

**PARTNERING ORGANIZATION APPLICATION & AGREEMENT**

**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 "Partnering Organizations" both to help promote the event and to benefit from the event's visibility and reach.

By agreeing to serve as a Partnering Organization for *With Earth and Each Other*, an organization commits to:

- 1) 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 partnering 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.
- 2) Providing FAI with the partnering organization's name, website address, and a brief (50 words or less) description to be included on the website for the event.

In exchange for an organization's agreement to serve as a partnering organization, FAI agrees to:

- 1) List the organization, its website address, and brief description on an event website page that will highlight partnering organizations and their work in the promotion of Middle East cooperation and/or dialogue.
- 2) Accept a submission, should the partnering organization choose to make one, for a video contest to be held in conjunction with *With Earth and Each Other*. For this contest, partnering organizations will be invited to submit a five-minute (maximum) video highlighting their work in promoting Middle East cooperation and/or dialogue. The top two winners in the contest, as determined exclusively by FAI, will be incorporated into the main *With Earth and Each Other* broadcast. The next nine runners up will be included as part of an hour-long pre-show broadcast. The contest will be limited to partnering organizations. *The video contest rules can be found on the second page of this agreement.*

Partnering organizations shall NOT be committed to host a rally-watching event. A separate agreement is available for those organizations that wish to be "Rally-Watching Host Organizations," which will host such events.

FAI reserves the right to refuse any organization's application to be a "Partnering 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 "Partnering Organization" for *With Earth and Each Other* as defined above.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

Organization Name: \_\_\_\_\_

Primary Point of Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

URL: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Please attach a description of organization and its efforts with regard to Middle East cooperation (50 words maximum)

*Please return to: Friends of the Arava Institute, WEAEOPartnering Organizations,  
2041 Herr Street, Harrisburg, PA 17103, fax to 717-233-8133, or email to [jessica@friendsofarava.org](mailto:jessica@friendsofarava.org).*

For use of FAI:  Application Accepted

Application Denied

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature on behalf of FAI

### With Earth and Each Other Video Contest Rules

As part of With Earth and Each Other, a video contest is being held in which partnering organizations are eligible to submit five minute maximum videos that will be considered for inclusion as part of the With Earth and Each Other broadcast or pre-show.

The following rules shall apply with reference to the video contest:

- 1) Eligibility:
  - a. In order to be eligible for the video contest, an organization must be registered as a partnering organization for With Earth and Each Other. For those organizations that have not yet submitted a partnering organization agreement, it can be found by visiting [www.friendsofarava.org/poa.pdf](http://www.friendsofarava.org/poa.pdf).
  - b. Only one entry will be accepted for each organization.
- 2) Specifications:
  - a. To be eligible for consideration in the contest, videos must be a maximum length of five minutes and must include no captions or text in the top and bottom 20% of the video at any time.
- 3) Content:
  - a. Videos should tell the story of the organization's work in developing and/or supporting cross-border and/or cross-cultural cooperation and/or dialogue, with particular relevance to the Middle East preferred; however, in the spirit of With Earth and Each Other, videos should not include political messages.
  - b. Videos may include the organization's URL, but may not include any solicitation of contributions.
  - c. Videos must be in English language or have English subtitles.
- 4) Submission:
  - a. Videos must be submitted by September 17, 2010 at 3 pm, eastern, by emailing a youtube link to [videocontest@weaeo.org](mailto:videocontest@weaeo.org).
  - b. By virtue of submitting a video for the contest, organization grants Friends of the Arava Institute the right to include the video on the With Earth and Each Other website and the With Earth and Each Other broadcast and pre-show.
- 5) Selection/Broadcast Inclusion:
  - a. Friends of the Arava Institute and its With Earth and Each Other Video Contest committee will have full discretion in determining video contest winners.
  - b. The top two winners will be included as part of the With Earth and Each Other core hour-long broadcast.
  - c. The third through eleventh place videos will be included as part of the With Earth and Each Other hour-long pre-show.
  - d. First through eleventh place winners will be informed of such by September 27, 2010, and will be required to mail a dvd with a quicktime version of their video (in HD, if possible), to be delivered by October 5, 2010 in order to be included in the broadcast or pre-show.