



## Cause-Based Partnerships

Align with advocacy groups like The Phoenix Project to connect with passionate supporters.

# The Success of Mixing It Up Productions

## Established Legacy

With 10 original productions, including Yaki Yim Bamboo the Musical, Tide Beyond the Rift, Crystal, and Madrina, Mixing It Up Productions has consistently delivered high-quality theatrical experiences.

## Broadway & West End Impact

Co-produced Off-Broadway musicals like Money Talk and the Off-West End musical Flowers for Mrs. Harris in London. Also served as investment partners for Broadway hits like The Lightning Thief, Parade, and Company tour.

## Award-Winning Recognition

Tide Beyond the Rift was nominated for three awards at the prestigious Midtown International Theatre Festival in 2014. Anything But Black was included in the Strawberry Theatre Festival's Best Short Plays of 2015 anthology.

## TRIAL's Success

- Sold-out Off-Broadway debut at the American Theatre of Actors, with unmet audience demand
- WellLife Network Award and county commendation recognizing advocacy impact
- Documented real-world impact: featured in I Will Not Be Silenced
- International audience draw for one-night Tilles Center presentation
- Exceptional cultural recognition: selected for preservation in NASA's Griffin-1 Lander Moon Capsule



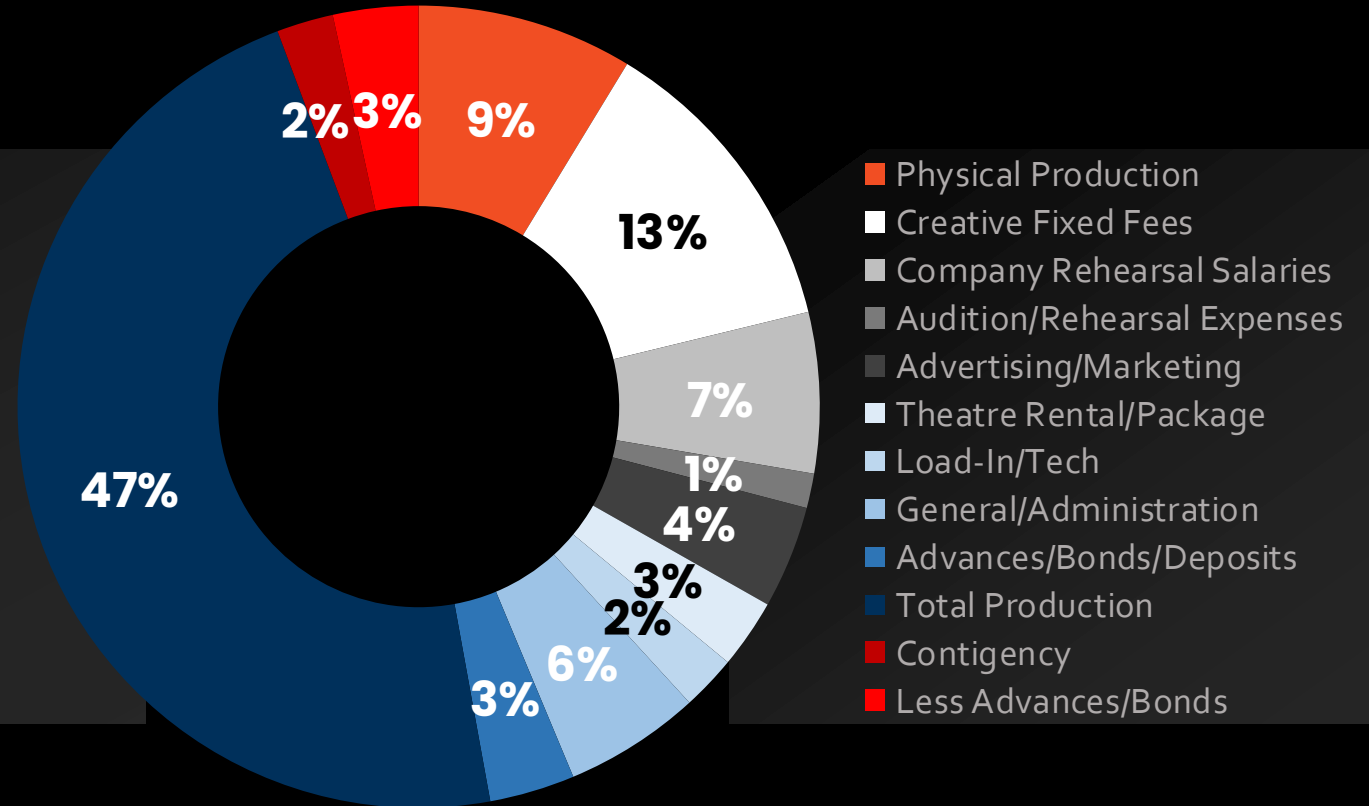
# Production Totals

Production Totals	
Physical Production	\$105,000
Creative Fixed Fees	\$150,837
Company Rehearsal Salaries	\$78,106
Audition/Rehearsal Expenses	\$16,800
Advertising/Marketing	\$50,000
Theatre Rental/Package	\$33,600
Load-In/Tech	\$26,711
General/Administration	\$66,273
Total Weekly Run Costs	\$211,173
Advances/Bonds/Deposits	\$41,500
Total Production	\$568,827
Contingency	\$27,548
Less Advances/Bonds	\$(41,500)
Adjusted Total	\$780,000

# The Financials

**\$780K**

to launch TRIAL Off-Broadway, covering venue, production, marketing, and talent



## Exclusive Investor Benefits

Profit-sharing from TRIAL's commercial success.

**VIP Access:** Behind-the-scenes previews, opening night tickets, and networking with the creative team.

**Recognition:** Name in Playbill, producer credit opportunities, and industry visibility.

## Exclusive Investor Benefits

**Multiple revenue streams:** Ticket sales, touring, licensing, merchandise, and potential film/TV adaptation.

**Upside Potential:** Broadway transfer, international expansion, and long-term licensing revenue.

# Trial



## Contact:

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