

HIGHWAY HOME



THE PITCH DECK
PROGRAM & DOCUMENTARY SERIES



HIGHWAY HOME

A DOCUMENTARY TV SERIES

LOGLINE:

Veterans are challenged with a new mission to find healing by being paired up with a national artist to write an original song. Before time runs out they will take the stage in front of thousands of fans at Gordy's HWY 30 Music Festivals; June in Flier, Idaho and then October in Texas at Texas Motor Speedway.

SHORT SYNOPSIS:

This non-drug-related solution to heal those suffering from TBI, PTSD and Suicidal thoughts, gives them the ability to take what is inside and put into an art form. This will help inspire both the writers and the listeners, which helps the viewer realize they are not alone.

Each Festival will bring different challenges to the veteran and national artist to bring their story to life through music, storytelling, and live performances.

In June, the veteran and artist will travel by a Tour Bus from Dallas to Idaho and have 3 days on the road to go through our Healing Camp, learn to write in a journal on their way to writing an original song together to perform on stage on the last day of the Festival in front of a sold out crowd.

In October, 2 veterans and 2 national artists will go through our healing camp in the Stockyards of Fort Worth before writing and performing their songs in front of 30,000 + fans.

MISSION:

- Partner with National Artists and Record Labels
- Partner with Celebrity Narrator to increase distribution reach.
- Strategic Partnerships with Major Companies
- Sign a Network / Distribution Deal





PROOF OF CONCEPT

NEW FULL SEASON FILMED FOR NETWORK SERIES

1. Gordy's HWY 30 Music Festivals

- 7 Episode Series, 30 minutes each episode
- June 21-24, 2023, in Idaho - <https://hwy30musicfest.com>
- October 18-22, 2023, at Texas Motor Speedway - <https://hwy30tx.com>
- 5 Original Songs will be written and performed by veterans and national artists Live and be released on a label

60 second Promo Commercial

[CLICK HERE](#)

Season 1, 3 Episodes: Filmed in Ireland (password:highwayhome)

[CLICK HERE](#)

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

[CLICK HERE](#)

Sizzle: TV Series Concept with Veteran Testimonials

[CLICK HERE](#)

FOX News Promo in 2021 about Songwriting Healing Camp

[CLICK HERE](#)

HIGHLIGHTS

- Nominated for a Lone Star EMMY in 2021 for Highway Home, the best military documentary.
- Nominated for a Lone Star EMMY in 2018 for 'Light Up To Live', a Documentary based on the JC All Stars Tour across the country healing Veterans through a non-drug-related treatment through Light Therapy.



DETAILS

GORDY'S HWY 30 MUSIC HIGHLIGHTS

- June 21-24: 32+ Artists will take the stage in Flier, Idaho over 4 days with an estimated attendance of 8,500 people per day.
- Oct 19-22: 32+ Artists will take the stage at Texas Motor Speedway in Texas, over 4 days with an estimated attendance of 35,000 per day
- June is the 10 Year anniversary of the Gordy's Highway 30 Music Festival
- 5 to 7 Veterans will be featured in the TV Series combined at both festivals
- Social Media Reach is over 1 million combined with 60 national artists promoting both festivals

Click the Logos below to see some of the Top National Artists performing at Gordy's HWY 30 Music Festival:





EPISODE BREAKDOWN

THREE STEPS OF HEALING

1. GROUP DISCUSSION & JOURNALING

The first challenge is to speak up as the Veterans and National Recording Artists sit together and discuss the struggles they are facing in life and find common ground.

Working together on finding solutions to real-life issues they learn how writing in a journal can bring them healing beyond the camp and be used to find healing.

Each mission will provide a different location and challenge: living in the wilderness of Alaska, traveling to Ireland on Tour, riding in a tour bus between two major cities, etc.

2. BREAKOUT SONGWRITING SESSIONS

Being paired up with the National Artist will lead the Veteran in the songwriting process and bring to life their story through writing the lyrics, theme, 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 taking place

3. LIVE PERFORMANCE SESSION

Facing the ultimate challenge of performing live on stage, 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.





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 PTSD.

TWO FEATURED PROGRAMS:

- **JC AllStars:**
Live Performance Band for Active Duty, Veteran Charities, and through the Armed Forces Entertainment through Pentagon since 2003. Completed 7 World Tours, to 40 Military Bases in over 15 Countries including 2 Cross Country Tours in 15 cities with over 1,000 shows.
- **Highway Home: Songwriting Healing Camps**

HISTORY:

Since 2003 the charity's goal was to create a healing program that would air on a TV Network reaching millions of homes and showing how Songwriting can help heal veterans and people in general.

In 2014 through Vision Films Distribution, Operation Rock The Troops original Documentary premiered on Amazon Prime, Hulu, Comcast, and across VOD platforms reaching millions of homes.

In 2018, ORT started the Highway Home Songwriting Healing Camp Program, and have currently hosted 5 camps across the world with 4 camps planned for 2023.



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

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



SPONSOR A VETERAN FOR A SONGWRITING HEALING CAMP - \$5,000

- INCLUDES FOR THE VETERAN:

- Flight, Lodging and Meals
- Writing an original song with a National Artist
- Recording Studio
- Rehearsal Studio
- Live performance and music video captured
- A Leather Bound Journal
- A truly musical healing experience

- INCLUDES FOR SPONSOR:

- Logo/Brand on Marketing Material, Press, Etc.
- Custom social media content for sponsor channels
- Social Media Posts from National Artist
- Social Media Posts from Veterans
- Featured Website link on the official Operation Rock The Troops website (no bio)



SPONSORSHIP PACKAGE OPPORTUNITIES

Each package is custom made and includes but not limited to the following:

TITLE SPONSOR \$20,000

- Opening title sequence logo animation
- Company Name included in ending credits
- Sponsor three Veterans
- Category Exclusivity
- Custom commercial created for Title Sponsor
- Meet and Greet with National Artists and Veterans at Live Event
- Product placement
- Social Media Post mentions from select National Artist
- Social Media Posts mentions from Veterans in series
- Logo/Brand on Marketing Material, Press, Etc.
- Logos on Step and Repeat Banners at Events
- Featured in post-event sizzle video
- Featured in celebrity green room areas
- Custom social media content for sponsor channels
- Animation of your logo created with Thank You message, promoted across our social media platforms.
- Operation Rock The Troops Gala/Live Concert – logo/brand on marketing material and Red Carpet

GENERAL SPONSOR \$10,000

- Sponsor two Veterans
- Company Name included in ending credits
- Custom commercial created for General Sponsor
- Product placement
- Social Media Posts mentions from Veterans in series
- Logo/Brand on Marketing Material, Press, Etc.
- Logos on Step and Repeat Banners at Events
- Featured in post-event sizzle video
- Custom social media content for sponsor channels
- Animation of your logo created with Thank You message, promoted across our social media platforms.
- Operation Rock The Troops Gala/Live Concert – logo/brand on marketing material and Red Carpet



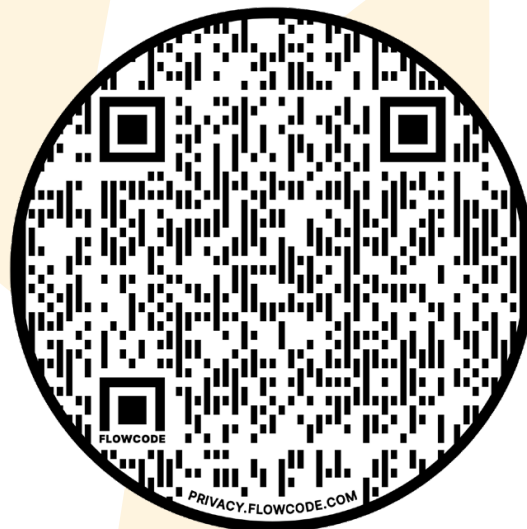
SPONSORSHIP OPPORTUNITY

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

**MATTHEW JC
972.345.5694
MATTHEWJC@OPERATIONROCKTHETROOPS.ORG**

DONATE TODAY: [CLICK HERE](#)

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





Matthew JC - Founder

972.345.5694

matthewjc@operationrockthetroops.org

Operation Rock The Troops, INC

2014, 501c3 Non Profit