

PRE-WALK

ONLINE REGISTRATION

- Anyone participating in the walk, who wishes to be eligible to receive an illuminated lantern, must **register online**. Children 12 and under do not need to register and will receive a lantern. If registration is not completed prior to walk day, participants must complete registration form (paper or mobile) at Check-In. There will be a “text to register” option, which you will find signs for at the Registration area.

PRE-WALK DONATIONS

- Donations not made online can be 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.
- Money Turn-In Days at LLS office: **(Lanterns & T-shirt tickets may be picked up for \$100 walkers)**
 - 9/30, 10/1, 10/3, 10/4 (by appointment only 8am—5 pm; email Christina.bold@lls.org to schedule)
 - 10/2 (8am – 7pm)

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. Every participant who registers receives an online fundraising page to raise funds.
- **Champions for Cures** who raise \$100 or more will receive a walk T-shirt and wristband for elevated food options. **Please note, this year, to receive a t-shirt/wristband, the walker **MUST have \$100 or more** showing in their personal fundraising account.*
- **Bright Lights** who raise \$1,000 or more will be invited to the VIP Tent (see Individual Incentives).
- 2019 donations will be accepted through January 31, 2020.

PARKING

Parking is located at Sawyer Point and U.S. Bank Arena, and surrounding lots. There is handicapped drop off at the end of Butler Street on the West side of the Purple People Bridge. **Note, Light The Night is the same night as the BLINK Parade, so parking may be more at a premium.*

WHEN YOU ARRIVE

- Team Captains and individual walkers, not on a team, should 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. If you do not have donations to turn in, and already picked up your team's tickets and wristbands, you do not need to go to Registration.
- Please tell your team members that they only need to go to Registration if they have money to turn in.

SNACKS AND BEVERAGES

- Bottled water, provided by Walgreens, 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.
- **Due to fewer donations this year, there will not be as much food available to walkers who do not raise \$100.**

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.**
- The BLINK parade begins at the same time as Light The Night. Be sure to look to the West to see the Roebling Bridge lit up!

KIDS ZONE

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

PHOTOS

- **PEP Promotions** is sponsoring our TapSnap Photo Booth area where teams and individuals can have their picture taken. There will also be a Team Photo Area, near the stage, sponsored by **Great American Insurance Group**. These photos, along with those of our roaming photographer, will be posted to our Facebook page post-walk (<https://www.facebook.com/tristateLLS>). **Tag us in your photos!**

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).
- **Hoxworth Blood Center** is our Innovation Sponsor. Visit their booth and the Bloodmobile to find out your blood type, and learn more about the importance of blood donation.
- **Hamilton Casework** is the Tailgate Zone Sponsor. Enjoy cornhole, giant jenga, and other tailgate games with your family. Feel free to use the Tailgate Zone Tent to grab a seat or have a place to eat!
- **Once Upon A Child** will offer goodies and coupons to visit their family of stores.

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.**

CIRCLE OF SURVIVORS

- During the lantern lighting ceremony, Patients and Survivors are invited to take part in the **Circle of Survivors**, sponsored, locally, by **The Hatton Foundation**, 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

- Participants 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 an invitation to the Awards Party in February 2020, along with a **performance fabric, long sleeve shirt. Pick up your shirt at the Bright Light Tent, sponsored by Cincinnati Bell.**
- 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, WRISTBAND FOR FOOD

- NEW THIS YEAR:** A registered participant must have \$100 in their personal fundraising account in order to receive their t-shirt and wristband for food access.
- Team Captains can pick up t-shirt and lantern tickets for their walkers who have \$100 or more in their account at Money Turn-In Day (10/2) or by appointment anytime the week of Sept. 30. Christina.Bold@lls.org to schedule.

⇒ Participant T-Shirts - Available for any registered participant with \$100 or more raised.

⇒ Survivor T-Shirts - Available to patients & survivors regardless of fundraising. Look for the Tent (next to T-Shirts) with the sign "Patients & Survivors" to pick up Survivor t-shirt, white lantern, and other LLS patient advocacy goodies.

- 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 team tent on walk night.
- Additional Team Incentives this year are: \$1,500=Honored Hero Mum (10/4), \$2,500 Honored Hero Walk Sign (10/1), \$5,000 2 Tickets to VIP Tent (10/8). Email Stephanie.Quirk@lls.org to fulfill your incentive.
- The Top 3 Friends & Family, and Top 3 Corporate Teams will be announced during the Walk Program. Sponsorship funds will not count in the announced totals. Deadline for funds to count toward your Top Team Total is Noon on Wednesday, October 9.**

Team Captain Communication Booklet

Important Information to communicate to your team

WALK DAY AGENDA – OCTOBER 10, 2019

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

IMPORTANT DATES:

- Money Turn-In Day:** 10/2 between 8 am - 7 pm, or week of 9/30 by appt. between 8 am -5 pm
Fundraising Deadlines:
- Honored Hero Route Marker Incentive:** 10/1
- Mum Incentive:** 10/4
- Team Team:** 10/4
- VIP Tent:** 10/8
- Top Teams (to be announced during program):** 10/9 - Noon
- Participant Incentives:** 12/31/19
- Awards Party Invite:** 12/31/19

Local Presenting Sponsors:



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