

PRE-WALK

ONLINE REGISTRATION

- Anyone participating in the walk, who wishes to be eligible to receive an illuminated lantern, must **register online** before walk day, including children 12 and up. If registration is not completed prior to walk day, participants must complete registration form (paper or mobile) at Check-In. Children under the age of 12 are not required to register and can still receive a lantern if they are with an adult.

PRE-WALK DONATIONS

- Donations can be held and turned in on walk day, mailed to LLS at 4370 Glendale Milford Road, Cincinnati, OH 45242 (please state team/participant name), or brought to the office on one of our Money Turn-In Days (**recommended**).
- Money Turn-In Days at LLS office: (**Lanterns & T-shirts can also be picked up**)
 - October 1-5 (by appointment only 8am—5 pm; email Christina.bold@lls.org to schedule)
 - October 8 (9am – 7pm)

FUNDRAISING MATERIALS

- Complimentary materials are available to assist with your fundraising. Call 513-698-2830 to order.
- Additional materials to assist in your fundraising can be found online by logging into your Participant E-Tools.

WALK DAY

FUNDRAISING

- All participants, regardless of fundraising amount, are welcome to attend and participate in this event. However, to help further our mission, we respectfully ask that all participants strive to donate and/or fundraise a minimum of \$100.
- **Champions for Cures** who raise \$100 or more will receive a lantern, walk T-shirt and wristband for elevated food options.
- **Bright Lights** who raise \$1,000 or more will be invited to the VIP Tent (see Individual Incentives).
- 2018 donations will be accepted through January 31, 2018. This is also the incentive cut-off.

PARKING

There is plenty of parking at Sawyer Point and U.S. Bank Arena. There will be a handicapped drop off at the end of Butler Street on the West side of the Purple People Bridge.

WHEN YOU ARRIVE

- After parking, please proceed to the **Check-In/Registration area** to drop off any outstanding donations or to pick up t-shirt and lantern tickets if you haven't already.
- Team Captains should pick up all tickets earned by their team. Tickets are for T-shirts and lanterns. Individual Participants not part of a team will also pick up their tickets at Check-In/Registration.
- *Celebrate and take advantage of all Light The Night has to offer!*

SNACKS AND BEVERAGES

- Bottled water and elevated food options will be available during the pre-walk festivities for all Champions For Cures fundraising guests.
- Bottled water and snacks will be available during the pre-walk festivities for non-fundraising participants.
- Post-Walk sweets will be available at the end of the walk for all participants.

WALK ROUTE

- The Walk route will once again take you into Kentucky, heading over the Taylor Southgate Bridge and returning via the Purple People Bridge. It is approximately 2 miles. It is stroller/wheelchair friendly. **For their own safety, dogs are not recommended due to the amount of people walking, as well as fireworks.**

KIDS ZONE

- There will be a small kids area, with coloring, bubbles, balloon artist, face painting, etc.

PHOTOS

- **PEP Promotions** is sponsoring our TapSnap Photo Booth area where teams, survivors and individuals can have their picture taken. Most will receive their pictures within minutes (max of 6 per team). There will also be a Team Photo Area, on the stage, sponsored by **ProLink Staffing**. These photos, along with those of our roaming photographer, will be posted to our Facebook page post-walk (<https://www.facebook.com/tristateLLS>).

OTHER SPONSOR AREAS TO ENJOY

- **Performance Automotive** will once again be our Leis of Light/Welcome Area sponsor. Walkers will be greeted with an illuminated lei near the Check-In area (while supplies last).
- **Mercy Health/Jewish Hospital/OHC Survivor Capes Sponsor**. Patients and Survivors should go to their tent to pick up their Cape.
- **Hoxworth Blood Center** is our Innovation Sponsor. Visit their booth and the Bloodmobile to find out your blood type, learn more about blood donation, and also grab a chocolate chip cookie (a Hoxworth specialty!)
- **Hamilton Casework** will be our **NEW THIS YEAR** Tailgate Zone Sponsor. Enjoy cornhole, giant jenga, and other tailgate games with your family.
- **Once Upon A Child** will offer goodies and coupons to visit their family of stores.
- **Great American Insurance Group** is our **NEW THIS YEAR** Words of Hope and Light Sponsor. Check out the inspirational words leading you down the path to start the Walk.

REMEMBRANCE PAVILION

- Participants who are walking in memory of a loved one are invited to visit the **Remembrance Pavilion**, which is a gold, illuminated dome tent. Inside the Pavilion, you will be able to pin up pictures and messages for your loved one. **Please note—we will no longer print pictures prior to the Walk, but you are encouraged to bring your own to pin up in the Pavilion. Pictures will not be returned.**

CIRCLE OF SURVIVORS

- During the lantern lighting ceremony, Patients and Survivors are invited to take part in the **Circle of Survivors**, where participants will light their white lantern and join together in the Survivor Circle.

FIREWORKS

- Enjoy a short fireworks display near the end of the walk as we truly “Light The Night”!

INDIVIDUAL INCENTIVES

VIP Tent

- Registered walkers who have individually raised a minimum of **\$1,000** become a Bright Light, which provides access to the VIP tent for them and a guest. VIP's also receive a **dri-fit, long sleeve shirt**, and invitation to the Awards Party in February 2019.
- The VIP tent is catered by Longhorn Steakhouse. Beer and wine will also be available, to guests over the age of 21, and must be consumed in the tent.

PRIZES

- Walkers who raise a minimum of \$250 have the opportunity to receive a LTN incentive. Qualifying participants will receive their prize notification by email or standard mail within 6-10 weeks after the Walk.

INCENTIVES

WALK SHIRT, LANTERN

- One LTN Walk T-shirt ticket will be allotted for every \$100 that a team fundraises, but not to exceed the number of registered members for a team.** Team Captains can pick up their walkers t-shirts and lanterns (or tickets) at Money Turn-In Day, a scheduled appointment the week of October 1, or on Walk Night.

⇒ Participant T-Shirts - Sizes ranging from child sizes to Adult XXXL

⇒ Survivor T-Shirts - Sizes ranging from youth XS to Adult XXXL

- Every **registered** walker will receive a lantern.

⇒ Red Lanterns are for supporters

⇒ White Lanterns are for cancer patients/survivors

⇒ Gold Lanterns are for those walking in memory of a loved one (*we suggest one gold lantern per team to represent one life lost, with others carrying red, but of course, any immediate family member walking in memory of someone is welcome to carry one*).

TEAM INCENTIVES

- Teams who raise **\$10,000** or more will receive a 10x10 "VIP" tent on walk night. You will also have access to our walk concierge, who can help bring your team bottled water, your lanterns, and t-shirts. Deadline: 10/8
- Additional Team Incentives this year are: \$1,500=Honored Hero Mum (deadline 10/4), \$2,500 Honored Hero Walk Sign (deadline 10-2), \$5,000 2 Tickets to VIP Tent (deadline 10-8).
- The Top 3 Friends & Family and Top 3 Corporate Teams will be announced during the Walk Program-please note, sponsorship funds will not count in these announced totals. Deadline for funds to count toward your Top Team Total is Noon on Wednesday, October 10.**

Team Captain Communication Booklet

Important Information to communicate to your team

WALK DAY AGENDA – OCTOBER 11, 2018

5:30 PM	Pre-walk Festivities
7:15 PM	Program (Top Teams/Lantern Lighting/Circle of Survivors)
7:30 PM	Walk Start
8:30 PM	Post-Walk Activities (Snacks & Fireworks)
8:45 PM	Event Ends

IMPORTANT DATES

Money Turn-In Day: 10/8, or week of 10/1 by apt. between 8-5

Fundraising Deadline for Team Tent: 10/8

Fundraising Deadline for VIP Tent Incentive: 10/8

Fundraising Deadline for Top Fundraising Team consideration - 10/10—Noon

Fundraising Cut-off for Additional Incentives: 1/31/19

The Jewish Hospital



Local Sponsors



The Leukemia & Lymphoma Society
4370 Glendale-Milford Road Cincinnati, Ohio 45242
Dawn Berryman, Senior Director
513-698-2431 | dawn.berryman@lls.org | www.lightthenight.org/soh