

Virtual Light The Night's Event Night Experience Guide

7:00 to 8:00 PM



#LightTheNight
@LLSUsa

Please use our official hashtag as you post throughout the evening.



Sound On
For The Best
Event Night Experience

SCHEDULE OF EVENTS

- 7:00 to 7:15 Welcome and Festival Experiences
- 7:15 to 7:30 Light The Night's Ceremony
- 7:30 to 7:40 Walk and Raise Your Lantern
- 7:40 to 8:00 Social Celebration & Light The Night's Firework Celebration

KICKING OFF YOUR EXPERIENCE

Follow this flow to start your Light The Night Virtual Experience.

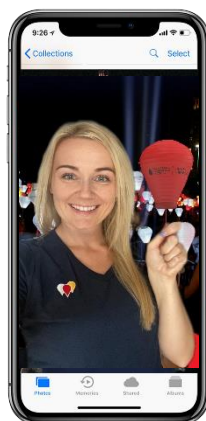
1. Watch the Welcome Video from your local Corporate Walk Chair – Homebase Page
2. Watch the Ceremony PreShow for special experience features. – Homebase Page
3. Click on each Experience Header for unique participant engagements.
4. Use our three augmented reality filters and post your pictures to social using #LightTheNight.
5. After the ceremony, stay engaged on the site for our Social Celebration & Virtual Fireworks Show.

LIGHT THE NIGHT'S AUGMENTED REALITY FILTERS



Fireworks Filter

*Housed Under Lantern Experiences On **Supporter Celebration Page***



Virtual Lantern

Tap on the lantern in the filter to pick your lantern color.
White for Survivorship
Gold for Remembrance
Red for Support
*Housed on the **Social Page***



2020 T-Shirt Filter

*Housed Under Festival Experiences On **Champions For A Cure Page***

LIGHT THE NIGHT'S VIRTUAL FIREWORKS SHOW



Follow instructions at the end of the ceremony to experience **Light The Night's Virtual Fireworks Show**.

You will need to download the *Virtual Event Site App* from the Apple App Store or Google Play.

It's quick and easy and you don't want to miss this!

HOME BASE

Your home page, featuring our Welcome Video, Ceremony Preshow and Schedule of Events.

CEREMONY

- Keep your eye on the Countdown Clock at the top of each page.
- At 7:15, make sure you go to our Ceremony page to watch the live broadcast!
- The ceremony will last about 15 minutes, ending with a call to action to step outside and raise your lantern – either your physical lantern or virtual lantern using our augmented reality – to share your support of The Leukemia & Lymphoma Society.

NATIONAL PARTNERS

Visit this page for special messages from Light The Night's amazing national partners.

LANTERN EXPERIENCES

Three Special Areas designed for mission connection moments around Light The Night's lanterns.

- **Circle of Survivors** – SURVIVORS, interact here to share your story AND to experience a community of support around you. All participants are encouraged to visit this page in support for survivors. Brought to you by Pharmacyclics & Janssen, National Presenting Sponsor of Survivorship & Hope.
- **Remembrance Pavilion** – Interact here to pay tribute to loved ones lost to cancer.
- **Supporter Celebration** – Interact here to show your overall support to bring an end to cancer once and for all. This is the home of our Fireworks Augmented Reality feature.

FESTIVAL EXPERIENCES

Six interactive areas brought to you by our Light The Night sponsors.

- **Shining Light Selfie Station** – Snap a picture with your favorite lantern background & post to social.
- **Champions For A Cure** – Wear your official Light The Night t-shirt virtually and post to social.
- **Words of Light** – Share an encouraging quote for anyone who needs a little light in their life.
- **Reasons To Believe** – Pick and post a social graphic to share your reason for supporting LLS.
- **Mission Mile** – Download Light The Night's special soundtrack with inspiring music and mission messages to accompany your walk.
- **Kids Zone** – Engage your family in the fight against cancer through activities with The Leukemia & Lymphoma Society's Hero Squad.

VIP EXPERIENCES

- **Light The Night's Executive Committee** – A special message of thanks for our Committee Members.
- **Light The Night's Executive Challenge** – Executive Challengers are invited to visit this page for a special toast and for the Executive Challenge's Grand Total Reveal.
- **Light The Night's Bright Lights** – All participants raising over \$1,000 are invited to this page for special features including a Bright Light Social Profile Frame.

SOCIAL: #LightTheNight @LLSUsa

- Home of Light The Night's Virtual Lantern Augmented Reality Filter
- Check out our live Social Media Wall to see #LightTheNight posts from your community and from other Light The Night events taking place across the nation tonight.
- For your posts to pull into the Social Wall, use #LightTheNight and set your posts to public.
- Access special event night social posts to showcase your involvement and to ask for final donations toward your Light The Night fundraising campaign.