EVENT NAME:

ORGANIZATION:

DATE & TIME:

STUDIO location:

Pre-Roll time:

GO LIVE time:

AUDIENCE URL LINK to tune into Livestream:

LIVE STREAM back-up link:

AUDIENCE LINK to the Bidding/Auction Platform:

AUDIENCE Text to Give # (where applicable):

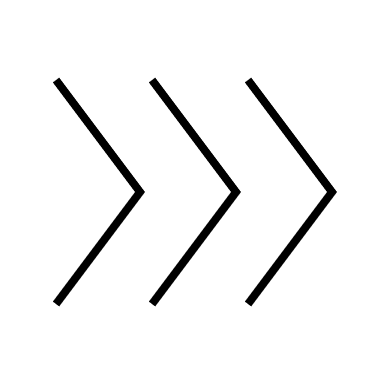
LINK to Content/Event Assets Cloud Folder:

LIVE/VIRTUAL SPEAKER(S):

LIVE/VIRTUAL HOST(S):

BENEFIT AUCTIONEER (where applicable):

LOGIN ZOOM LINK for speakers [ask Producer/Production Team to share with you]:

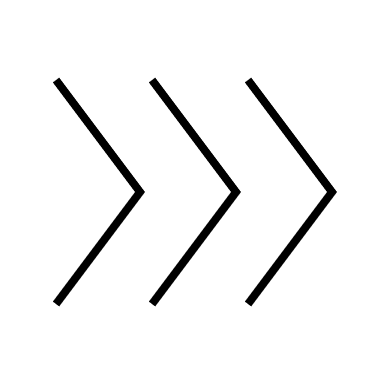
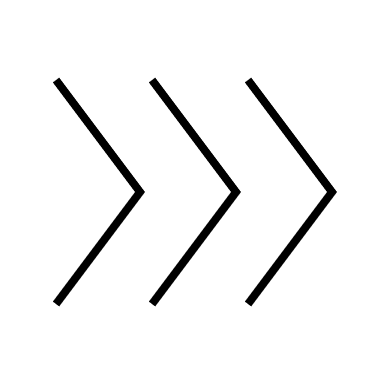
Please **call into this Zoom line ONE hour before** the live broadcast GO LIVE time listed above.

*This will allow us time to do a rehearsal and sound check.*

LOGIN ZOOM LINK for Production Team

[ask Producer/Production Team to share with you]:

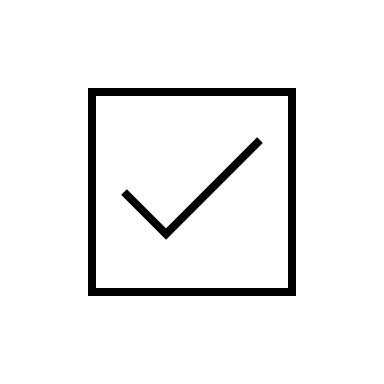
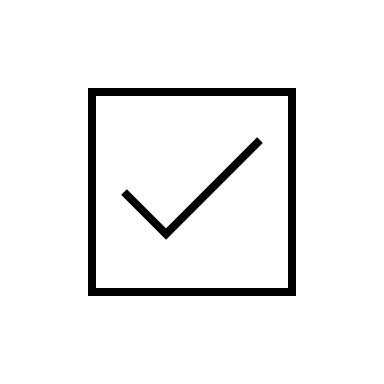
Thermometer URL link (where applicable):

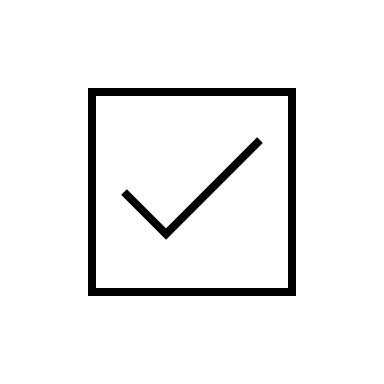
*(note that this page sometimes, depending on the online auction platform might need to be refreshed when adding gifts from the back end*)

LOGIN for Host/Studio Teleprompters (where applicable):

Google Doc link for teleprompter (where applicable)::

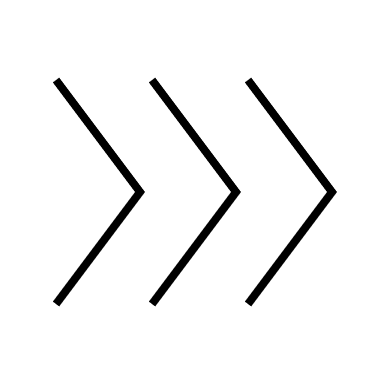
**Supplemental Production Elements**

Pre-event slide show PPT

Program PPT to support the live broadcast

Videos to support the live broadcast:

#1 Video – *exp: Gary Powell Part 1 on Campus (1:44)*

#2 Video – *exp: Dr. Balderas Acceptance (2:41)*

*List all videos in the order they will be played with the duration time length for each video.*

|  |  |  |
| --- | --- | --- |
| **TIME** | **SCRIPT** | **TECH NOTES** |
| 4:00 PM | Call Time at the Studio |  |
| 4:30 PM | Run-Through  <list anyone needing to do the run-through> | Headset for <name>  HH for <name> |
| 5:30 PM | Pre-Cast Starts | Pre-Cast PPT |
| 5:45 PM | Text Msg: Live at 6 PM - Join us on YouTube/Vimeo etc.  Insert Link | Graphics |
| 5:55 PM | Roll Video <name, duration> | VIDEO |
| 6:00 PM | Text Msg:  We are live! Join us on <PLATFORM>  Bidding closes at 6:45 PM | Graphics |
| 6:00 PM | **BENEFIT AUCTIONEER or HOST/MC - Welcome**  Good evening!  Welcome to…  Thank you for joining us for our first ever virtual benefit. Thank you to everyone watching at home and for placing those bids in the online auction!  <INTRODUCTION OF AUCTIONEER/HOST(S)>  A couple recommendations on how best to watch tonight and be able to bid and give during our live broadcast. We recommend you either have 2 devices (one computer for the livestream and a phone or tablet for online bidding) or open 2 browsers on your computer.  Tonight’s auction theme…  We invite you to get social with us. Post a picture of where you are in the world tonight and tag us with hashtag #  Also, use the chat feature on the livestream sidebar.  We want to hear from you!  We want our viewers at home to know that we are adhering to CDC guidelines as we bring you this virtual celebration. We have a small but mighty crew with us this evening.  As we begin tonight, please join me in welcoming from his home… | PPT #1 Open to Live shot of stage  LIVE  How to Watch PPT slide  LIVE |
| 6:05 PM | **WELCOME** | Pre-recorded or Zoom? |
| 6:08 PM | **BENEFIT AUCTIONEER or HOST/MC - introduces <NAME>** | LIVE |
| 6:09 PM | **<NAME> remarks (INSERT below)**  Good evening and welcome … Annual Auction!  .  .  .  Again, I want to thank you for your generosity and support – we are deeply grateful for your part. | LIVE |
| 6:14 PM | **BENEFIT AUCTIONEER or HOST/MC <name>**  Thank you **<NAME>** for your inspiring message and for your leadership.  Thank you, to all of you at home, for being part of this celebration tonight! We welcome your messages.  *Refer to live chat coming in and encourage viewers to send messages of support.* | LIVE |
| 6:18 PM | **BENEFIT AUCTIONEER or HOST/MC <name>**  The online auction opened earlier this week and will remain open until the end of our broadcast tonight. It’s exciting to see the tremendous support coming in from our supporters.  A reminder to participate in the online auction or give a donation, you must register. If you have not done so, on the screen are instructions on how to register.  Tonight we are supporting the vital work of **<NAME>** and the critical needs at this time.  INSERT script  **<NAME>** video plays (DURATION IN MIN)  **BENEFIT AUCTIONEER <name>** *transitions to virtual appeal*  Tonight we join in collective support to raise critical funds for…  There are several levels of giving that you can contribute online. We’d like to recognize some of the generous gifts we’ve received so far through online donations and encourage you at home to join us in collective support of **<NAME>**  In your browser, go to the online bidding page and click button “DONATE”. There you will be able to select a donation amount to support of **<NAME>**  INSERT script/description of org work/values, etc.  Our first level of giving tonight is at the $10,000 level.  Join in making a donation now.  ***Recognize donors***  Our next level of giving tonight is at the $5,000 level.  Join in making a donation now.  ***Recognize donors***  Our next level of giving tonight is at the $2,500 level.  Join in making a donation now.  ***Recognize donors***  Our next level of giving tonight is at the $1,000 level.  Join in making a donation now.  ***Recognize donors***  Our next level of giving tonight is at the $500 level.  Join in making a donation now.  ***Recognize donors***  Our next level of giving tonight is at the $250 level.  Join in making a donation now.  ***Recognize donors***  Our next level of giving tonight is at the $100 level.  Join in making a donation now.  ***Recognize donors***  Our final level of giving tonight is at the $50 level.  Join in making a donation now.  ***Recognize donors***  As we conclude the virtual paddle raise, we invite you to continue to give generously at a level of support that is meaningful to you. Gifts of all sizes are welcome and giving continues throughout the evening. | LIVE  How to Register PPT slide  VIDEO  LIVE  How to Donate PPT  Donate $10,000 PPT  Donate $5,000 PPT  Donate $2,500 PPT  Donate $1,000 PPT  Donate $500 PPT  Donate $250 PPT  Donate $100 PPT  Donate $50 PPT  How to Donate PPT slide |
|  | **BENEFIT AUCTIONEER <name>**  We have an incredible auction that has been receiving competitive bids throughout the past three days.  And if we were in a typical live auction event, I would be bid calling to sell these packages. Something like …  *(bid call example)*. Well this virtual platform is a bit different but still as much fun! So get your fingers ready...  Let’s get started with package number 1….  *Introduce and then Bid call current bid increment.*  **Package #1 - <PKG NAME>**   * INSERT <package description>   Current bid is at ... | LIVE  Live Auction  PPT #1 |
|  | **Package #2 - <PKG NAME>**   * INSERT <package description>   Current bid is at ... | PPT #2 |
|  | **Package #3 - <PKG NAME>**   * INSERT <package description>   Current bid is at ... | PPT #3 |
|  | **Package #4 - <PKG NAME>**   * INSERT <package description>   Current bid is at ... | PPT #4 |
|  | **Package #5 - <PKG NAME>**   * INSERT <package description>   Current bid is at ... | PPT #5 |
|  | **BENEFIT AUCTIONEER <name>**  This virtual support has been incredible. We will be closing all online auction packages soon. Place those final bids!  Shout out to our viewers at home placing those bids and donating! We appreciate all of you!  If you won an auction package, we will designate a pick-up date and time when the stay at home order has been lifted.  If you have any questions, you may contact **<NAME>**  Thank you to our Sponsors:  Presenting Sponsor <NAME>  Thank you to <NAME> for your tremendous support to make this virtual event possible.  Thank you to the auction committee for all your help and dedication!  Thank you to Development Director, <NAME>, and our fundraising consultants and Virtual Event Producer <NAME>  So many people behind the scenes to make this all come to you in your home.  Safe and stay well. | LIVE  SPONSOR SLIDE  SLIDE  LIVE |
|  | **<NAME> remarks**  Thank you, **BENEFIT AUCTIONEER <name>** for being an ambassador for us tonight. Thank you everyone, for all your support tonight and every day.  We’ve raised $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_tonight!  Amazing! | AUCTION THERMOMETER |
|  | **Closing**  Play **Video <name & duration>** | VIDEO |
| 6:45 PM | Auction closes  End of Event  – main logo slide | Roll post-event PPT deck |
| 6:50 PM | Off Air |  |