

SOCIALBITE's



Sleep *in the* Park

A Mass Sleepout to End
Homelessness in Scotland. For Good.

With busking sets from

**LIAM
GALLAGHER**

**AMY
MACDONALD**

**DEACON
BLUE**

FRIGHTENED
RABBIT

Bedtime story with

John Cleese

Plus Guests

Bob Geldof & Rob Brydon



Sleep *in the* Park

Princes St Gardens
December 9th 2017


**We're inviting you to join us and 9,000 others
in Princes Street Gardens on the 9th of December
for a mass sleepout, where you'll be joined by some
of the world's biggest artists, to experience
homelessness for one night.**

By raising funds and working together, we can stop the sticky plaster mentality and get to the root issues with a plan to eradicate homelessness over a 5 year period by providing people with housing, rehabilitation, job opportunities and the support they need to turn their lives around.

We want to make Scotland an example for the whole world to follow. We're a small country. A nation of innovators. The statistics of homelessness in Scotland are not insurmountable.

● **We can do this. We just need you.**





We have invited some amazing people to support the mission by sleeping out, performing, reading bedtime stories and serving breakfast. At 11pm, the lights will go out and all 9,000 people will bed down on a cold Scottish Winter's night under the stars.

Whilst a cold winters night will give you a small insight into the plight of Scotland's homeless, the main objective of your participation is to raise the money and stimulate the action, to solve the issue in Scotland for good.



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Buskers

Liam Gallagher

Liam rose to fame as the lead singer of Oasis, and Beady Eye, and later as a solo artist. In 2010 Liam Gallagher was voted the greatest frontman of all time in a reader poll by Q magazine. His erratic behaviour and distinctive singing style means he remains one of the most recognisable figures in modern British music.



Amy Macdonald

Amy has sold over 9 million records worldwide and has released a string of hits, with “This Is the Life” charting at number one in six countries, while reaching the top 10 in another 11 countries. In February, Amy released her fourth studio album *Under Stars* which entered at number two on the UK Album Chart and peaked within the top ten of the album charts in Germany and New Zealand.



Deacon Blue

Formed in Glasgow in 1985, 2017 marks 30 years since the release of their debut album, *Raintown*. Their second album, *When the World Knows Your Name* followed in 1989, topping the UK Albums Chart for two weeks, and included “Real Gone Kid” which became their first UK top ten single.



Frightened Rabbit

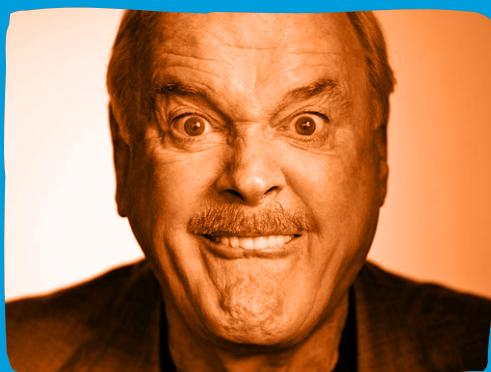
Ever since Scott Hutchison started releasing music as Frightened Rabbit more than a decade ago, his emotionally honest and incisively worded lyrics have been among the project’s most beloved qualities. Over the course of five albums, including their new *Painting of a Panic Attack*, Frightened Rabbit’s frontman has made poetry of his misery, and still somehow managed to make it sound anthemic.



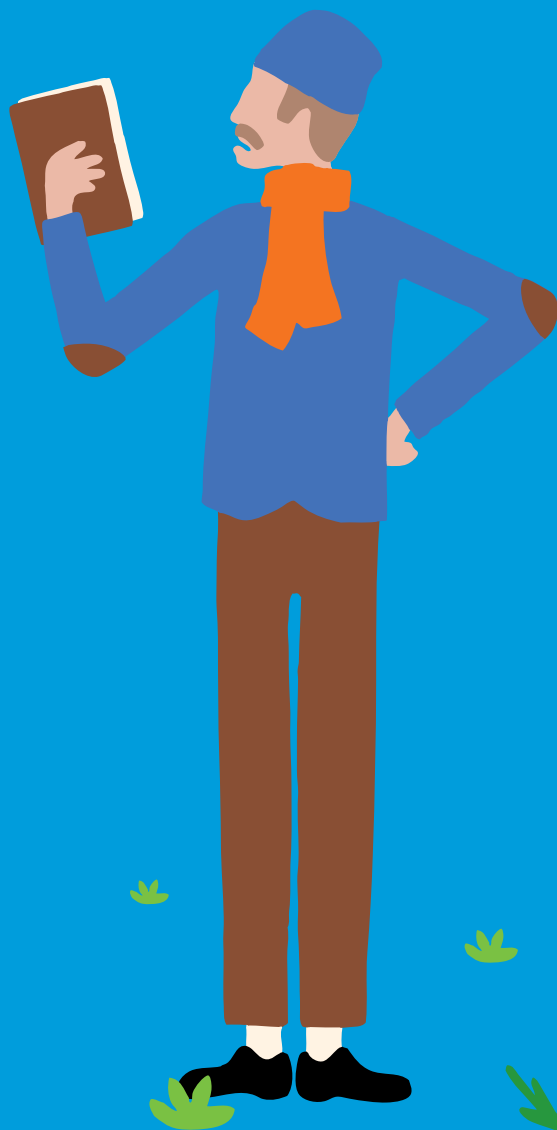
Comedy Bedtime Story from John Cleese

Available for all participants that manage to raise £500 or more.

Comedy Legend John Cleese is supporting the event by writing and performing a bespoke Comedy Bedtime Story. This once in a lifetime performance will be an added perk for all participants who manage to raise £500 or more and will take place in the VIP tent.



Actor, screenwriter, producer, and comedian, John achieved success at the Edinburgh Festival Fringe and as a scriptwriter and performer on The Frost Report. In the late 1960s, he co-founded the infamous Monty Python comedy troupe, and went on to co-write and star in the well known sitcom Fawlty Towers. In 1976, John co-founded The Secret Policeman's Ball benefit shows to raise funds Amnesty International.



Breakfast Rolls

Available for all participants that manage to raise £1,000 per person

If you manage to raise over £1,000 you will be served a bacon roll from an A-team headed up by Comedian Rob Brydon and Scottish Government Ministers.

Service from

Rob Brydon



In 2011 Rob's career hit new heights when he launched his own BBC chat show, The Rob Brydon Show, having been the presenter of Would I Lie to You and Saturday night game-show The Guess List. When he is not presenting Rob also features regularly as a panellist on some of Britain's biggest entertainment shows such as QI and Have I got News for You.

Scottish Government Ministers



The Scottish
Government

Cabinet Ministers from The Scottish Government will be donning their aprons and serving up breakfast rolls for all fundraisers who manage to raise over £2,000.

Full line up of ministers is to be announced.



Sleeping Out

Along with 9,000 others, Sir Bob Geldof will be sleeping out and addressing the audience.



Songwriter, author and political activist, Bob rose to prominence in the late 1970s as the lead singer of the The Boomtown Rats. He is widely recognised for his activism as well as the charity super-concerts Live Aid and Live 8.

A recipient of an honorary knighthood from the Queen, Bob has received the Man of Peace title which recognises individuals for their contribution to international social justice and peace, and in 2005 he received the Brit Award for Outstanding Contribution to Music.



What we will invest the money raised on

A nationwide jobs program for the homeless

We will be working with private sector employers in a bid to create and support 2,000 job opportunities for Scotland's most marginalised people.



New Housing and Accommodation Models

Creating new housing solutions for Scotland's homeless population, such as our Social Bite Village concept and supported lodging opportunities for a targeted 2,000 people.



Addiction Rehabilitation Facilities

Creating new solutions to addiction in homelessness.



Social Bite Food Provision and Events

Your funds will help us distribute over 100,000 items of food and hot drinks out to the homeless community every year.



Social Bite have commissioned a comprehensive study from Heriot Watt University, to be released in September, entitled 'Eradicating Core Homelessness in Scotland'.

This study will give accurate statistics of homelessness broken into Scotland's 4 largest cities:

- Glasgow
- Edinburgh
- Aberdeen
- Dundee

Each area will then be broken into 4 key areas of funding interest:

- Rough Sleeping
- Temporary Accommodation
- Addiction
- Employability and Independent Living

SOCIALBITE



Match Funding and Collaboration

We also plan to secure match funding, so that the money you raise will be matched and those additional funds will be distributed among a range of homelessness charities, all working coherently on the solutions to the issue. Full details of our collaboration partners and match funding commitments will be announced over the coming months.

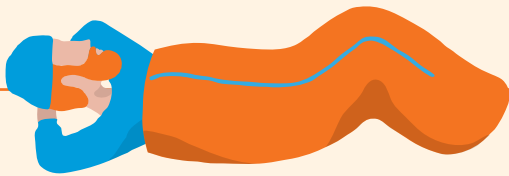


How you can Take Part

To sign up all you have to do is make a minimum fundraising commitment. You can sign up in two ways:

Individual

**Minimum Fundraising
Commitment of £100**
(including an initial £50 donation)



Corporate

**Sign up a team of 5 with
a Minimum Fundraising
Commitment of £3,000**
(including an initial donation of £250)

This will make your business a corporate sponsor of the event and your logo will be included as a key supporter on the website and at stage side on the night.

Your business will also get 5 free seats at a VIP corporate lunch in the EICC during the day of Saturday 9th, featuring a keynote from Sir Bob Geldof, Josh Littlejohn MBE and John Cleese.



To register, please go to

www.sleepinthepark.co.uk/register



Optional Additional Pledges

In order to end homelessness in Scotland for good, we are encouraging participants to make 1 or 2 additional and optional pledges. If you are in a position to and you want to, you can pledge the below:

Offer a Long Term Supported Lodging

If you have a spare room you can offer a homeless person what is called a "Supported Lodging". This will mean offering up your spare room for a period of time. Our team will work with you and your family to support you through the process. The time period could range from a few nights to a few months depending on what was most suitable to you. You and your family will be fully supported as you offer valuable shelter to someone in desperate need, helping get them on their feet. Social Bite's team will work with you and the homeless individual to move them on to permanent accommodation. This is a successful project in England run by a charity called DePaul who are helping Social Bite bring the model to Scotland.

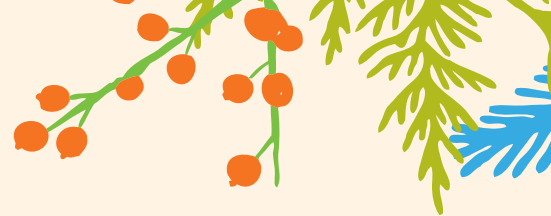
At this stage, we simply want people to pledge their interest in the program and we will be in touch with you to talk everything through and take it forward.

Offer an Employment Opportunity

If you are an Employer you can pledge an employment opportunity to someone from a homeless background. Social Bite employs 1 in 4 of our workforce from the homeless community and our team will support your business as you rehabilitate someone into mainstream employment and help them get their lives back on track. At this stage, we simply want people to pledge their interest in the program and we will be in touch with you to talk everything through and take it forward.

We hope to generate around 1,000 job offers and 1,000 lodging offers through the event, which will in and of itself make a significant dent on the issue of homelessness.





Fundraising Incentives

Depending on the total you are able to raise, you will be issued a wristband prior to the event that will give you the following levels of access:



Individual

£100 (including initial £50 donation)

- Watch the Buskers, Liam Gallagher, Amy Macdonald, Deacon Blue and Frightened Rabbit and hear from Social Bite Co-Founder Josh Littlejohn and Sir Bob Geldof
- You will be watching from the outer tier
- Participate in the sleepout

£500

- Get read a bed time story from John Cleese, with a short story written exclusively for the event
- Best Viewing for the Buskers, Liam Gallagher, Amy Macdonald, Deacon Blue and Frightened Rabbit and hear from Social Bite Co-Founder Josh Littlejohn and Sir Bob Geldof
- Participate in the sleepout

£1,000

- Get access to inner circle with best viewing for the performances (only available for the first 3,500 people to reach £1,000)
- Best Viewing for the Buskers, Liam Gallagher, Amy Macdonald, Deacon Blue and Frightened Rabbit and hear from Social Bite Co-Founder Josh Littlejohn and Sir Bob Geldof
- Get read a bed time story from John Cleese, with a short story written exclusively for the event
- Participate in the sleepout
- Get given a bacon Roll from Rob Brydon and Scottish Government Ministers at 7am

The top 10 individual fundraisers will also get:

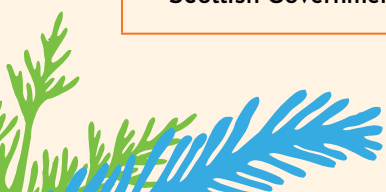
(league tables will be published on the website)

- A personal Christmas Gift Hamper from the First Minister Nicola Sturgeon
- A Meet and Greet with Sir Bob Geldof

The top 1 Individual Fundraiser will also get:

(league tables will be published on the website)

- To watch either Liam Gallagher, Deacon Blue, Amy Macdonald OR Frightened Rabbit from backstage and enjoy a meet and greet with them. You choose the act.
- A house named after them or someone of their choice in The Social Bite Village
- A personal Christmas Gift Hamper from the First Minister Nicola Sturgeon
- A Meet and Greet with Sir Bob Geldof



Corporate (Teams of 5)

£3,000 (including an initial donation of £250)

- Become a Corporate Sponsor and have your company's logo on the website and stage side as a key supporter
- Watch the Buskers, Liam Gallagher, Amy Macdonald and Deacon Blue, and hear from Social Bite Co-Founder Josh Littlejohn and Sir Bob Geldof
- 5 Free seats at a VIP corporate lunch created by Martin Wishart, with keynote addresses from Sir Bob Geldof, Josh Littlejohn MBE and John Cleese. Lunch held at EICC, Edinburgh.
- You will be watching from the outer tier
- Participate in the sleepout

£5,000

- Get access to inner circle with best viewing for the performances (only available for the first 3,500 people to reach £1,000 per person)
- Best Viewing for the Buskers, Liam Gallagher, Amy Macdonald and Deacon Blue and hear from Social Bite Co-Founder Josh Littlejohn and Sir Bob Geldof
- Get read a bed time story from John Cleese. Bespoke short story written just for the event.
- 5 Free seats at a VIP corporate lunch created by Martin Wishart, with keynote addresses from Sir Bob Geldof, Josh Littlejohn MBE and John Cleese. Lunch held at EICC, Edinburgh.
- Participate in the sleepout

£6,000

- Get access to inner circle with best viewing for the performances (only available for the first 3,500 people to reach £1,000)
- Best Viewing for the Buskers, Liam Gallagher, Amy Macdonald and Deacon Blue and hear from Social Bite Co-Founder Josh Littlejohn, Sir Bob Geldof, Sir Chris Hoy and the First Minister Nicola Sturgeon
- Get read a bed time story from John Cleese. Bespoke short story written just for the event.
- Participate in the sleepout
- Get given a bacon Roll from Rob Brydon and Scottish Government Ministers at 7am
- 5 Free seats at a VIP corporate lunch created by Martin Wishart, with keynote addresses from Sir Bob Geldof, Josh Littlejohn MBE and John Cleese. Lunch held at EICC, Edinburgh.

The top 1 Corporate Fundraiser will also get:

(league tables will be published on the website)

- To watch either Liam Gallagher, Deacon Blue, Amy Macdonald OR Frightened Rabbit from backstage and enjoy a meet and greet with them. You choose the act.
- A house named after them or someone of their choice in The Social Bite Village
- A personal Christmas Gift Hamper from the First Minister Nicola Sturgeon
- A Meet and Greet with Sir Bob Geldof

The top 10 Corporate Fundraisers will also get:

(league tables will be published on the website)

- A personal Christmas Gift Hamper from the First Minister Nicola Sturgeon
- A Meet and Greet with Sir Bob Geldof



Corporate Lunch

12.30pm, EICC Edinburgh, Sat 9th December

Just by signing up a team of 5 and making a fundraising commitment of £3,000 -your business will get a free half table for 5 people at our exclusive Social Bite corporate lunch at the EICC Edinburgh in the afternoon of the 9th December.

The lunch is expected to be attended by up to 2,000 people.

It will feature

A 60 minute Q and A with John Cleese
being interviewed by Rob Brydon

Keynote Address from Josh Littlejohn MBE

An address from Sir Bob Geldof

Stories from formerly homeless people
on their journey out of homelessness

Lunch created by

Martin Wishart





Sleep *in the* Park

Register Now

at

www.SleepInThePark.co.uk



Sleep *in the* Park

Register at

www.SleepInThePark.co.uk/register

Find our More at

www.SleepInThePark.co.uk

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