



## LUMINARIA 2025 Content Kit

Sample LUMINARIA Keepsake Video (*please watch*):

[https://drive.google.com/file/d/1o-9MMYc5thvKUQmW\\_mzyQ\\_knsmHL6yGn/view?usp=sharing](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/C3GIH1rD1D/>

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**

### Photography Shot List

- Venue setting with display of all bags in daylight, dusk, & dark
  - With sunset in background if possible
  - Nighttime shot when all bags are lit up\*
    - The nighttime shots are typically the “money shots” – most of your time can be spent here
- Individual Bags at random (no need to take a photo of each individual bag)
- Key Bags
  - We will share with you key bags to photos of if applicable
- Grouped Bags
- Emotional shots
- Candid shots- (people socializing, calligrapher, people with bags, performer, speakers etc.)
- Mission photos (mentor/mentee matches, etc.)
- Committee Photo

- Cocktail Party Only
  - Speakers

Other things to note

- Can avoid any Food/ up-close of food shots
- Only one or two of sponsorship banners necessary

### 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.

### Drone Videography

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

### Sample Money Shots





