

STEPS TO LIGHTING ICONIC STRUCTURES

Here are a few important steps to lighting up iconic buildings or structures for Rotary's anniversary on 23 February. **If you are planning a projection, please contact Rotary International's Public Relations Division at pr@rotary.org.**

1. Find a suitable location to project the image

Start your project early by selecting a well-known iconic structure to attract media and public attention. Previous projections include: The Coliseum in Rome, the House of Parliament in London, the Sydney Opera House, Table Mountain in Cape Town and the Pyramids in Egypt.

High traffic areas are also good choices because your lighting will get a large amount of exposure. Keep in mind how weather (fog, rain, snow, etc.) can impact your lighting and any accompanying outdoor event. For example, if a bridge is being considered for a lighting and fog is a regular occurrence in the evenings, then the bridge would not be a suitable choice.

Remember that a projection can also be done from a distance to accommodate the landscape. In London, the projection machine was across the River Thames, approximately 100-200 yards away from the House of Parliament.



A non-traditional building should not necessarily prevent you from inquiring about it as a possible projection. As pictured below, a projection was done on the "sails" of the Sydney Opera House. Plan to work with the projection company to find solutions to displaying a projection on a challenging building.

When you decide on a structure, contact the building's management company to explain the project. Share examples of the other successful projections on iconic landmarks such as the Sydney Opera House, Roman Coliseum, and the British Houses of Parliament to aid in the approval process.



You will have to obtain the necessary authorization and any required permits and this may take a significant amount of time. Government buildings often take longer to obtain approvals. It is sometimes a good idea to work on an alternate site simultaneously in the event your first choice is not approved. Avoid modern steel and glass buildings as the projection will not be clear.

For example, in Cape Town, approval for the lighting of Table Mountain itself was not possible. Rotary members developed a creative solution by illuminating the V&A Waterfront which allowed them to have spectacular Table Mountain in the background.

2. Identify a company to handle the projection

Research several multi-media or outdoor projection advertising companies capable of projecting images. Select a company that has successfully projected images in the past.

When discussing the project with the lighting companies, be specific about your needs including:

- Building name and address
- Composition of the building (granite, glass, concrete, steel)
- Location where the projection should appear on the building
- Hours of illumination
- Proposed artwork
- Cost estimate
- Required lead time.

For example, in Cape Town, South Africa, the lighting vendor used a Gobo projector.



3. Artwork and message

To be consistent with other iconic structures around the globe, the Rotary logo and the *End Polio Now* message should be used in the lighting. Artwork options are:

- Rotary logo and *End Polio Now* message
- *End Polio Now* logo

Artwork is available from RI at <http://www.rotary.org/en/AboutUs/SiteTools>. Some companies may have to re-format the image to suit their equipment.

Please ensure correct usage of the Rotary wheel as outlined in the Visual Identity Guide which can be found at: http://www.rotary.org/RIdocuments/en_pdf/547en.pdf.

If you are unable to project the logo on the structure, consider an End Polio Now message, similar to what was projected on the Sydney Opera House.

4. Promote the event and Rotary's effort to End Polio Now

To attract media and build excitement leading up to it, plan for the full event – before, during and after – the lighting. Appoint a project team with individuals assigned to handle specific duties, such as security; lighting company; photographer; budget (treasurer); meeting and greeting guests; master of ceremonies; media point person; catering and venue; event program, etc.

For example, in Rome, Rotarians planned an event in front of the Coliseum including a countdown to the lighting and speeches by the mayor, national sports leaders and Rotary spokespeople. Spokespeople for your event could include your \$200 million Challenge Zone Coordinator, a polio survivor, someone who participated in national immunization activities in a polio-endemic region, or your district governor.

In Cape Town, special invitations were sent to Rotary senior leaders; polio partners; city, provincial, and national government dignitaries; regional and national government health and community department officials, directors, and managers; infectious diseases specialists; Rotarians; other civil society organizations; media; and polio support networks. Information packets were distributed to all guests.

Rotary International can supply a sample press release for you to modify and use to attract media to your lighting. Plan to alert the media at least two weeks prior to the event with a media advisory. Also, reach out to online health websites, health bloggers, and social media sites such as Facebook and Twitter.

Identify appropriate Rotary spokespeople before the event and have local Rotary media contacts available for reporters. Immediately following the event, send images of the illumination to the photo desk editors of your local print, on-line and broadcast media outlets.

5. Supporting materials

Rotary International has materials available that can be distributed at your event:

Rotary's US\$200 Million Challenge Brochure (986-EN), which is appropriate for both a Rotarian and non-Rotarian audience is available free in nine languages.

End Polio Now Buttons (988-MUP) are available at a cost of US\$50 per quantity of 100.

These can be ordered from RI Publications Order Services (tel:847-866-4600; fax: 847-866-3276; e-mail: shop.rotary@rotary.org); the international office serving your area; or the online *RI Catalog* at <http://shop.rotary.org/catalog>.

6. Celebrate the Event and Capture the Image

While the image should be eye-catching and stunning, the building needs to be lit only long enough to be captured by television and print media. It's also essential to hire a professional photographer with a proven track record of outdoor, night photos to ensure that the best images are captured. Please also secure the rights for Rotary to use the photos in the media.

IMPORTANT: Within 24 hours of the event, please send low-resolution and high-resolution (300 dpi for 8 x 10 enlargement) photos to pr@rotary.org. Photos will be posted on rotary.org and distributed to Regional Rotary magazines worldwide.



Tips for your End Polio Now Lighting

If you're planning an End Polio Now lighting to celebrate Rotary's anniversary, 23 February, consider incorporating a variety of activities to increase awareness, attendance, and media attention. Here are some ways to maximize your event's impact:

- Arrange a fundraising dinner, auction, polio panel discussion, or similar event in conjunction with your lighting.
- Partner with a local business to gain support for polio eradication.
- Invite local Rotary leaders and city officials to speak at your event.
- Arrange for local celebrities to take part in the "This Close" campaign and to speak about their involvement at your event.
- Distribute a press release to local media.
- Arrange for a professional photographer and share photos of the lighting with media and RI.

Examples of Past 23 February Events

New York Stock Exchange lighting

- Rotary partnered with vaccine manufacturer Sanofi Pasteur to ring the closing bell at the New York Stock Exchange.
- Speakers from partnering organizations and Rotary leaders were invited to talk about Rotary and polio.
- "This Close" participant Angélique Kidjo was invited to take part in the lighting event, and posed for pictures with attendees.
- Professional photographs were shared through Rotary publications and social networks, and with the media.
- A press release was sent out and media were invited to attend the event.

Trevi Fountain lighting

- Supported by a Rotary PR grant, the lighting included a reception for Rotarians, dignitaries, and media.
- Rotary senior and local leaders were invited to attend and speak at the event.
- Rotarians brought the artist who had illustrated the *Amazing Stories of Polio!* to Rome, where he created two new prints that were auctioned to benefit the polio eradication campaign.
- A famous Italian television personality chaired the lighting event, and Italian actress and "This Close" participant Maria Grazia Cucinotta attended.
- Photos of the lighting, which drew over 1,500 people, and video interviews with Rotarians were featured on local media outlets.

Read about a [lighting event](#) coordinated by Rotarians in Puerto Rico.

**Thank you for promoting Rotary's efforts to End Polio.
If you have questions or need assistance, contact us at pr@rotary.org**