

8. A program for conducting three rallies with hundreds of thousands of Israelis calling to “End the Conflict.”

After the completion of the “Conflict Branding” project, we aspire to hold three rallies with hundreds of thousands of residents at the Rabin Square in Tel Aviv, all calling out to “End the Conflict.”

Our emphasis is on avoiding a left-wing image in the eyes of the public, but rather we focus on the social-economic side (please see attached the format of the newspaper ad).

The purpose of the rallies is to bring the heads of the government to the realization that the public is tired of the conflict and wants the leadership to end to the conflict, since this is an Israeli interest from both a social-economic aspect and a security aspect.

The speakers at the rallies will be authors and thinkers, and also leading Israeli artists. No politicians will speak.

In order to invite a massive amount of people, the PR Company will be in charge of advertising on TV, internet, radio and billboards, in addition to organizing 100 busses.

End the Conflict Rally

We’re demanding of the government to move forward from the “Two States to Two Peoples” statements and start taking actions to end the “Conflict.”

The “Conflict” feeds the polarity of the Israeli society and is fed by slogans and incitement, fueled by fears that seep into the public and cast a heavy shadow on the democratic nature of the State.

We care about the Israeli society, we care about the State, we care about the army, but the “Conflict” is tearing us apart.

We want to give our children a future, so we demand that the government will achieve peace and stop spending public money on the “Conflict” by paying settlements and religious institutions.

We want all the young people in Israel, Jews and Arabs, to go to the army or the national service and stop receiving charity.

We want the “Conflict” funds to go to Holocaust survivors, to the sick, the elderly, families in need, to preventing car accidents and hundreds of casualties and to education. We do not support any particular party, but only care about ending the “Conflict.”

“End the Conflict”

9. The budget for all three rallies.

The expenses to hold a 300,000 people rally (3.85 shekels = \$1).

“End the Conflict” Rally

Issue	\$
Stage, development	32,500
Barricades, constructions	3,900
Sound and lighting	21,000
Screens, closed circuit	11,700
News crew, filming, direction, editing	5,200
Satellites, live broadcasts	2,600
Generators and building	3,900
Sets	3,100
Visual design and leads	21,000
Security programs, engineering approvals	7,800
First-Aid and ambulances	2,600
Fire department	1,300
Tech crew, stage management, technicians	4,700
Security, ushers, guards	31,200
Insurance, policy enlargement, third-party, special authorization	7,800
Publicity, PR, branding, internet, Facebook, TV, radio, billboards	65,000
Buses. 100 buses	52,000
Musical instruments	2,600
Towing services	1,100
Signs and billboards	1,600
Delivery, establishment, dismantling	2,600
Approvals of static drawings and calculations	1,300
Chemical bathrooms	3,100
Miscellaneous, unexpected changes	3,900
Production and executive production offices	9,100
Total before taxes	302,600
Total plus taxes	354,000

27

3 Raley's cost: 3 X \$ 354,000 = \$ 1,062,000

33 Rachel Immenu St. Jerusalem, 9322820 Israel

Tel: +972-546-602369 Fax: +972-3-725-6236

Email: [REDACTED] Website: <http://conflict-frtp.org>