

HIGHWAY HOME



THE PITCH DECK
PROGRAM & DOCUMENTARY SERIES



CHARITY INFORMATION

OPERATION ROCK THE TROOPS(ORT), 501c3 – MISSION STATEMENT:

To give back through the healing power of music and songwriting to help our veterans find and use non-drug-related solutions for TBI and PTS.

2 FEATURED PROGRAMS:

1. JC AllStars:

Live Performance Band for Active Duty, Veteran Charities, and through the Armed Forces Entertainment through Pentagon since 2003.

2. Highway Home:

Songwriting Healing Camps Since 2018



Download Free JC AllStars Album: [CLICK HERE](#)

ORT has been touring the world since 2006 and a 501c3 since 2014



HIGHWAY HOME

A DOCUMENTARY TV SERIES

LOGLINE:

Veterans take on a new mission to find healing through the power of songwriting with national recording artists.

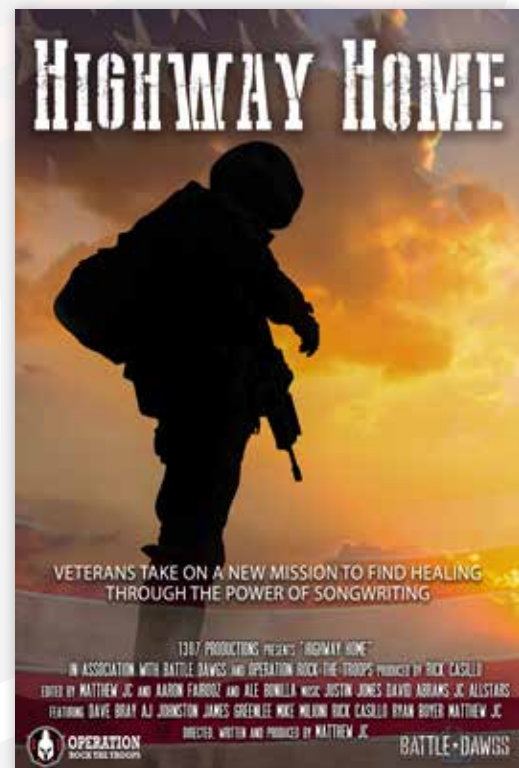
SHORT SYNOPSIS:

Veterans are given a mission to come together to write a song, perform it live, and record it. This non-drug-related solution to heal those suffering from TBI and PTS gives them the ability to not only get what is inside of them out through an art form but also allow healing for the listener, which helps the viewer realize they are not alone with similar feelings.

Each episode will be shot on location with different national recording artists partnering up with the veterans to bring their story to life through music and perform it live together.

MISSION:

- Film a Full Season - 8 Episodes
- 1 Hour Episodes
- Land Network / Distribution Deal





PROOF OF CONCEPT

4 SONGWRITING HEALING CAMPS FOR VETERANS ALREADY COMPLETED

1. Dublin, Ireland – November 2018 - 5 Female Veterans
2. Alaska, BattleDawgs Charity - July 2019 – 4 Veterans
3. Dublin, Ireland – November 2019 - 6 Veterans
4. Dallas, Texas – February 2020 - 7 Veterans

Highway Home – Pilot Episode Teaser Trailer:

[CLICK HERE](#)

Highway Home – Full Program Concept with Testimonials

[CLICK HERE](#)

FOX News Promo in 2021 about Songwriting Healing Camp:

[CLICK HERE](#)

1st Official Music Video/Song written by Veterans in a Camp

[CLICK HERE](#)

HIGHLIGHTS AND GOALS

- Nominated for a Lonestar EMMY in 2021 for the best military documentary with the Pilot Episode of Highway Home program.
- Episode 1, The Pilot: Filmed in Alaska, with the Charity Battle Dawgs, is in the final post-production process.
- The next 5 New episodes in Dallas will help 10 veterans.
- The 1st song recorded through the camp will be a Hit Song topping the music charts.



2022 PLAN

THE PLAN:

Land a Network / Distribution Deal. This will directly impact healing Veterans and educate and inspire millions of viewers through their true stories, struggles and successes revealed through music and the power of songwriting.

- Schedule, Confirm and Film 5 Full Episodes during Fall of 2022 in Dallas
- Book 5 National Recording Artists
- Book Celebrity Narrator to Voice Over the full season
- Filming at One location in Dallas/Fort Worth reduces the line budget
- Confirmed: August 2022, Host and Film a Songwriting Healing Camp in Alaska, at Battle Dawgs 501c3 Charity as the final episode of the 1st Season
- Raise \$500,000 to complete 7 Episodes for a full season and package to a Network





EPISODE BREAKDOWN

THE SONGWRITING HEALING PROGRAM CONSISTS OF THREE STEPS OF HEALING

1. Group Healing Session

- Veterans and National Recording Artists sit face to face in a room.
- Matthew JC leads the discussion through a series of questions that focus on the Veterans talking about what they battle against on returning home and the ways they chose to confront the thoughts that rage in their head.
- The national artists listen and take notes on song concepts from the Veterans' words and have a follow-up question/answer with the Veterans to go deeper to understand.

2. Breakout Songwriting Sessions with National Artists

- The Veterans and National Artists begin writing the lyrics and music for their individual song.
- An intimate session of songwriting brings the viewer into the process of bringing what is inside the veteran out through melody and lyrics as the healing can be visually seen taken place naturally.

3. Live Performance Session

- The Veteran and National Artist introduce the song and reveal the story behind it.
- Perform the song live together.
- Witness a healing experience as the listener is inspired and educated into the mind of the veteran as the song and story are performed.





OPERATION ROCK THE TROOPS, 501C3 CHARITY – HISTORY

Since 2003 the goal was to create a healing program that would air on a TV Network reaching millions of homes and showing how Veterans can be healed through a Non-Drug Related solution the power of music.

ORT has completed 7 World Tours, to 15 countries at over 40 military bases performing over 1,000 shows with their band and program, The JC AllStars.

ORT lands on Amazon Prime, Hulu, Comcast, and across VOD platforms in 2014 with their first original Documentary featuring their 7 World Tours to military bases.

ORT has completed 2 US Cross Country tours reaching over 13 cities promoting non-drug-related solutions, and handing out free Infrared Light Therapy units to 30 Veterans. While on tour they offer free music lessons to veterans and their children at charity events and on US Military Bases.

ORT was nominated for a LoneStar EMMY in 2018 for 'Light Up To Live', a Documentary based on their tour across the country healing Veterans through a non-drug-related treatment through Light Therapy. ORT was nominated for a Lonestar EMMY in 2021 for their Highway Home Songwriting Healing Program, Documentary Series.



SPONSORSHIP OPPORTUNITY

IF YOU WOULD LIKE TO TALK ABOUT SPONSORSHIP, PRODUCT PLACEMENT OR ABOUT INVESTMENT OPPORTUNITIES:

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DONATE TODAY: [CLICK HERE](#)

DOWNLOAD FREE JC ALLSTARS ALBUM: [CLICK HERE](#)





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Operation Rock The Troops, INC

2014, 501c3 Non Profit