



## THE EYES OF FREEDOM: LIMA COMPANY MEMORIAL

### **HOSTING GUIDELINES**

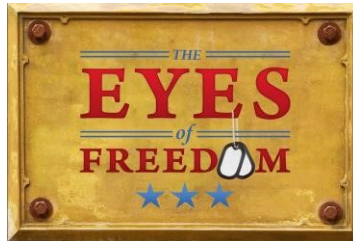
Thank you for your interest in becoming a host for this remarkable exhibit. Please read the guidelines below and contact us if you have any questions. If you would like to apply to host The Eyes of Freedom Memorial, please fill out an application on the following pages and send it to us as instructed below. Any questions don't hesitate to call Sean at 614.519.0572 or email at [info@eyesoffreedom.org](mailto:info@eyesoffreedom.org).

1. **The Process:** Complete the application. Send the application to the Eyes of Freedom staff [info@eyesoffreedom.org](mailto:info@eyesoffreedom.org). The Eyes of Freedom staff will review the application and be in communication with you regarding your event. There is a contract which will be sent from the Eyes of Freedom regarding specific entities of code of conduct, expectations and the do's and don'ts of the memorial. An invoice will be sent to the host for the fee of the exhibit plus travel costs. To reduce the overall cost of travel, it is highly recommended to obtain hotel rooms which are donations in kind or significantly reduced costs as the bulk of the travel cost is consumed with hotel costs. The Eyes of Freedom staff will be made available for a Zoom meeting to review details of the event. Pictures of the site location can greatly assist the Eyes of Freedom staff to have a positive understanding of set up and take down of the exhibit.
2. **Security:** The Exhibits requires a secure environment, not only to honor the memory of our heroes, but also to ensure it is safe from vandalism and theft. Our staff needs to know your surveillance plans.
3. **Space Requirements:**
  - There are 8 panels each measuring 6' wide x 9' tall x 4' deep. In order to have at least 3 feet between and around each panel, the Memorial needs to be displayed in spaces with a minimum of 40' x 40' or 20' x 60' elongated. Space is also required for our 3 interactive kiosks, each 96" tall, 4'deep, two at 70" wide, and one at 52" wide. Silent Battle, our bronze sculpture, sits on a 5' diameter octagonal metal base and is about 4' tall. Please speak with our staff for guidance.
  - In addition, a place is needed to display the 48' Eyes of Freedom trailer
4. **Venue Options:** These include college student unions, state capitol buildings, local government buildings, county fairgrounds, art galleries, and High School gymnasiums, among many others.
5. **Lighting:** If your building/enclosure is not equipped with proper lighting, we ask that you provide extra lighting for these special paintings. Lighting is required for evening viewing hours.
6. **Admission Fees:** There is no fee for the public to see this Memorial at your event. If your event charges admission, there will be no additional charge to view The Eyes of Freedom exhibits.
7. **Volunteers:** 12-15 able bodied volunteers are needed to assist for set up and take down. Volunteers should have the capacity to lift 50 pounds. The Eyes of Freedom Team will guide and

direct your volunteers to assemble and take down the exhibit. The allocated minimum time for set up and take down is three hours each. If there are not enough able bodied volunteers to assist for set up and take down, a fee of \$1500 per hour will be invoiced to the host until the exhibit is completely set up or taken down.

8. Set Up: The exhibit is set up the day or evening before the public display begins. The allocated minimum time for set up and take down is three hours each. The set up and take down link for the exhibit is: <https://www.youtube.com/watch?v=VxttrVF6n6o>.
9. Entrance: If no loading dock exists at your venue, double doors leading to the display must have dividers removed.
10. Signage: Identifying signs provided by The Eyes of Freedom must be prominently displayed.
11. Donations: Please direct individual donors to our website ([www.EyesOfFreedom.org](http://www.EyesOfFreedom.org)) or provide our Eyes of Freedom address: PO Box 30288, Columbus, Ohio 43230. We are a 501(c)(3) organization incorporated in the State of Ohio and all donations are tax deductible. You agree, by hosting us at your event, that we can openly solicit donations. Additionally, Eyes of Freedom merchandise is available for purchase during all display hours.
12. Funding: Recommendations for raising capital for the Eyes of Freedom to come to your city include: Local business sponsorships, veteran offices, crowdfunding platforms, chamber of commerce are a few areas to gain support. In kind donations are a huge asset in the local community. Hotels may be willing to offer rooms for free or at a significantly reduced price, local tourism website and social media pages are usually willing to support local causes. An opportunity to show gratitude for the support of anyone who may be willing to assist with finances is to provide a certificate of appreciation and personalized thank you card expressing what the event did for the community and the impact it had on veterans.
13. Community Involvement: The Eyes of Freedom recommends having local psychology health coordinators and/or mental health professionals available and/or within a phone call away to assist with any concerns which may arise. One approach to bring the community together in support of the event is to have resources available at the event (i.e. Veterans Affairs, local mental health personnel, other veteran support organizations, community outreach personnel).
14. Cost: The host agrees to pay for displaying The Eyes of Freedom exhibits according to the Contract to be signed by both the host and The Eyes of Freedom staff. (See the hosting brief for more details on what is included.)
  - Exhibit cost: \$8,500 (\$1,000 Deposit to secure the date.) Plus travel. Travel includes mileage, parking, air fare, hotel, per diem. Travel costs vary depending on location. If a fee is required to get into an event, or if there is a parking cost, the host will cover the entrance fee and/or provide a pass as well as cover the cost for parking for all Eyes of Freedom staff.
14. Marketing: Each community has a different capacity for which marketing applies. A few options to expand the reach of the exhibit include but are not limited to: social media, county veteran service office, local veteran affairs office, DAV, American Legion, VFW, Military Order of the Purple Heart, Marine Corps League, AM Vets, Vietnam Veterans of America, chamber of commerce, newspaper, news stations, local tourism, military bases, colleges/universities, public/private schools. The Eyes of Freedom will supply a press release and a marketing template to customize for your event.

15. Political Environment: The Eyes of Freedom is a 501(c)(3) and as such will not be utilized in any capacity to serve as political or lobbying activities. The Eyes of Freedom will not be used as a backdrop for speeches, speaking engagements or other entities which may be perceived as politically aligned. The Eyes of Freedom remains apolitical. A fee of \$14,500 will be invoiced to the host if a political speech or the perception of a political speech occurs in front of or near the Eyes of Freedom. The fee will cover lawyers, lawyer fees, public relation fees, damage control and assessment, and media relations.



## The Eyes of Freedom: Lima Company Memorial Host Application

Please fill out the Application below and email to [info@eyesoffreedom.org](mailto:info@eyesoffreedom.org)

Host Contact Name: \_\_\_\_\_

Company or Organization: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Display Dates Requested 1. \_\_\_\_\_

2. \_\_\_\_\_

Are these dates flexible? Y/N

### **Host Application Questions**

1. How did you hear about The Eyes of Freedom Memorial & Silent Battle?
2. Please provide the venue name and full address that you propose for displaying the Exhibits.
3. What is the goal of your event and how do you envision The Eyes of Freedom and Silent Battle contributing to it?
4. Will there be other exhibits displayed at your event? If so, please name them.
5. Do you have at least 12-15 able bodied volunteers with the ability to lift 50 pounds for setting-up up and dismantling the Exhibits?
6. What are the daily public display hours?
7. In what ways will you be promoting your event? (Include social media, radio ads, flyers, tv, etc.)
8. Do you have a prominent place available to display the R+L Carriers' Eyes of Freedom 48-foot trailer?
9. Do you have or are you prepared to seek the funding to cover the cost to display the memorial?
10. What is your security plan for the safety of the Eyes of Freedom and Silent Battle?

*Your application will be evaluated by The Eyes of Freedom review committee.. We make every effort to respond within two weeks of receipt of applications so we can clarify details and get hosts set up with a contract. We look forward to working with you to honor service & sacrifice.*