

# United Tiny House Association

*"Do something BIG in your world... by simply doing something TINY!"*



We invite you to be part of...

## United Tiny House Team Tiny

(ORGANIZER of the 30 For-Charity Tiny House Festivals, INCLUDING the World's 6 LARGEST!)

## 2024 Collaboration Opportunities

Discover the benefits of sponsoring & collaborating with the World's LARGEST tiny house & tiny lifestyle support organization.

John & Fin Kernohan, United Tiny House Association

Email: [festivals@unitedtinyhouse.com](mailto:festivals@unitedtinyhouse.com) Office: (706) 623-4332



**United Tiny House Association**

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Rev: 03-12-24



## The United Tiny House Association & the For-Charity Tiny House Festivals...

Founded in 2015 by John and Fin Kernohan as a local Georgia-based meet-up and support group, the United Tiny House Association (UTHA) has grown to become what is arguably the largest membership tiny house support organization in the World, with over 78K+ members. Over the years, UTHA and its founders, John and Fin Kernohan, have become recognized as pioneers in the support, education, and advocacy of the tiny house movement.

Since its very first event, the 5K-attendee and 19 tiny structure 2016 Georgia Tiny House Festival held in March 2016, the tiny house events of the United Tiny House Association have grown to become not only World-recognized, but 6 of its events are the LARGEST tiny house festivals on record in the World.

More importantly, the tiny house events of the United Tiny House Association (UTHA) are known as the **For-Charity Tiny Houses Festivals**, which is due to the UTHA donating the admission ticket proceeds of its events to charities, non-profits, and to local communities where its events are held. To date, the UTHA has donated and given away over \$788K in its philanthropy and charity efforts to, but not limited to, building a tiny home for a homeless veteran, buying a 5th wheel camper for homeless veteran & his wife, buying equipment for volunteer fire departments, founding & endowing the annual UTHA Scholarship Fund, an endowment to the HCC Sustainability Department, purchased life-saving medical equipment for multiple-children's hospitals, Alzheimer's research & support groups, cancer research, breast cancer research & support groups, youth groups, Martin Luther King Holiday events, preservation & restoration projects, many churches, inner city projects, youth groups, and over 100+ other organizations, non-profits and great causes!

### History of 30 For-Charity Tiny House Festivals...

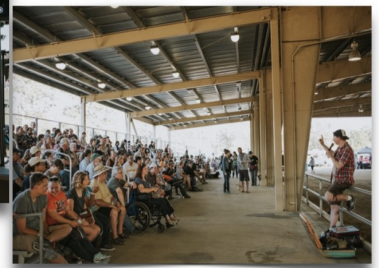
2016 Georgia & Florida Tiny House Festivals (1st Annual)	2017 New Jersey Tiny House Festival
2017 Georgia & Florida Tiny House Festivals (2nd Annual)	2017 Tennessee Tiny House Festival
2018 Georgia & Florida Tiny House Festivals (3rd Annual)	2018 DC/Virginia Tiny House Festival
2018 Tiny Houses across America	2018 BIG Mass Tiny House Festival
2018 Louisiana Tiny House Festival	2019 Tiny Living Festival California
2019 Georgia & Florida Tiny House Festivals (4th Annual)	2019 Tiny Living Festival Tennessee
2020 Georgia & Florida Tiny House Festivals (5th Annual)	2020 1st FREE Online Tiny House Festival
2021 Georgia & Florida Tiny House Festivals (6th Annual)	2021 2nd FREE Online Tiny House Festival
2021 NOMADfest	2022 Florida Suncoast Tiny Home Festival
2022 Georgia & Florida Tiny House Festivals (7th Annual)	2022 Tennessee Tiny Home Music Festival
2023 Georgia & Florida Tiny House Festivals (8th Annual)	2023 Florida Suncoast Tiny Home Festival

### Social Media & Internet Influence (As of March 12, 2024)...

- ~ Web Site: 510K+ Unique Annual Visitors (<https://unitedtinyhouse.com>)
- ~ Instagram: 338.1K+ Followers (@belovedcabin)
- ~ Instagram: 99K+ Followers (@unitedtinyhouse)
- ~ TikTok: 159.5K+ Followers & 2M Likes (@belovedcabin)
- ~ YouTube: 12K+ Subscribers (@Belovedcabin)
- ~ Facebook Page: 294.6K+ Followers (United Tiny House)

### Additional Outreach & Influence...

- ~ Electronic Membership Newsletter (78K+ Members).
- ~ Instagram, Facebook, TikTok, and YouTube Broadcasts.
- ~ Virtual tours of tiny homes, products and services of interest to the tiny, nomad, and off-grid lifestyles.
- ~ John & Fin are emcees and presenters at many tiny house events, colleges, and festivals around the county.
- ~ John & Fin are regularly interviewed and featured on newscasts, blogs, vlogs, podcasts, newspaper, magazines, radio, television, and other media outlets around the World.
- ~ John & Fin, their homes, and festivals, have been featured on A&E, HGTV, The DIY Network, USA Today, FOX, The Rachel Ray Show, GAC, AOL, YAHOO, TODAY, Apple TV+, Apartment Therapy, Newsweek, New York Post, The Sun, and MORE! **They were also featured throughout the new 2022 A&E series "Living Smaller".**





***"John & Fin Kernohan... Two of the biggest movers and shakers in the tiny house movement."***

***- People's International Tiny House Festival -***

**Meet "The Kernohans"... The Tiny House Dynamic Duo!** John and Fin Kernohan are the Founders of the United Tiny House Association, which is arguably one of the largest tiny lifestyle support organizations in the World with over 78K+ members. They are also the Organizers of the 30 highly successful (and charitable) for-charity Tiny House Festivals and Tiny LIVING Festivals, including what are on record as the World's six largest tiny house events; the Florida Tiny House Music Festivals and the Georgia Tiny House Festivals.

John and Fin promote the tiny lifestyle by being true examples of living tiny with their DIY, off-grid 304sqft tiny home, known as Beloved Cabin, which they have been living in full-time for 12+ years.

John and Fin travel the county in their 148sqft THOW, known as the Tiny Firehouse – Station No. 9, which has been featured on HGTV's "Tiny House, Big Living", The Rachael Ray Show, A&E, TODAY.COM, AOL's "Dream Big, Living Small", A&E's "Living Smaller". and is also a tribute tiny house honoring firefighters and on-scene first-responders.

Their 30 for-charity Tiny House Festivals have gained international recognition as being some of the World's largest tiny house events on record and have raised over \$788K for 100+ charities and causes.

They also founded their philanthropy project known as Tiny House Rescuers, which salvages unfinished tiny homes from being scrapped, completing these homes, and gifting them to displaced families who need housing. Additionally, their 16-acre tiny house homestead and stay was featured in USA Today as one of the top ten tiny house vacation getaways in the Nation.

Currently scheduled for release in 2024, John's and Fin's upcoming book, *"Tiny Talks: Communicating BIG with Love and Laughter"* is an accounts of their inspirational and humorous journey in living tiny, being a mixed-race couple, and how the benefits of downsizing, being minimalists, and going tiny have blessed their life together so much they came to realize they have an obligation to help and support others in need.

***"Want to know more about tiny homes, John Kernohan is the guy to call."***

***- REALTOR.COM -***

Their journeys and adventures living in the big cities of Bangkok & London (Fin) and Miami & Kaohsiung (John), along with their travels around the globe, to their tiny off-grid minimalist lifestyle in the woods with their 31 cats, 4 dogs, 25 chickens, 8 pigs, 4 ducks, 6 goats, a horse, and 9 quails, have been featured on HGTV, the DIY Network, A&E, GAC, Apple TV+, TODAY, The Rachael Ray Show, Newsweek, New York Post, AOL, Yahoo, USA Today, Airbnb, multiple news stations, numerous magazines, newspapers, web sites, Blogs, and Vlogs around the world.

In addition to their DIY-built, off-grid 304sqft Beloved Cabin and their 148sqft towable Tiny Firehouse - Station No. 9, John and Fin also have three (3) additional tiny houses on wheels, two (2) yurts, two (2) geodesic domes, a bus conversion, two (2) 16' bell tents, and are currently building a tree house & a small cabin as part of their 16-acre Beloved Cabin Homestead & Stay Community.



## FESTIVAL & ORGANIZATION STATISTICS

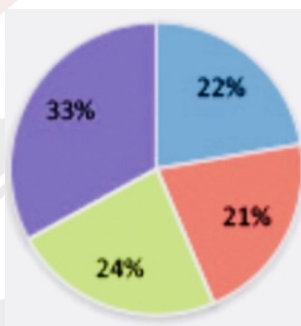
- Some of their For-Charity Tiny House Festivals have had up to 60K+ attendees, with an average of 9K+ per event! Over a HALF MILLION individuals have attended and participated in United Tiny House Association's 30 For-Charity Tiny House Festivals that have been held to date.
- The For-Charity Tiny House Festivals have had up to 120+ tiny structures in attendance, with an average of 54 tiny structures per event!
- The United Tiny House Association is known throughout the World as the premiere and number one organizer of tiny house events!
- Founders of the United Tiny House Association, John and Fin are popular personalities in the tiny house movement with a large following and appearances on A&E, HGTV, DIY Network, TODAY, and MORE!
- Followers: Instagram (338.1K); Facebook (294.6K); Web Site (510K+ Unique Visitors Annually); TikTok (159.5K / 2 Million Likes); YouTube (12K); Membership (78K+).

## SOME MORE REASONS TO COLLABORATE

- Sponsors have direct interaction with engaged attendees ready to hear from you!
- Your display area will be strategically located close to the tiny houses for maximum exposure.
- Attendee surveys show the For-Charity Tiny House Festivals of UTHA draws a diverse demographic.
- UTHA's For-Charity Tiny House Festivals are ticketed events, which ensures strong "pre-qualified" and interested attendees ready to invest their money in accomplishing their tiny lifestyle dreams.
- UTHA has both virtual and in-person events and activities, ensuring the ability to reach its members and those interested and following UTHA and the tiny living movement.

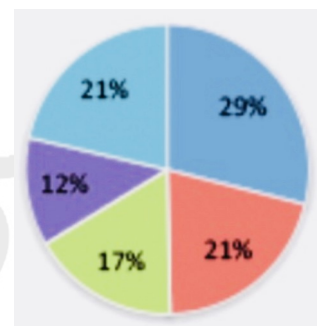
AGE

20's 30's 40's 50+



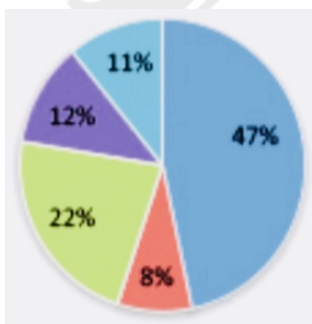
ANNUAL INCOME

Under \$40K \$40-60K \$60-80K \$80-100K \$100K+



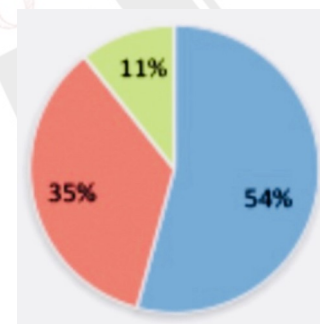
EMPLOYMENT STATUS

Salaried Self-Employed Hourly Retired Other



HOUSING STATUS

Owens Home Rents/Leases Other



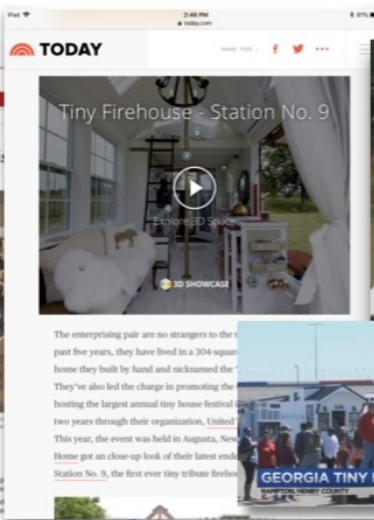




MEDIA SUPPORT & NEWS COVERAGE OVER THE YEARS HAS BEEN AMAZING!



Newsweek







**BECAUSE OF YOU, OUR SPONSORS & COLLABORATORS, THE FOR-CHARITY TINY HOUSE FESTIVALS AND OUR ASDVOCACY WORK ARE ABLE TO BE OF BENEFIT FOR SO MANY INDIVIDUALS AND CAUSES!**

## **TINY HOUSE FESTIVAL SPONSOR OPPORTUNITIES**

### **Platinum Level: \$2000.00**

**During the Event:** 2 PREMIUM Booth Spaces, Recognition from Stage on ALL Event Days, Speak from Stage on BOTH Event Days, 4 FREE On-Site VIP Parking Passes, 12 VIP Weekend Admission Passes.

**In Print & Media:** Logo on Event Banners & Signage, Name in Press Releases & Media Announcements.

**On Web Site & Social Media:** Logo & Link on Top of Our Web Site's Festival Vendor Page, Recognition on Instagram & Facebook, Logo and Clickable Link on Our Web Site's Event Pages, Logo and Clickable Link on Event Schedule.

### **Gold Level: \$1000.00**

**During the Event:** 1 PREMIUM Booth Space, Recognition from Stage on ALL Event Days, Speak from Stage on ONE Event Day, 3 FREE On-Site Parking Passes, 8 VIP Weekend Admission Passes.

**In Print & Media:** Logo on Event Banners & Signage, Name in Press Releases & Media Announcements.

**On Web Site & Social Media:** Logo & Link on Top of Our Web Site's Festival Vendor Page, Recognition on Instagram & Facebook, Logo and Clickable Link on Our Web Site's Event Pages.

### **Silver Level: \$500.00**

**During the Event:** 1 PREMIUM Booth Space, Recognition from Stage on ALL Event Days, 2 FREE On-Site Parking Passes, 6 VIP Weekend Admission Passes.

**In Print & Media:** Logo on Event Banners & Signage.

**On Web Site & Social Media:** Logo & Link on Top of Our Web Site's Festival Vendor Page, Recognition on Instagram & Facebook.

### **Bronze Level: \$250.00**

**During the Event:** 1 STANDARD Booth Space, Recognition from Stage on ALL Event Days, 1 FREE On-Site Parking Passes, 4 VIP Weekend Admission Passes.

**In Print & Media:** Logo on Event Banners & Signage.

**On Web Site & Social Media:** Logo & Link on Top of Our Web Site's Festival Vendor Page, Recognition on Instagram & Facebook.

**Please call 706-623-4332 or contact [festivals@unitedtinyhouse.com](mailto:festivals@unitedtinyhouse.com) with any questions or to request a copy of UTHA's Sponsorship/Collaboration Agreement.**



## **WEB SITE SPONSOR OPPORTUNITIES**

**Main Page Middle Banner: \$250.00 Monthly Payment**  
**Main Page Middle Banner: \$2700.00 Annual Payment**

**Main Page Top Banner: \$350.00 Monthly Payment**  
**Main Page Top Banner: \$3780.00 Annual Payment**

**Blog Post: 50.00 per post**  
**Blog Post Renewal: \$25.00 (Moves post to 1st position.)**

**One-Time Main Page Middle Banner Bundle: \$500.00**  
**Includes:** One-Month Main Page Middle Banner, One-Time Instagram Post, One-Time Facebook Post, and One-Time Newsletter Post. (See Details on next page.)

**One-Time Main Page Top Banner Bundle: \$600.00**  
**Includes:** One-Month Main Page Top Banner, One-Time Instagram Post, One-Time Facebook Post, and One-Time Newsletter Post. (See Details on next page.)

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## PRODUCT & SERVICE SPONSORSHIP

Interested in John and Fin Kernohan representing and promoting your product(s) and/or service(s)?

John and Fin have been successfully representing some of the most recognized product names in the tiny lifestyle and tiny house community for many years.

Once they embrace a product or service by utilizing it in their own tiny life on their 16-acre Beloved Cabin Homestead & Stay, they eagerly and regularly share with their followers, friends and others about their successful experiences and are well-documented by their sponsors as being directly influential in product sales due to their honest and candid endorsements of the products that have worked well for them.

## Just a Few of Our Collaborations & Sponsors...

 GlampingHub

 HOME BIOGAS®

 MONUMENT GRILLS



 PrecisionTemp™

 GROWATT

 NATURE'S HEAD®

 OUPES  
PORTABLE POWER STATION

 Self-Contained Composting Toilet

 Le Groupe Sundware

 VANKYO

 airbnb

 Laveo  
By

 ECOFLOW

 DryFlush®



TODAY



## SOCIAL MEDIA OPPORTUNITIES

Instagram Story: \$200 (Instagram Post: \$300\*)

Facebook Story: \$200 (Facebook Post: \$300\*)

TikTok Story: \$200 (TikTok Post: \$300\*)

YouTube Product Review: Negotiable per Product \*

\* Includes link on Beacon's Page in bio for 1 month.

Social Media Bundle Package for All the Above  
(Except YouTube): \$1000.00  
(All fees are US Dollars USD)

Please email [festivals@unitedtinyhouse.com](mailto:festivals@unitedtinyhouse.com)  
with any questions or for contract.



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Rev: 03-12-24