



Event Planning Outline

This outline is provided to event planners/groups who will be conducting an International Overdose Awareness Day (August 31) event as part of the branded A Light to Remember (ALTR) collaboration. Keep in mind that each community is different, so not all of the suggestions below will be appropriate for each event. However, it is recommended that the general format be followed and the booths listed be included in all ALTR events to maintain a consistent presentation.

It is also important to remember that people living in rural communities may not be able to or may not be interested in participating in an in-person event. Anyone can participate in the event at home by requesting a *Remember at Home* luminary kit on the ALTR website.

Suggested Schedule of Events

- 6:00 pm – NAS Awareness Event
(Optional, Contact [Emily Hamilton](#) for Information)
- 7:00 pm – Volunteer Check-in & Setup
- 7:30 pm – Welcome
- 8:45 pm – Luminary Launch (Dusk)
- 9:00 pm – Moment of Silence
- 9:30 pm – Clean Up



Recommended Committee Assignments

Overall Event Management/Logistics Committee

- Location
- Setup/Clean Up
- Volunteers
- Sound System/Music
 - Power Access
 - MC (Script template in ALTR Toolkit)
 - Speakers (Recovery Community, Messages of Hope, Luminary/Moment of Silence Statement)
- Tents/Tables/Chairs
- Luminary Launch/Layout

Booths/Activities Committee

- Check-In Table
 - Food Tickets
 - USU Media Release Sign-in
 - Resource & Swag Bags
- Naloxone Training (Sign-in Form for Reporting)
- Memory Wall/Messages of Hope
- Luminaries
- Local Recovery Community Representative(s)
- Local Resources (Prevention, Treatment, Recovery)
- Food Trucks

Marketing Committee

- Physical Promotion
 - Banners – Optional (3'x6' banner available in ALTR Toolkit).
 - Fliers – Multiple sizes available (ALTR Toolkit).
- Digital Promotion
 - Facebook Event – Local Extension page is primary host, all participating agencies should be asked to accept co-host invitation. (Image in ALTR Toolkit)
 - Eventbrite Registration (A registration page template can be provided to ensure consistent data collection, upon request.)

- Social Media Posts – Instagram and Facebook (ALTR Toolkit).
- Calendar Submissions – Local Extension is responsible for submitting to USU calendars (template available upon request); HEART website, local coalition websites; submit to local municipality and Chamber of Commerce calendars, newspaper community calendar, overdoseday.org, and event promotion sites (e.g., nowplayingutah.com, allevents.in, and cityspark.com).
- All participating agencies should agree to share digital promotions.
- Local marquees (e.g., hospital, downtown, event entrance, electronic road sign, etc.).
- Email previous attendees (MailChimp template available upon request).
- Press Coverage
 - Statewide (combined) USU Press Release handled by ALTR Core Team.
 - Local press coverage should be pursued using Story Starters.
- ALTR Website
 - Community Events
 - Remember at Home Luminary Kit Request
 - Online Memory Wall
 - Messages of Hope

Sponsorship Committee

- Food Sponsor(s)
- Swag for Resource Bags
 - Set deadline for collecting swag.
 - Assemble swag bags.
- T-Shirt Sponsors (Optional, artwork available in ALTR Toolkit.)
- Include primary sponsor logos on promotional elements, all sponsors tagged in social media posts.



Event Day Checklist

Volunteers

- Check-In Table + Sign (Toolkit)
- Sign-in Sheet + Pens
- Assignment List
- T-Shirts (Optional)
- Hand Sanitizer + Masks

Event Check-In

- Table + 2 Chairs + USU Tablecloth + Sign (Toolkit)
- USU Media Waiver Sign-in Sheet (Toolkit) + Pens
- iPad for Pre-Registered Check-ins
- QR Code for Walk-in Registration
- Hand Sanitizer + Masks
- Swag/Resource Bags
- Food Vouchers

Lighting & Sound

- String Lights (Optional)
- Extension Cords
- Sound System

Booths

- Table + Chair (if providing)
- Tent (if necessary/available)
- Sign (Toolkit)

Luminary Ceremony

- Determine Ceremony Location/Launch Point
- Assign Launch (Setup)/Collection Crew
- Music During Launch (Setup)
- Portable Sound for Honorary Statement/Moment of Silence (if necessary)

Clean Up

- Trash Bags (if not provided by location)



Suggested Event Planning Timeline

ASAP

- Reserve Location

May

- Solicit Food Truck Bids

June

- Contact Potential Primary Partners
- Conduct Initial Planning Meeting/Assign Subcommittee Chairs
- Confirm Food Trucks
- Confirm Musician/DJ

July

- Subcommittee Chairs Conduct Initial Planning Meeting
- Print Banners (optional, to be posted by August 1)
- Order T-Shirts (optional)
- Order Luminary Supplies
- Reserve Tables/Chairs (if necessary)
- Reserve Sound System (if necessary)

Early August

- Post Banners (optional)
- Confirm All Sponsors (primary and secondary)
- Publish Registration Page
- Print & Distribute Fliers
- Event Calendar Submissions
- Share Regularly on Social Media (including in local community groups)
- Email Past Participants
- Print Booth Signage (if foam core boards, can be used for multiple years)

Mid-August

- Confirm Volunteer Counts/Assignment List
- Solicit Local Press Coverage
- Confirm Entertainment
- Confirm Booth Participants
- Confirm Food Trucks
- Confirm Any Rental Equipment
- Collect Swag & Assemble Bags
- Print Sign-in Sheets

August 31 – Event Day!

September 1

- Send post-event thank you email with survey to participants.
- Send thank you card/email to sponsors, participating agencies, and volunteer groups.
- Follow up with local media contacts to answer any questions (this also encourages them to actually print/post the story).
- Submit event data to [Matt Huntington](#).

Helpful Tips

- The luminary ceremony can be done on a pond, by lining a walkway, or by creating a central formation that people can gather around for the moment of silence (such as a circle or a heart).
- Make sure you have plenty of pens and extra copies of sign-in sheets/waivers at the event.
- Have a first-aid kit available if needed.
- Assign an on-site media contact during the event.
- Be familiar with the history of ALTR and the ALTR website.
- Check your power sources early to avoid day-of dilemmas.
- Use online check-in (iPad) and QR code for walk-ins to avoid bottlenecks at check-in table.
- Partner with local recovery and support groups whenever possible.
- Use the ALTR Toolkit!