

RALLY-WATCHING HOST ORGANIZATION APPLICATION & AGREEMENT

FRIENDS OF THE ARAVA INSTITUTE

WITH EARTH AND EACH OTHER: A VIRTUAL RALLY FOR A BETTER MIDDLE EAST

Friends of the Arava Institute (FAI), a U.S.-based 501c3 non-profit organization, is staging an event on Sunday, November 14, 2010, to be known as *WITH EARTH AND EACH OTHER: A VIRTUAL RALLY FOR A BETTER MIDDLE EAST*, in order to raise visibility, not only for FAI and for the Arava Institute for Environmental Studies (which FAI primarily supports), but for the reality of trans-boundary cooperation that is happening in many areas and sectors in the Middle East. The primary goal will be to change the perception, held by many throughout the world, that the only reality in the Middle East is one of conflict. *With Earth and Each Other: A Virtual Rally for a Better Middle East* will be an approximately hour-long broadcast to be presented via the internet (with an additional hour-long pre-show). With this in mind, FAI seeks "Rally-Watching Host organizations" to host local events in which the rally can be viewed in a large group setting.

By agreeing to serve as a Rally-Watching Host Organization for *With Earth and Each Other*, organization confirms:

- 1) It will host an event on Sunday, November 14 in which the 1 pm eastern hour-long broadcast will be shown, in its entirety and without interruption, utilizing a projection system or other video display system and audio system suitable to the space in which the event is being held and the size of the audience participating.
 - a. An hour-long pre-show to be broadcast immediately prior to the formal broadcast will be optional for rally-watching host organizations and can be shown in full, in part, not shown at all, and/or used for audio/video testing purposes.
- 2) It will make a good faith effort to utilize its resources in the most effective manner to promote participation in *With Earth and Each Other* by distributing promotional information regarding the event and otherwise promoting the event to the rally-watching host organization's constituents via email, mail, information on the organization's website, and otherwise. Such promotion shall include the official name of the event, the logo of the event (where possible), and the URL for the event's website.
- 3) It will only admit registered participants into its rally-watching event. (Onsite registration on the day of the event will be accommodated.)
- 4) It understands that local rally-watching events will be categorized as either "open" or "closed" events, to be determined by the Rally-Watching Host organization, as follows:
 - a. "Open Events" – Will be open to participation by the general public and will be listed on the *With Earth and Each Other* website for individuals registering to participate and looking for a local event to attend. The Rally-Watching Host Organization may place a cap on the number of attendees at its open event.
 - b. "Closed Events" – Will be limited only to individuals invited by the Rally-Watching Host Organization; however, all participants will still be expected to register for participation on the event website.
- 5) It understands that, while Rally-Watching Host Organizations are encouraged to build their own programs, including local speakers, around the rally-watching event, all speakers or other program additions should be consistent with the messaging of *With Earth and Each Other* as a non-political event aimed at raising visibility for Middle East cooperation as opposed to taking sides or suggesting political solutions.
- 6) It understands that FAI encourages rally-watching events hosted through partnerships of diverse organizations and/or aimed at audiences of diverse individuals.
- 7) It has adequate insurance and will hold FAI harmless in association with hosting of its rally-watching event.

In exchange for an organization's agreement to serve as a Rally-Watching Host Organization, FAI agrees to:

- 1) Provide all technical details necessary for broadcast of the November 14 event, including the URL for the broadcast, any access passwords (if necessary), and suggested technical specifications for video and audio equipment.
- 2) Provide, either independently or through its broadcast distribution partner, a switchboard to provide technical support on the day of the event.
- 3) In the case of "open events," list such event on the *With Earth and Each Other* website and provide the Rally-Watching Host Organization with a list, in advance of the event, of those who have registered to attend Rally-Watching Host Organization's local rally-watching event.

FAI reserves the right to refuse any organization's application to be a "Rally-Watching Host Organization" based on FAI's sole discretion.

On behalf of _____, I, _____, acknowledge that I have the authority to execute this agreement on the organization's behalf and commit to the organization to serving as a "Rally-Watching Host Organization" for *With Earth and Each Other* as defined above.

Date

Signature

Organization Name: _____

Primary Point of Contact: _____

Phone: _____

Email Address: _____

URL: _____

Mailing Address: _____

Rally Watching Event Location: _____ Event Capacity: _____

Type of Event: Open (to be advertised to sign-up on *With Earth and Each Other* website) Closed

Partnering Organizations: _____

*Please return to: Friends of the Arava Institute, Virtual Event Rally-Watching Host Organizations,
2041 Herr Street, Harrisburg, PA 17103 or email to jessica@friendsofarava.org.*

For use of FAI: Application Accepted

Application Denied

Date

Signature on behalf of FAI