



— PRESENTS —

America Together



— A CELEBRATION OF —
FREEDOM & DEMOCRACY

America Together Dallas

An invitation to sponsors, underwriters and coalition sponsors.

A PROPOSED DALLAS FLAGSHIP EXPERIENCE



Eighty-five years ago, Eleanor Roosevelt, a Democrat, and Wendell Willkie, a Republican, helped establish Freedom House to rally Americans against fascism and defend democracy. Their shared commitment across political differences is a fitting inspiration for America Together.

America Together has been developed with the intention of benefiting Freedom House.

The creative opportunity is to introduce its mission through experiences people want to attend, opening the door to new relationships and financial support.

For future sponsors, that purpose should remain visible from the first invitation to the final account of what Dallas achieved.

The measure of success includes the quality of the experience, new people engaged and the funds available for the beneficiary after costs and obligations are met.

The sponsorship approach is designed to build new Dallas relationships while respecting Freedom House's existing donors and fundraising priorities.

Prospective approaches associated with its name would be coordinated in advance, so the event strengthens the mission's support.

A contracted production team would carry the operating work. Freedom House will determine its participation and review the use of its name and mission content through an agreed point of contact. This allows the organization to contribute where its perspective matters most.

America Together

Imagine encountering a kitchen table in a familiar public place or a striking painting on a street poster. Something unexpected makes you stop, look and want to know more.

That curiosity opens a door. A QR code introduces Freedom House and invites you to America Together, a four-day celebration of freedom and democracy in Dallas, Texas.

America Together is fully bipartisan. We take no political side.

The heart of this celebration is bringing people together through art, music, great food and civil conversation to discover what we share while listening to one another and finding answers that strengthen our communities.

America Together is seeking a founding group of sponsors, underwriters and coalition sponsors to help make Dallas the first expression of its vision: an experience people choose to attend, a community they help create, and an opportunity to build new relationships and generate financial support for Freedom House.

A sponsor can help bring an exhibition to the public, make an extraordinary evening of music possible, gather guests around The American Table or welcome more people into the conversation.

Every sponsorship should give people something meaningful to experience and a clear understanding of what that support makes possible.

The invitation

Several weeks before opening night, red, white and blue kitchen tables would begin appearing in cultural settings and gathering places. They are familiar enough to approach and unexpected enough to start a conversation.



A simple QR code connects each encounter to America Together.

A poster leads to one digital destination where visitors can explore the program, learn about Freedom House and choose how to take part.

The campaign gives the celebration a public presence before its first ticketed event.

Cultural institutions, neighborhood organizations, restaurants, universities and local businesses can help carry the invitation through their own spaces and communities.

A citywide campaign sponsor can support the installations, public storytelling and outreach that connect these encounters.

Curiosity becomes an invitation



The visual language is recognizable wherever people find it. Art creates the first encounter; the invitation gives that encounter somewhere to go.

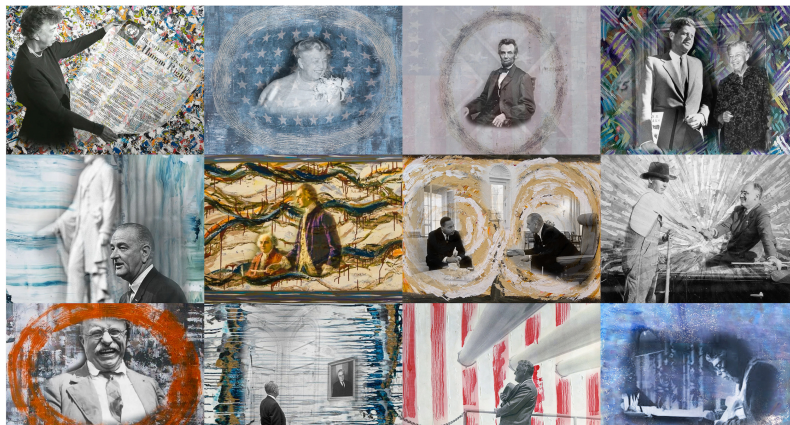


A poster on a wall and a card on a restaurant table become part of the same story. For a local host, participation can begin with a small, welcoming gesture. For a campaign underwriter, those gestures become a coordinated invitation across Dallas and the Metroplex.

Art opens the experience



Laura Roosevelt's Historic American Pop brings American figures and imagery into a vivid contemporary language.



Norton Wisdom's NO WAR brings a different energy and perspective. Together, the exhibitions invite visitors to consider freedom, expression and the responsibilities people share.



The proposed exhibitions would remain open across the four days, with opportunities for artist conversations and an opening gathering. An exhibition underwriter helps make that public encounter possible through the presentation, care and accessibility of the work.



Music gives the gathering its energy



The second evening brings the audience together around a major musical performance.

The ambition is a headline artist whose presence makes the concert a destination in its own right, with a production worthy of the occasion.



Music makes freedom of expression something people can experience together. Brief moments of storytelling can connect the evening to the purpose of America Together while preserving the momentum and pleasure of the performance.

A music sponsor helps create the evening people will remember: the artist, the stage and the shared experience. The planning model assumes 2,000 paid seats; the final offer and pricing will follow the confirmed artist, venue and guest experience.

The American Table



Sixty tables. Six hundred guests. An evening built around the pleasure of a remarkable meal and the possibility of a conversation with someone new.

The American Table is the culinary centerpiece of Dallas and the Metroplex. Chefs, regional cuisines and personal stories would bring the richness of American life into one room. Tables of ten create an intimate gathering within a much larger occasion, giving companies, families and community sponsors a natural way to take part together.

Between courses, concise stories would introduce the purpose of Freedom House and the people its work seeks to support. A conversation with an activist or former political prisoner, if arranged with Freedom House, could give the evening an immediate human connection.

Help set the table

A culinary or hospitality underwriter can help make the whole evening possible. A table host can bring ten people into the experience. A coalition sponsor can help shape a welcoming mix of guests and perspectives. Each role contributes to the character of the room.

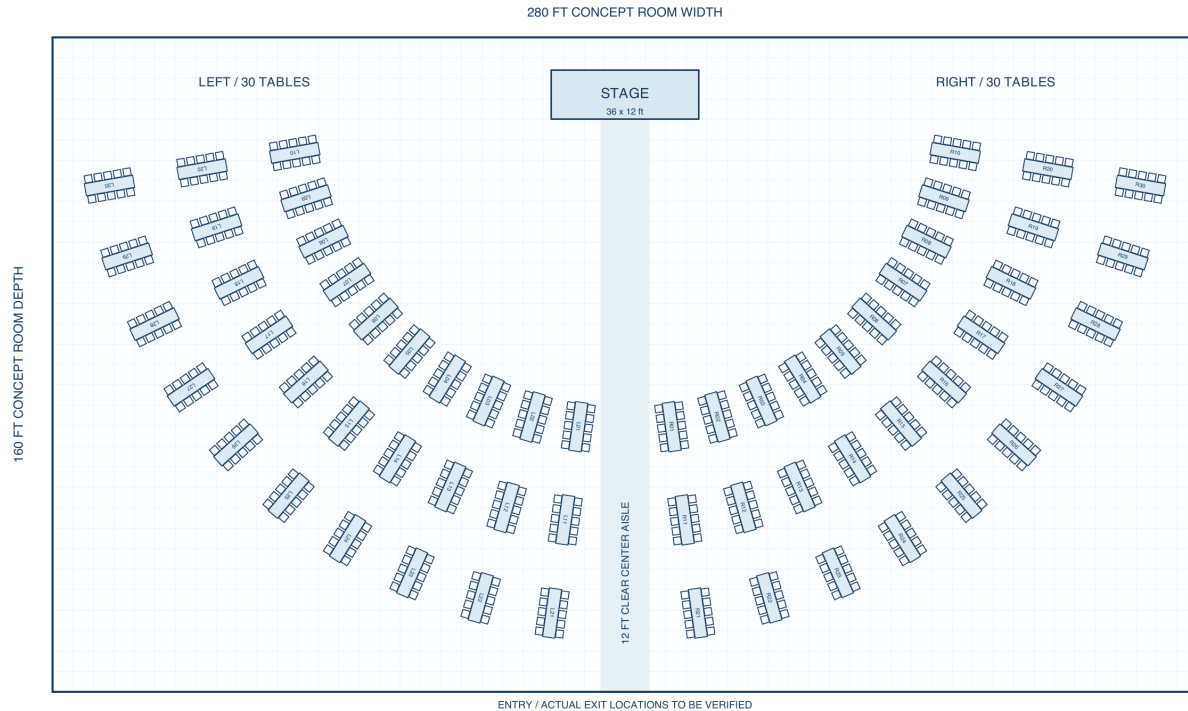
A room designed for a shared occasion

THE AMERICAN TABLE

THREE SYMMETRICAL ROWS / FIVE CHAIRS PER SIDE / TEN GUESTS PER TABLE

30 TABLES PER SIDE

60 TABLES | 600 CHAIRS



EXACT DRAWN COUNT

60 tables x 10 chairs = 600 seats

3 rows per side; 10 tables in each row.

Every table: 12 x 3 ft, with five chairs on each long side.

ENLARGED PLANNING FOOTPRINT

280 x 160 ft = 44,800 sq ft

12 ft center aisle measured clear of chair envelopes.

Catering and backstage areas are additional.

STAGE VIEW: Tables point toward the stage. Guests turn their chairs for presentations.

CONCEPT PLAN: Venue team to verify aisles, exits, accessibility and sightlines.

The proposed arrangement places sixty equal twelve-foot tables in three symmetrical rows around the stage, with thirty tables on each side. Five chairs on each long side provide ten seats per table and six hundred seats overall.

The enlarged concept footprint is 280 by 160 feet, before separate catering and backstage space. A twelve-foot center aisle separates the two seating sections. Final venue review will confirm service routes, accessibility, exits and sightlines. Guests turn their chairs toward the stage for presentations.

Let's Talk America



The final evening is envisioned as a two-part live show for an audience of 2,000: a Kitchen Table Conversation followed by a Presidential Conversation.

Art, music, food and the questions gathered across Dallas lead to this closing occasion, with freedom, democracy and America's shared future at its heart.

We want the audience to experience an open, thoughtful exchange among people who have carried different kinds of public responsibility. Strong moderation, carefully prepared themes and room for unscripted responses would give the evening its character.

The following is our desired format and featured lineup. All named participants are proposed and subject to invitation, availability and written agreement.

Part One The Kitchen Table Conversation

Our proposed moderator is Margaret Hoover, joined by Jamie Fly, Jane Harman and retired Admiral William McRaven, with additional civic voices to be considered. The conversation would connect leadership and citizenship with the lived meaning of freedom, bringing Freedom House's perspective into the evening.

The Presidential Conversation

The desired centerpiece is filmmaker Ken Burns in conversation with former Presidents George W. Bush and Barack Obama. Two presidents from different political traditions, guided by a storyteller of the American experience, would bring an extraordinary range of perspective to the same table.

We envision a genuine exchange about the responsibilities of the presidency, the choices that test a democracy, and what Americans owe one another across their differences. Personal reflections and moments of disagreement would have room to emerge. The purpose is a constructive conversation rather than a debate or a sequence of prepared speeches.

Between the two conversations, chefs and culinary sponsors from The American Table would offer specially created dishes, champagne and nonalcoholic alternatives. The intermission extends the spirit of the table, allowing guests to gather and talk before returning for the concluding conversation.

The questions begin in Dallas

The public invitation can give people a way to contribute questions and themes before the show. Selected audience contributions, subject to the agreed format, would connect the stage to the conversations taking place across the city.

For an underwriting or coalition sponsor, the opportunity is to help create a closing evening that brings new audiences into contact with Freedom House's mission and gives them a reason to remain involved.

Ken Burns, George W. Bush and Barack Obama are the desired featured participants, not confirmed bookings. The final format, ticket offer, security requirements and production budget depend on the participants and arrangements secured.

Something to take home



The America Together Museum Shop extends the experience into objects people can live with and give to others. A well-chosen print, book, scarf or everyday item can carry the memory of the gathering beyond the event itself.

A retail or product sponsor can help turn the visual identity into a focused, well-made collection, offered at the event and online. The opening assortment would be selected for quality, demand and its contribution after manufacturing, fulfillment and artist costs.

The opportunity is a collection people want to own, with a clear relationship to the experience they helped support.

The art lives beyond the exhibition



Historic American Pop and NO WAR each offer possibilities for an art collection with its own character. Exhibition catalogs, archival prints and carefully chosen editions could allow visitors to continue their engagement with the work.

Artists and approved collaborators would shape the collection, with agreed permissions, quality standards and compensation. An art merchandise sponsor can contribute production expertise, distribution or a commissioned collection tied to Dallas.

All product graphics are concepts. The final assortment and artist agreements will determine what is offered; merchandise income is not included in the ticket scenarios that follow.

From Dallas to a wider cultural platform

Dallas is the first proposed presentation of America Together. Beyond it, we envision a university and museum tour through which art, historical interpretation, performance and conversation can reach new communities. Each host could contribute its own scholarship, artists and local perspectives while retaining a recognizable connection to the whole.

A defined commitment at each stage

The Dallas proposal is intended to benefit Freedom House. A wider tour would require its own sponsorships and agreements; Freedom House's participation beyond Dallas is not assumed.

Each future presentation would have a separate scope, budget and decision.

Our invitation today is to help make Dallas a compelling first chapter, while opening a thoughtful conversation about where the art and its connected experiences could go next.

Why become a Dallas sponsor

America Together offers several ways into the same gathering. Some guests will arrive for the art, others for the performer, the meal or the conversation. A sponsor can choose the experience closest to its interests while helping give the whole program a recognizable identity and shared purpose.

An association people can experience

Support has a tangible expression: a public exhibition, an evening of music, a table of guests or a community invitation. Recognition can explain what a sponsor made possible, giving its presence a natural place in the story.

A setting for relationships

The proposed program creates opportunities to welcome clients, colleagues, supporters and community guests. Hospitality would be designed around the confirmed program and available inventory, with clear benefits agreed before a commitment is made.

A contribution with evidence behind it

Sponsors would receive a concise account of the experience delivered, participation, agreed recognition and the financial outcome. Media and digital results would be reported as achieved, with no assumed audience or exposure guarantees.

A coalition with room for different contributions

Money is one way to help. A venue, a public platform, specialist expertise or a trusted community relationship can also make a specific part of Dallas possible. The strongest sponsorships begin with the contribution a sponsor is well placed to make.

Founding sponsorship opportunities

We are inviting a founding group of sponsors, underwriters and philanthropic sponsors to bring America Together to Dallas. The proposed sponsorship and contributed support goal is \$4.8 million or more, led by one Presenting Sponsor and a limited group of program sponsors.

Each position has a defined contribution. Sponsors can support the full celebration or choose the experience closest to their interests, with recognition connected to what their support makes possible.

Opportunity	Number	Each	Total
Lead Presenting Sponsor	1	\$600,000	\$600,000
Freedom and Democracy Sponsors	2	\$400,000	\$800,000
Arts and Culture Sponsor	1	\$400,000	\$400,000
Civic Dialogue Sponsors	2	\$400,000	\$800,000
Music and Performance Sponsors	3	\$400,000	\$1,200,000
The American Table Underwriters	2	\$300,000	\$600,000
Major Donors and Contributing Sponsors	Multiple	Varies	\$400,000+
Total proposed support			\$4,800,000+

The eleven named sponsorship positions represent \$4.4 million. Major donors and contributing sponsors add a further target of \$400,000 or more. These are proposed opportunities, not secured commitments.

Choose the experience you want to support

We welcome sponsors from industries that help people connect, create, gather and exchange ideas. The examples below suggest connections to explore; they do not identify committed sponsors or limit who may participate.

Opportunity	What support makes possible	Industries to explore
Lead Presenting Sponsor	The full Dallas celebration and its public invitation.	Banking, airlines, telecommunications and companies with a significant Dallas presence.
Freedom and Democracy	Mission storytelling, public engagement and opportunities to learn and participate.	Technology, communications, cybersecurity and professional services.
Arts and Culture	Historic American Pop and NO WAR, exhibition access and artist conversations.	Design, architecture, luxury brands, real estate and hospitality.
Civic Dialogue	Featured conversations and opportunities to listen across differences.	Law, consulting, financial services and communications.
Music and Performance	Artists, staging, sound and lighting for a memorable evening.	Audio technology, automotive, airlines, consumer brands and beverages.
The American Table	Food, hospitality and a shared evening for 600 guests.	Food retailers, restaurant groups, hotels, kitchen equipment and food distributors.
Major Donors and Contributing Sponsors	Financial support or needed goods and services across the celebration.	Individuals, family foundations, hotels, transportation, printing and event suppliers.

Coalition sponsors can contribute trusted community relationships, host locations and outreach. Table hosts can bring ten guests into The American Table, with ticket packages and hospitality defined separately from program underwriting.

Prospective approaches using the Freedom House name will be coordinated with its team in advance, respecting existing donor relationships and fundraising priorities.

Recognition with a visible purpose

A sponsor should be able to see what its support makes possible. Recognition will be designed into the guest experience, from the first invitation to the final account of what Dallas achieved.

One lead presenting sponsor

The Presenting Sponsor would receive lead recognition across the invitation, event website, approved campaign posters and principal venue signage, together with acknowledgments at the live events. Program sponsors would receive recognition within the experience they support. Shared categories would identify each participating sponsor clearly.

Posters programs and public spaces

Proposed placements include a coordinated sponsor area on campaign posters, exhibition entrance panels, event programs and venue signs. Arts, music and dialogue sponsors would appear on the materials associated with their programs. Sizes, locations, quantities and display periods will be specified in each agreement.

A place at The American Table

The two American Table underwriters could be recognized at the dining entrance, on menus and through coordinated chair-back cards or bands. The chair treatment would be priced for the 600-seat room and agreed with both sponsors. The final design will determine whether recognition is shared across the room or allocated to defined seating areas.

Hospitality and a clear agreement

Each proposal will define recognition, any included tickets or hospitality, artwork approvals, delivery dates and reporting. Tickets included with sponsorships will be allocated from available inventory and will not also be counted as separately sold seats. Any category exclusivity would require a specific agreement.

Design, printing, fabrication, installation, removal and hospitality costs will be quoted and included in the production budget before benefits are promised. Professional recording will depend on participant permissions and agreed usage rights; sponsorship does not automatically include rights to use the footage.

After Dallas, sponsors would receive a concise account of attendance, recognition delivered and the financial outcome. Together, we will identify the sponsorship opportunity that best matches your interests, then provide a written proposal outlining your contribution, where your company will be recognized and the benefits included.

The financial opportunity and its assumptions

The proposed model combines a \$4.8 million or greater sponsorship and contributed support target with paid experiences. The full-sales ticket case below describes the scale of the opportunity, not a sales forecast or a promised contribution to Freedom House.

Experience	Paid capacity	Full-sales gross
Music	2,000 seats	\$2,350,000
The American Table	600 seats	\$1,550,000
Let's Talk America	2,000 seats	\$685,000
Art exhibitions	6,000 admissions	\$70,000
Total	10,600 admissions	\$4,655,000

The ticket assumptions are music at \$500 to \$5,000, dinner seats at \$1,500 to \$5,000 and conversation tickets at \$100 to \$1,000. Art admissions are modeled at \$10 and \$15. Prices depend on the confirmed program and demand. Sponsor ticket allocations must be reconciled before saleable inventory is finalized.

Illustrative sales level	Ticket gross
60 percent of modeled sales	\$2,793,000
80 percent of modeled sales	\$3,724,000
100 percent of modeled sales	\$4,655,000

The sales cases apply the same percentage to every ticket tier and art admission group at unchanged prices. Sponsorships, merchandise and direct gifts are excluded from this table. Admissions include repeat attendance across events.

If the full \$4.8 million were received as usable cash and all modeled tickets were sold separately, combined gross receipts would be \$9.455 million. This is a conditional scenario, not a spending authorization. Actual cash, sponsor ticket allocations, contributed services and all costs will determine the amount available for Freedom House.

A creative vision with accountable delivery

Laura Roosevelt and Brad Hillinger would retain founder and creative oversight. A lead production company would bring together experienced art, music, culinary and conversation specialists under a defined Dallas commission.

This structure gives sponsors a coordinated production contact and a clear account of what their support will deliver. Specialist contracts would establish the work, price, milestones and responsible lead. Financial oversight would connect commitments to available funding and report the final outcome.

What sponsors can expect to see next

A tailored sponsorship proposal should present the confirmed opportunity, a costed delivery plan, agreed benefits and the timing of commitments. After Dallas, a concise report should show what happened, who participated, what was delivered for sponsors and the financial benefit achieved.

Dallas dates, venues and participants remain to be confirmed. Dates or names within retained concept graphics are illustrative and do not constitute bookings. Any later city would require a separate decision.

Help make the first Dallas gathering possible

America Together

The power of America Together comes from gathering people around art, music, food and conversation, with connections that continue after the evening ends.

We want Dallas to feel generous, ambitious and worth being part of. Its public invitation should welcome curiosity. Its events should reward the decision to attend. Its sponsorships should give every contribution a purpose people can see.

We are inviting a founding group to help move that vision into a confirmed Dallas program. A sponsor can help establish the occasion. An underwriter can make an experience possible. A coalition sponsor can bring people into it who might otherwise never encounter the invitation.

Choose the part that speaks to you. Let's build the Dallas experience around it.

Begin the conversation

Laura Roosevelt and Brad Hillinger
America Together Dallas