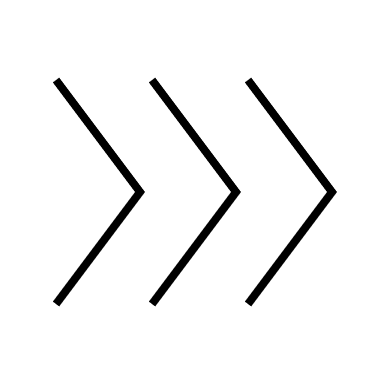
**Name Event:**

Date & Time:

GO LIVE time:



*Feel Free to Update Below as Necessary*

**Pre-event**

**Date** Online bidding opens

For each registered bidder, they are entered into a drawing to win a prize (4 drawings)

**Date** 4:00 p.m. Call time

4:30 p.m. Rehearsal

**Run of Show**

5:30 PM 30 Minute Pre-Cast: Instructions on how to join us live at <TIME>, register as a bidder, and any image slides deck

6:00 PM Go Live: Welcome by host/MC <NAME, TITLE>

Theme: – build excitement for all those tuning in

Verbal instructions on how to participate from home for bidding and giving (banner overlay)

Introduce incentive to register: Each registered bidder will be entered to a win prize, etc (TBD)

6:05 PM MC introduces <NAME, TITLE>

In-studio: <NAME, TITLE> remarks on current climate, we’ll all gather together again soon, emphasize the importance of community and how the community is adapting in this climate.

6:10 PM Benefit Auctioneer <NAME> or Host/MC <NAME> transitions to recognize sponsors

Pre-recorded: Messages from sponsors

Benefit Auctioneer <NAME> or Host/MC <NAME> transitions to celebrate viewers and supporters

Live Stream Chat: use platform to recognize messages as they come in

Promotion for online auction, announce current bids and celebrate winners (Live #1-5)

Benefit Auctioneer <NAME> or Host/MC <NAME> introduce video – <video name, description>

6:20 PM Pre-recorded: Speaker video plays – <Name, and Video Length> (exp 2 min)

6:22 PM **Virtual Appeal** Benefit Auctioneer <NAME> facilitates with predetermined levels of giving (banner overlay)

Online Bidding Platform: recognize gifts as they come in

6:30 PM Benefit Auctioneer <NAME> transitions and celebrates community

Pre-recorded: Video message – <Name, and Video Length> (exp 2 min)

Promote give now, online auction, announce current bids and celebrate winners (Live #6-10)

6:35 PM Host/MC <NAME> pulls prize drawing for registered bidders and calls winner on phone/video call

6:40 PM Close the auction and celebrate winners, online bidding ends, Thank you and Goodnight

Pre-recorded: Video or Slide Show Post-Event

6:45 PM Off Air