



Concerts and Music Festivals to help place homeless families and individuals in permanent homes.

2023 ONE ROOF FESTIVAL

featuring

Gin Blossoms

Toad the Wet Sprocket

Marcy Playground

Julianna Hatfield | Kay Hanley

The Glad Machine | Eavesdrop

June 17, 2023

The Pines Theater | Northampton, MA



Mission Statement

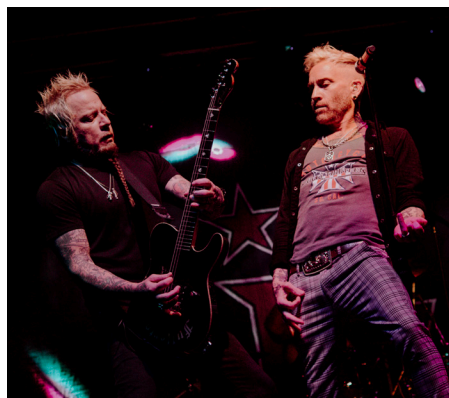
One Roof is a nonprofit 501(c)(3) organization dedicated to ending homelessness. We produce musical concerts and festivals in order to place families and individuals in permanent homes. Our novel approach enables us to generate funds to meet our mission while simultaneously engaging with the general public and fostering a growing sense of community.

The Event

Following the success of our inaugural festival at the Three County Fairgrounds in September of 2021, and our our 2022 Holiday Gala featuring Suzanne Vega at the Academy of Music in Northampton, MA, One Roof is proud to present our **2023 Summer Festival featuring** Gin Blossoms, Toad the Wet Sprocket, Marcy Playground, and many more at The Pines Theater in Northampton.

Previous Events

2021 Summer Festival at The Three County Fairgrounds featuring Lit and The Motels
2022 Holiday Gala at The Academy of Music featuring Suzanne Vega



Visit us at [OneRoofFestival.org](https://www.OneroofFestival.org) for complete contact information

Fundraising

Our previous events have successfully raised over \$30,000 for our cause. Our upcoming 2023 Summer Festival will be far more ambitious. We aim to raise \$250,000 through donations, ticket sales, and sponsorships. Those dollars will allow us to build five homes and provide preliminary support for the families in those homes. In addition, we will work with various partner organizations to provide ongoing support for the families placed in the housing we provide. Providing a permanent home for these families allows service organizations to much more easily deliver help and support to families in need. We have already received several generous offers of land to build these homes so our 2023 fundraising dollars can be put to use right away.

The cost of producing our events is covered in full by ticket sales. That means that 100% of your sponsorship dollars will support the cause of housing the homeless.

Models

Our approach is modeled on that of other successful organizations throughout North America, including:



Veterans Community Project/VCP Village, Kansas City, MO

VCP Village is an innovative community of 49 tiny houses for Veterans experiencing homelessness. The homes range in size from 240 to 320 square feet, meet all local city code requirements, and connect to city utility services. Approximately 70% of the Village construction was performed by community volunteers.



Tiny House Community Development (THCD), Inc., Greensboro, NC

THCD is a nonprofit organization working to develop tiny house communities throughout North Carolina. These communities consist of 3–10 units on individual lots, leased to residents based on their income and current situation. THCD works with local nonprofit housing organizations to assist qualifying potential residents in Greensboro, High Point, and Winston-Salem.



Home for Heroes Foundation, Calgary, Alberta, Canada

Home for Heroes aims to integrate homeless military veterans into the community by building villages of 15–25 tiny homes in major cities across Canada. By providing housing and support services, Home for Heroes helps homeless veterans successfully rejoin civilian life.

Sponsorship Levels

Apex Sponsor (2 available): **\$50,000.00**

- 4 Reserved-seating tickets, 4 VIP Lounge Passes, and 10 General Admission tickets
- Top-tier placement of your logo on marketing products & festival signage
- 10 foot X 10 foot space available for vending and promotion throughout the festival
- Announcement of your company as sponsor throughout the festival
- Announcement of your company name in all radio, TV, and Internet advertising

Steeple Sponsor (2 available): **\$35,000.00**

- 4 Reserved-seating tickets, 4 VIP Lounge Passes, and 6 General Admission tickets
- Second-tier placement of your logo on marketing products & all festival signage
- 10 foot X 10 foot space available for vending and promotion throughout the festival
- Announcement of your company as sponsor throughout the festival
- Announcement of your company name in all radio, TV, and Internet advertising
 - 25% SOV on all TV ads to run July–September
 - 25% SOV on all Radio ads to run July–September

Dome Sponsor (3 available): **\$20,000.00**

- 2 Reserved-seating tickets, 2 VIP Lounge Passes, and 4 General Admission tickets
- 10 foot X 10 foot space available for vending and promotion throughout the festival
- Second-tier placement of your logo on physical marketing products
- Announcement of your company name in select TV

Pavilion Sponsor (3 available): **\$10,000.00**

- 6 General Admission tickets and 2 VIP Lounge Passes
- Third-tier placement of your logo on physical marketing products
- Announcement of your company name in select radio, TV, and Internet advertising

Housetop Sponsor (5 available): **\$5,000.00**

- 4 General Admission and 2 VIP Lounge Passes
- Third-tier placement of your logo on physical marketing products

Living Room Sponsor (5 available): **\$2,500.00**

- 4 General Admission and 1 VIP Lounge Pass
- Third-tier placement of your logo on physical marketing products

Canopy Sponsor (5 available): **\$1,000.00**

- 4 General Admission tickets

Staff

Jonathan L. Bayuk, D.O. – *Festival Director*

Dr. Jonathan Bayuk is President of Allergy and Immunology Associates of New England (AIANE). Dr. Bayuk has earned widespread recognition for his community work throughout the Pioneer Valley. An accomplished guitarist and devoted Phish fan, Dr. Bayuk has long dreamed of **One Roof** and is thrilled to see it finally come to life.

Dan Prindle – *Production Manager*

Dan Prindle is owner of The Prindle School, a music school with three locations in the Pioneer Valley. A regular sponsor of the arts and active musician and music educator, Prindle is thrilled to be able to use the arts to make a positive impact in the community.

Nikki Anderson – *Marketing Consultant*

Nikki Anderson has worked as a media consultant with Western Mass News TV stations for the past 8 years and is a lifelong resident of the Pioneer Valley. She has worked with many events and fundraising efforts throughout the region.

Additional Staff

Eileen Hurley – *Controller*

Alexis Neubert – *Graphic Designer*

Nate Christy – *Web Designer*

Leo Forrest – *Merchandise Coordinator*

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for complete contact information.

