**  
LUMINARIA 2024**

Content Kit

Sample LUMINARIA Keepsake Video *(please watch):*   
<https://drive.google.com/file/d/1o-9MMyC5thvKUQmW_mzyQ_knsmHL6yGn/view?usp=sharing>

Sample Reels *(please watch):*:

<https://www.instagram.com/reel/C371CBjLc98/>

<https://www.instagram.com/reel/C3-WVIFOAhY/>

<https://www.instagram.com/reel/C3GlHl1rD1D/>

Content Creator Training:  
<https://www.loom.com/share/1e3c80edcee24494bbcd1c67d9cd4d22?sid=51474d71-a594-49f1-ba7b-5e8e7082c648>

**Operations**

* Please arrive at least 1.5 hours before sunset
* Bring extra battery pack if needed

**Post Event**

* All content should be sent to Ann Marie at [annmarie@weareempower.org](mailto:annmarie@weareempower.org)
  + As soon as content is shared, keepsake video will be created in-house by Empower headquarters and released to bag-purchasers within 14 days of LUMINARIA date
  + Google Drive preferred but not required
    - <https://drive.google.com/drive/folders/1hiD2jB92syQ0s4nTCsYPfy7XH2971e9W?usp=sharing>
* **Please indicate how we should credit you on social media**

**Videography**

* B Roll of Cocktail Party
  + The more creative the better, try and get those unique shots
* Display of all the bags in their specific setting, any police detail
* Try to get all of your shot list done before dark so you can spend time on the "money maker shots” as it gets darker. Then go back, and repeat the shot list with all the bags lit up so you have both options.
* Video of all speeches

Drone Videography

* Aerial of before and after sunset
* Please give extra of time

Sample Money Shots

  
