

## 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 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 Walk-in Money Days.
- Walk-in Money Days at LLS office: **(Lanterns & T-shirts can also be picked up)**
  - October 9, 10, 11, 12, 13 (9:00 AM – 5:00 PM)
  - October 16 (9:00 AM – 7:00 PM)

### 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 Walker Participant Center.

## 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 walk T-shirt and wristband for elevated food options, sponsored by **UFCW Local 75**.
- Bright Lights who raise \$1,000 or more will be invited to the VIP Tent (see Individual Incentives for more info).

### 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.
- 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.

### SNACKS AND BEVERAGES

- Bottled water and elevated food options will be available during the pre-walk festivities for all Champions For Cures fundraising guests.
- **NEW THIS YEAR:** 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

- Our Walk route will once again take you over into Kentucky, heading over the Taylor Southgate Bridge and returning via the Purple People Bridge. It is approximately 2 miles.

### KIDS ZONE

- There will be a small kids area, with coloring, bubbles, face painting, sucker pull and small prizes.

### 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. All others will be able to pick their photos up at the PEP Promotions/TapSnap table Post-Walk. 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** is our “Circle Of Survivors” sponsor. Patients and Survivors should go to their tent to pick up their White Lantern and Cape.
- **Hoxworth Blood Center** is our Drops of Hope and Light Sponsor. Visit their booth to honor your loved one, and also grab a chocolate chip cookie (a Hoxworth specialty!)

### REMEMBRANCE PAVILION

- **NEW THIS YEAR:** Participants who are walking in memory of a loved one are invited to visit the new 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 and have them hanging in the Remembrance Pavilion, but you are welcome to bring your own.

### CIRCLE OF SURVIVORS

- **NEW THIS YEAR:** 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.

## INDIVIDUAL INCENTIVES

### VIP Tent

- Registered walkers who have individually raised a minimum of \$1000 earn VIP status, which provides access to the VIP tent for them and a guest. VIP's also receive an invitation to the 2017 Awards in February 2018, along with a **NEW THIS YEAR** Bright Light Scarf.
- This year's VIP tent will be 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 10 weeks after the Walk.

## TEAM 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.** The deadline for this incentive is Wednesday, October 18, 2017, at noon. Tickets will be provided to Team Captains at Check-In or Walk-in Day, and they handle distributing to their team.

⇒ Participant T-Shirts - Sizes ranging from toddler sizes and youth medium to Adult XXXL

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

- NEW THIS YEAR:** Every **registered** walker will receive a lantern.

⇒ Red Lanterns are for supporters, and sponsored by **Fifth Third Bank**

⇒ White Lanterns are for cancer patients/survivors, and are sponsored by **Mercy Health/Jewish Hospital/OHC.**

⇒ Gold Lanterns are for those walking in memory of a loved one (we suggest one per team to represent one life lost, but of course, anyone walking in memory of someone is welcome to carry one).

### TOP TEAMS

- 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.
- The Top 3 Friends & Family, and Top 3 Corporate Teams will be announced during the Walk Program.
- 2017 donations will be accepted through January 31, 2018. This is also the incentive cut-off.

### FIREWORKS

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

## Team Captain Communication Booklet

*Important Information to communicate to your team*

### WALK DAY AGENDA – OCTOBER 19, 2017

- 5:30 PM Pre-walk Festivities: Check-in, Kids Zone, **NEW THIS YEAR-** Remembrance Pavilion & more
- 7:15 PM Program: Top Teams/Lantern Lighting/**NEW THIS YEAR-**Circle of Survivors
- 7:30 PM Walk Start
- 8:20 PM Post-Walk Activities (Snacks & Fireworks)
- 8:45 PM Event Ends

### IMPORTANT DATES

**Garden of Hope & Route Marker Order Deadline:** October 6, 2017

**Fundraising Deadline for Team Tent:** October 17, 2017

**Fundraising Deadline for VIP Tent Incentive:** October 17, 2017

**Light The Night Walk Cincinnati:** October 19, 2017

Presented By:



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