

*All Elections
Shall be Free & Equal*



FREE & EQUAL PRESENTS

**UNITED
WE STAND**

#UNITEDWESTAND

2023 - 2024

OUR VISION FOR THE FUTURE

FREE AND EQUAL ELECTIONS

FREE AND EQUAL ELECTIONS FOUNDATION



ABOUT:

Founded in 2008 by electoral reform and voters' rights leader Christina Tobin, Free & Equal leads national, state, and local efforts to transform the electoral system in the United States.

As a 501(c)(3) non-profit organization, Free & Equal hosts all-inclusive Senatorial, Governor and Presidential debates through producing: Electoral Reform Symposiums, Free & Equal TV and United We Stand Tours. We are also developing a Blockchain Elections Assistant App to promote transparency and empower voters with information about all their candidate choices.

MISSION

Free & Equal Elections Foundation protects freedom of speech and free & equal resources and representation for all candidates.

EDUCATE

To educate voters on local and federal political processes and encourage solutions.

EMPOWER

To empower all voters to get involved in local political discussion and participate in the political process.

INSPIRE

To inspire more candidates to run for local, state and federal office.

RESTORING BELIEF IN AMERICA'S DEMOCRACY



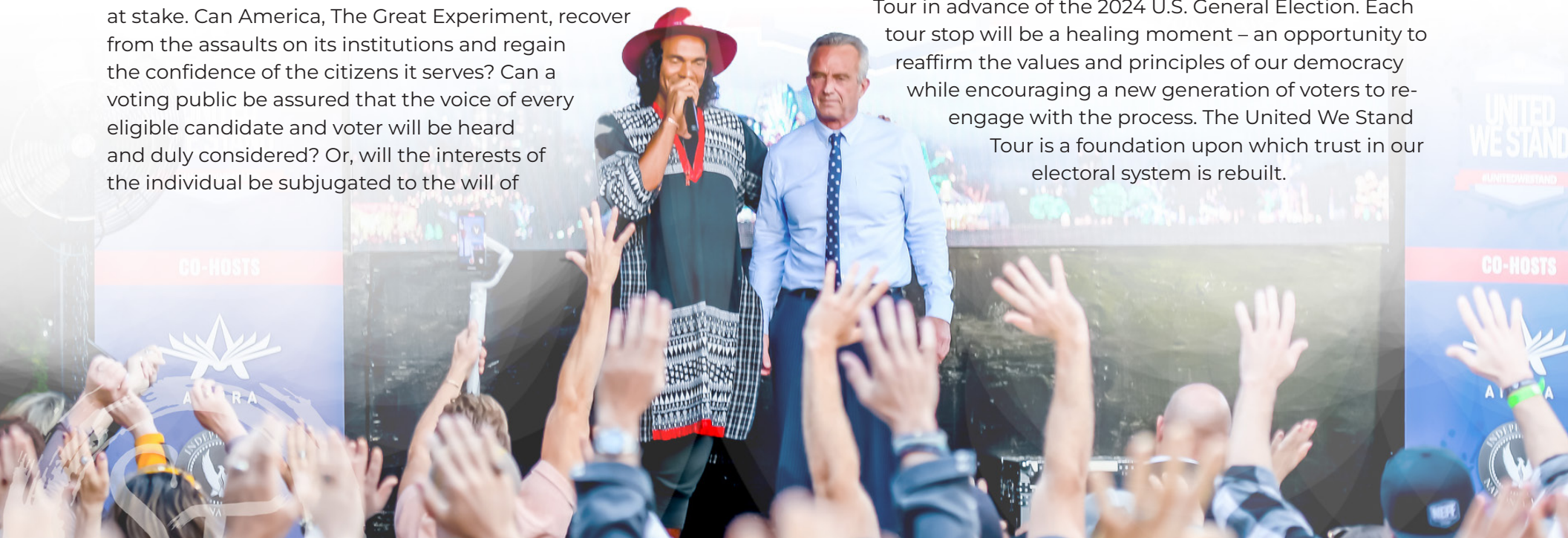
Across our nation and beyond, a rising tide of doubt and cynicism is eroding the belief structure upon which many public institutions traditionally have operated. For those in our country who would be classified as either Millennial (born between 1981-1996) or Gen Z (born between 1997-2012), there is a lack of faith and growing mistrust in public institutions, resulting from high-profile scandals involving our systems of banking, religion, education, media and government. The rancor of the 2020 General Election, the unfounded claims of the election being stolen from one candidate and ultimately, an unprecedented attack on our Nation's Capital, have only served to fuel this rising tide of mistrust and division.

Perhaps as never before, our nation is nearing an inflection point, with no less than the future of our democracy and union at stake. Can America, The Great Experiment, recover from the assaults on its institutions and regain the confidence of the citizens it serves? Can a voting public be assured that the voice of every eligible candidate and voter will be heard and duly considered? Or, will the interests of the individual be subjugated to the will of

well-funded political action committees and the economic and political interests they serve?

For the leadership of the Free & Equal Elections Foundation, a national non-profit whose mission is to “open the electoral process through education and collaborative action”, the time to act is now. There isn't a moment to wait or waste. As a non-partisan organization, Free & Equal recognizes the criticality of restoring confidence in our electoral system – and our democracy -- by ensuring free and equal access to all eligible candidates and by making certain the voice of every eligible voter is heard.

Building upon the success of Presidential Candidate Debates and other candidate forums it has hosted during previous electoral cycles, Free & Equal is preparing to launch the United We Stand Tour in advance of the 2024 U.S. General Election. Each tour stop will be a healing moment – an opportunity to reaffirm the values and principles of our democracy while encouraging a new generation of voters to re-engage with the process. The United We Stand Tour is a foundation upon which trust in our electoral system is rebuilt.



ELEVATING THE DEBATE



COMING TOGETHER

Our aim is to not only host debates that are more inclusive - but also to honor the opportunity to celebrate our freedom. Following each Open Presidential Debate United We Stand Tour will present an afterparty featuring a conscious artist; giving all attendees, collaborators & participants the chance to come together and share ideas.

STANDING UNITED

By collaborating with other reform-focused organizations, campaigns, and individuals a coalition will be solidified to permanently transform presidential debates in the U.S. With support, Free & Equal is confident that the 2024 debates will be more impactful, and reach more voters than ever before. We are honored to invite you to join us in bringing about this evolutionary change.

TRANSCENDING THE DUOPOLY

Since 2008 Free & Equal has been organizing Open Presidential Debates, because we recognize the urgent need for reform. Debates have tremendous impact on the larger political conversation, yet they are predominantly run by private institutions with no public input or accountability. Presidential debates have failed to serve voters. In 2016, 76% of US voters wanted presidential debates to include all ballot-qualified candidates.

1. New polling shows that 92% of Americans want to move beyond divisive politics, 89% are looking to support a candidate actively working to reduce divisiveness, and 65% think making it easier for third party and independent candidates to run for office is an important solution.
2. We believe that each election season is a chance to rise together and transcend the duopoly to give the American People what they want and deserve.

1 Suffolk University/USA TODAY national poll of 1,000 likely voters, taken August 24-29, 2016.

2 Public Agenda/USA Today/Ipsos Hidden Common Ground survey of 1,548 adult Americans Oct. 14-21, 2019.



2023 UNITED WE STAND TOUR (UWS TOUR)



SUMMARY

UWS Tour: An annual nationwide tour to engage younger generations in local and national civics, using music and the arts, and educating all attendees about the importance of running for office.

UWS Tour is an ongoing event series where current and past events may be viewed on freeandequal.org



PREVIOUS UWS LOCATIONS

- 2022 The Venue (ATX), Austin, Texas
- 2021 Finca La Marailla, Cambria, California
- 2020 New Mexico, Hawaii, Colorado
- 2019 Indiana, Texas, Colorado, Oregon, and Tennessee
- 2018 Texas A&M Reed Arena, College Station, Texas
- 2016 University of Colorado Macky Auditorium, Boulder, Colorado
- 2015 Belasco Theater, Los Angeles, California
- 2014 Belasco Theater, Los Angeles, California

PAST SUPPORTERS

SPEAKERS

ROBERT F. KENNEDY JR.
RAMSEY CLARK
AMELIA BOYNTON ROBINSON
LARRY KING
ED ASNER
MARIANNE WILLIAMSON
DR. RON PAUL
DENNIS KUCINICH
CHRIS HEDGES
DR. JILL STEIN
G. EDWARD GRIFFIN
SEAN STONE
CHIEF DANI RAMOS
EMINENCE SHYALPA TENZIN RINPOCHE
KANDYMAKU OF KOGI TRIBE

ARTISTS

MICHAEL FRANTI
IMMORTAL TECHNIQUE
CHUCK D & JAHÍ OF PE 2.0
CAPPADONNA & U-GOD OF WU-TANG CLAN
SPRAGGA BENZ
KYMANI MARLEY

FLOBOTS
NATTALI RIZE
RISING APPALACHIA
MIKE LOVE
PEIA
XIUHTEZCATL OF EARTH GUARDIANS

ORGANIZATIONS

REPRESENT.US
HEADCOUNT
ROCK THE VOTE
FAIR VOTE
THRIVE MOVEMENT
THE ZEITGEIST MOVEMENT
THE LEAGUE OF WOMEN VOTERS

BUSINESSES

SAMBAZON
DR. BRONNER'S
WORLD CENTRIC
NATURE'S PATH ORGANICS
BEN & JERRY'S
ULINE
THE FOUNDATION FOR HARMONY & PROSPERITY

2023 UNITED WE STAND TOUR



UNITED WE STAND TOUR STRUCTURE

Each United We Stand Tour Stop will be a full-day festival, bringing together music, educational workshops, thought leadership sessions and respectful, spirited debate among candidates – all of which will be underpinned by a commitment to the principles of Free & Equal access to our electoral process; principles that are at the heart of The Great Experiment.

A sample Tour Stop in 2023 (non-election year) may be structured as follows:

10 AM	GATES OPEN
11 AM – 12 PM	CONCERT ONE
12 PM – 2 PM	EDUCATIONAL WORKSHOPS – ROTATION ONE
2 – 3 PM	PANEL DISCUSSION ONE
3 – 4 PM	CONCERT TWO
4 – 6 PM	EDUCATION WORKSHOPS – ROTATION TWO
6 – 7 PM	PANEL DISCUSSION TWO
7 – 9 PM	HEADLINE CONCERT

UNITED WE STAND TOUR SCHEDULE

The Planning Team for the United We Stand Tour is working to deliver against the following tour schedule:

Fall 2023 - UWS Tour Kickoff (Our presidential debate, including Blockchain Election Assistant App)

Spring 2024 - (Our presidential debate, including Blockchain Election Assistant App) - UWS Tour Stop Two

Fall 2024 - (Our presidential debate, including Blockchain Election Assistant App) UWS Tour Finale

Consistent with the mission of the Free & Equal Elections Foundation, the cost to attend a United We Stand Tour Event will be kept nominal. Tickets will be made as widely available as possible.

UNITED WE STAND TOUR LEADERSHIP



Support will be provided by experts in music and entertainment, communications, marketing and event production and management, along with the Free & Equal Elections Foundation team.



CHRISTINA TOBIN
Chief Executive Officer



CAROLYN GALA
Executive Director



AMANDA DUMENIGO
Public Relations &
Strategic Development



KENT SPEAKMAN
Executive Producer



STACIE HIGHLAND
Art Director



JASON BASSLER
Social Media & Marketing



DOUG RED HAIL PINEDA
Community Strategy



KRISTAN HARRIS
Free & Equal TV Producer

ACCOMPLISHMENTS



2022	Annual United We Stand – The Venue ATX, Austin TX
2021	Annual United We Stand – July 3rd & 4th, Cambria CA
2020	Third Presidential Debate at INC 2020 – Little America Hotel, Cheyenne, WY Second Presidential Debate & UWS Pre-Debate Show – The LOT, Denver, CO First Presidential Debate – Hilton Chicago Hotel Annual United We Stand Tour – Thrive Fest in Pahoa HI, Tribal Vision Festival in Taos NM, UWS Pre-Debate Show in Denver CO
2019	Blockchain Election Assistant App powered by Nexus begins development Annual Electoral Reform Symposium – The LOT, Denver CO Annual United We Stand Tour - POLITICON in Nashville TN, Freedom Rising Convergence in Dexter OR, Sister Winds Festival in Berthoud CO, Knead Peace in Killeen TX, Earth Day Festival in Fort Wayne IN
2018	Annual Electoral Reform Symposium – The LOT, Denver CO Annual United We Stand Festival – Texas A&M University, College Station TX California Gubernatorial Debate - Cambria Pines Lodge, Cambria CA Crypto & Blockchain Voting Panel at POLITICON - Los Angeles Convention Center, Los Angeles CA
2017	Colorado Governor Debate at Nexus Earth Conference – Aspen Institute, Aspen CO Annual Electoral Reform Symposium - Infinity Park, Glendale CO “Breaking the Stranglehold of The Two-Party Duopoly” Panel at POLITICON - Los Angeles Convention Center, Los Angeles CA
2016	Presidential Debate – University of Colorado, Boulder CO Annual United We Stand Festival – University of Colorado, Boulder CO Annual Electoral Reform Symposium - Infinity Park, Glendale CO Cambria Candidates Forum - Cambria Pines Lodge, Cambria CA “The Big Debate! Are US Elections Rigged?” Panel at POLITICON – Los Angeles Convention Center, Los Angeles CA Launch of New Free & Equal Website

ACCOMPLISHMENTS



2015	Annual United We Stand Festival - Belasco Theater, Los Angeles CA
2014	Annual United We Stand Festival - Belasco Theater, Los Angeles CA
2013	Ten full time volunteer staff and office established for Free & Equal Free & Equal TV established Social media, website, podcasts surpass the million outreach benchmark
2012	First Presidential Debate - Hilton Chicago, Chicago IL Second Presidential Debate – RT Studios, Washington DC No on Prop 121 “Top Two” Panel Forum - Goldwater Institute, Phoenix AZ
2010	Annual Electoral Reform Symposium – University of Wisconsin, Madison WI Illinois Governor Debate – Chicago State University, Chicago IL Illinois Governor Debate – University of Chicago, Chicago IL Illinois Governor Debate – Midwest Liberty Fair Illinois Governor Debate – Northern Illinois University, Dekalb IL California Governor Debate – California State University, Sacramento CA Connecticut Senatorial Debate – University of Connecticut, Mansfield CT No on Prop 14 “Top Two” Press Conference – Sacramento CA
2009	Annual Electoral Reform Symposium - Cato Institute, Washington DC Book Premiere for Theresa Amato’s Grand Illusion: Myth of Voter Choice - Union League Club, Chicago IL
2008	Presidential Debate – Mayflower Hotel, Washington DC Vice-Presidential Debate - University of Nevada, Las Vegas NV

SPONSORSHIP



SILVER

1,000
IN-KIND DONATIONS

- ◆ Logo on Website
- ◆ Verbal Recognition On Live Stream



GOLD

10,000

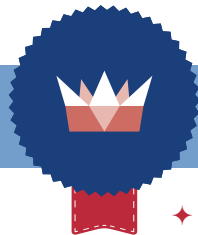
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- ◆ Verbal Recognition on Live Stream
- ◆ Facebook & YouTube Promotion



CRYSTAL

25,000

- ◆ Logo & Link on Website
- ◆ Verbal Recognition On Live Stream
- ◆ Facebook & YouTube Promotion
- ◆ Booth at Festival
- ◆ Speaker



CO-HOST

75,000

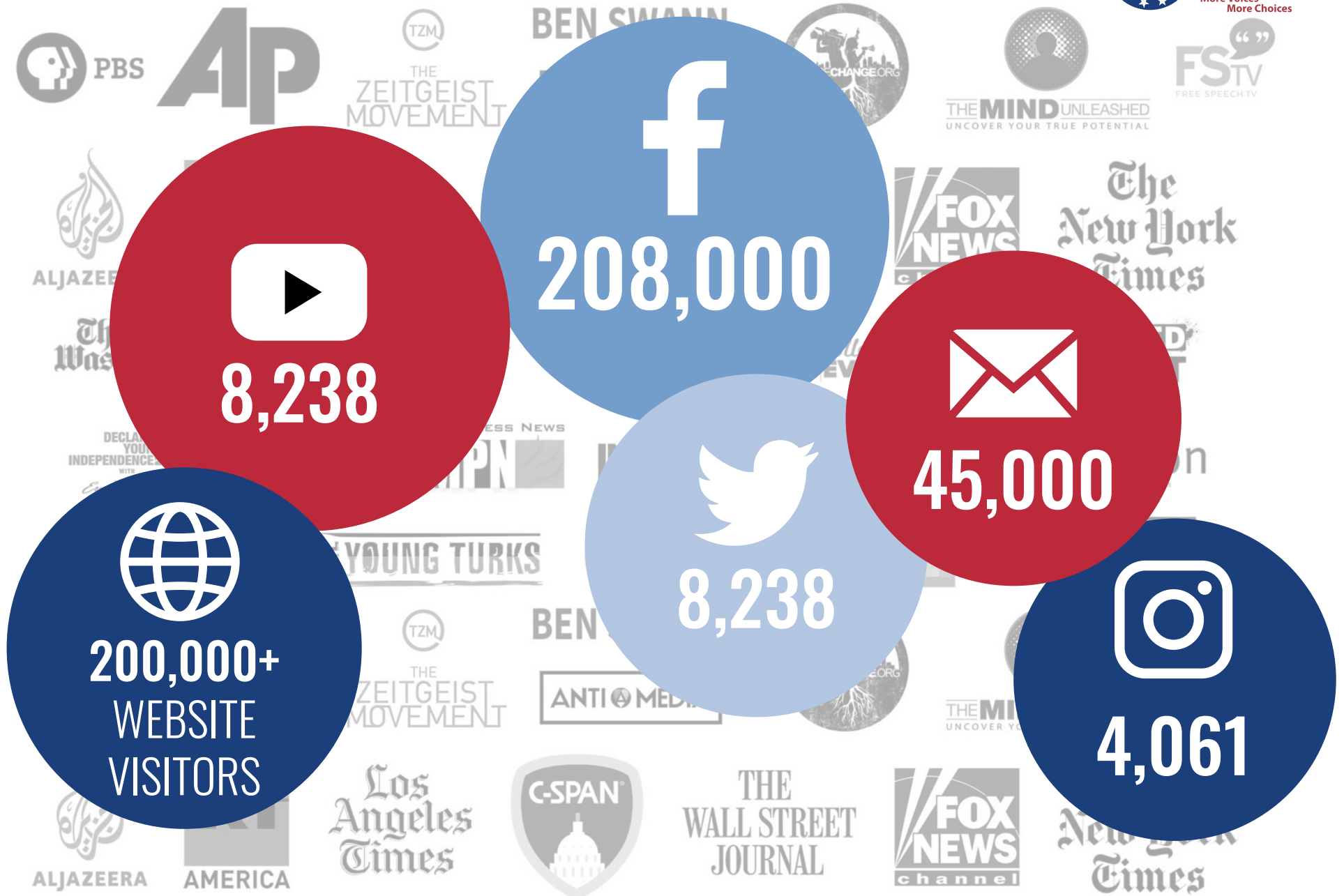
- ◆ Logo & Link on Website
- ◆ Verbal Recognition on Live Stream
- ◆ Facebook & YouTube Promotion
- ◆ Booth at Festival
- ◆ Logo on Live Stream
- ◆ Keynote Speaker
- ◆ Exclusive Interview on Free & Equal TV



ALL SPONSORSHIP
PACKAGES ARE FULLY
CUSTOMIZABLE AND INCLUDE
EMAIL NEWSLETTER & SOCIAL
MEDIA EXPOSURE



OUR STORY



CONTACT US



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