



NIGHT *to* *Shine*

SPONSORED BY THE **TIM TEBOW**  
FOUNDATION™

**2019 NIGHT TO SHINE  
PLANNING MANUAL**

# WELCOME

## FROM TIM TEBOW & PRESIDENT OF THE TIM TEBOW FOUNDATION

Dear Night to Shine Host Church,

First of all, we want to tell you how incredibly thankful we are for your heart to serve the Lord and to minister to His dearly loved people with special needs!

You may not realize it, but people with special needs and their families are one of the largest “unreached” people groups in the world, and we are thrilled that through Night to Shine you will have an open door to reach your community with the love of Christ! One benefit to having churches be the hosts of this event is that Night to Shine can be more than just an event on one night of the year; these families will know that they have a church home and family where they will be loved 365 days a year!

In the life of a church and its members, we recognize that schedules can be busy and we are deeply grateful for the sacrifice you are making to host Night to Shine. Thank you for ensuring that people with special needs know that they are valued and loved by their Creator, and that He has a special plan for their lives. As you prepare for this amazing prom night experience, it is our hope that this manual will be a helpful guide in making the planning as straightforward as possible for you and your team.

Lights... music... limos... gowns and tuxedos... Kings and Queens walking the red carpet and dancing the night away... these are the key ingredients of an amazing Night to Shine! While an event of this magnitude requires extensive amounts of work by many people, we want to put your mind at ease that we will be here for you every step of the way – praying for you by name, celebrating the God stories, and offering any help we can as you prepare to host your Night to Shine prom.

*“Not to us, Lord, not to us but to your name be the glory, because of your love and faithfulness.” – Psalm 115:1*

Thank you, again, for your commitment to making Night to Shine an unforgettable prom night experience for so many people with special needs around the world. Our prayer is that people everywhere would see and feel Jesus Christ through this event, and that He would receive the glory He is so worthy to receive. All honor and praise to His name!

God bless,



**Tim Tebow**  
Founder & Chairman



**Steve Biondo**  
President

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# OVERVIEW

NIGHT *to Shine*  
SPONSORED BY THE **TIM TEBOW**  
FOUNDATION™

# OVERVIEW

## ABOUT NIGHT TO SHINE

The Tim Tebow Foundation has a great passion for people with special needs, and in 2014 we launched Night to Shine with a simple vision... work with churches around the country to provide an incredible prom night experience, centered on God's love, for people with special needs.

God's vision was bigger... In just four short years, Night to Shine, through hundreds of churches and thousands of volunteers, has become a worldwide movement that is changing Valentine's Day from simply a celebration of love, to a celebration of God's love by honoring people with special needs and the value of life. It's a night not only for our guests to shine, but for churches to shine, for volunteers to shine, and most importantly, for Christ to shine.

Every guest of Night to Shine enters this complimentary event on a red carpet complete with a warm welcome from a friendly crowd and paparazzi. Once inside, guests receive the royal treatment, including hair and makeup stations, shoe shining stations, limousine rides, corsages and boutonnieres, a karaoke room, a catered dinner, prom favors for each honored guest, a Respite Room for parents and caretakers, and, of course, dancing! The highlight of the night comes when every one of the Night to Shine guests is crowned a king or queen of the prom!

Through God's blessing and your involvement, Night to Shine 2019 will be even bigger and better! We have prayerfully selected churches from around the United States, and the world, to be the hosts, organizers and volunteers of this special event, and **your church is one of them!** As a host church, you will receive a unique Night to Shine Prom Kit, personalized guidance from the Tim Tebow Foundation staff and much more.

This comprehensive packet outlines the elements we feel are essential to a successful and enjoyable event. It is our hope that this prom will not only bless your guests, but also provide opportunities for ministry and fellowship in the future.

Thank you so much for joining us in this worldwide movement celebrating God's love for people with special needs!

# NIGHT *to Shine*

SPONSORED BY THE **TIM TEBOW**  
FOUNDATION™

## BY THE NUMBERS...

WHERE IT BEGAN

# 2015

**44**

HOST CHURCHES

**26**

STATES

**3**

COUNTRIES

**14**

DENOMINATIONS

**15,000**

VOLUNTEERS

**7,000**

HONORED GUESTS

WHERE GOD HAS BROUGHT US TODAY

# 2018

**537**

HOST CHURCHES

**49**

STATES

**16**

COUNTRIES

**33**

DENOMINATIONS

**175,000**

VOLUNTEERS

**90,000**

HONORED GUESTS

## 2019 AND BEYOND...

**WE PRAY MORE LIVES WILL BE IMPACTED AND GOD GLORIFIED.**

# OVERVIEW

## ABOUT THE TIM TEBOW FOUNDATION

In 2010, the Tim Tebow Foundation began with a mission to bring Faith, Hope and Love to those needing a brighter day in their darkest hour of need. Today, the mission of the Tim Tebow Foundation is being fulfilled every day through seven main areas of outreach, created with a simple goal...serve children and share God's love.

### ADOPTION AID

Providing financial assistance to families who are making the courageous choice to adopt a child with special needs internationally.

### NIGHT TO SHINE

Creating a worldwide movement through Night to Shine, an unforgettable prom night experience, centered on God's love, for people with special needs.

### ORPHAN CARE

Providing life's essentials to abandoned or homeless orphans in four countries.

### TEAM TEBOW

Encouraging service to others through Team Tebow and Team Tebow Kids, the official membership clubs of the Tim Tebow Foundation.

### TEBOW CURE HOSPITAL

Providing physical and spiritual healing to deserving children of the Philippines through life-changing surgeries at the Tebow CURE Hospital.

### TIMMY'S PLAYROOMS

Building Timmy's Playrooms in children's hospitals around the world that provide an atmosphere that allows children to take their minds off medical treatment and just be kids again.

### W15H

Fulfilling the dreams of children with life-threatening illnesses whose wish is to meet Tim Tebow.

***“And now these three remain: faith, hope and love. But the greatest of these is love.” 1 Corinthians 13:13***

# WHAT WE PROVIDE

NIGHT *to Shine*  
SPONSORED BY THE **TIM TEBOW**  
FOUNDATION™

# WHAT WE PROVIDE

## OVERVIEW

This is a comprehensive operational manual that we hope provides helpful guidelines and tips for the planning and implementation of YOUR Night to Shine. Over the next few pages, we will outline each of the following exclusive Night to Shine benefits in more detail:

- ✔ Personalized guidance and mentorship from a Tim Tebow Foundation staff member through the planning process
- ✔ Official Night to Shine Prom Kit
  - Night to Shine Drawstring Backpacks for your honored guests
  - Night to Shine Decorations (1<sup>st</sup> Year Host Churches Only) including:
    - Step & repeat backdrop featuring your church's logo alongside the official Night to Shine logo and our Global Partner logo(s)
    - Personalized retractable Night to Shine welcome banner
    - Night to Shine table runner
- ✔ National, regional and local media exposure and guidance
- ✔ Access to exclusive Night to Shine online store and merchandise
- ✔ Discounted resources for background checks, crowns, tiaras, website templates and more
- ✔ Prayer guide for you and your team during the planning of Night to Shine
- ✔ Video and conference call with Tim Tebow
- ✔ Special video messages from Tim Tebow to your congregation, volunteers and honored guests
- ✔ The opportunity to be a part of a worldwide, like-minded effort in sharing God's love

The Tim Tebow Foundation also offers the opportunity to apply for financial grants to churches who would otherwise not be able to host the event.

As the sponsor of Night to Shine, the Tim Tebow Foundation seeks to serve as a dynamic catalyst for churches to welcome the special needs community into their church family through Night to Shine. Our vision is to encourage, equip and support churches to not only host an unforgettable prom night experience, but create and maintain a thriving, life-long ministry to their community of people with special needs and their families. We humbly believe that our foundation is just a launch point. Your church and hundreds of others around the globe are truly the ones who will daily serve as Jesus' hands and feet and make a lasting impact on the lives of hundreds of thousands of people with special needs and their families.

The foundation is deeply committed to providing the financial springboard for Night to Shine and will always provide the broad national and international marketing support around the movement. One big prayer and new goal we have related to grants, is that in 2020 the movement is so strong in local churches, that, by God's grace, churches moving into their fourth consecutive year of hosting have local resources and partnerships in place to cover the cost of the event. If that is not the case, we are here for you, please just share the need.

# WHAT WE PROVIDE

## PERSONAL GUIDANCE & MENTORSHIP

Your church will be assigned a TTF staff member to serve as a personal Night to Shine representative and resource to you and your team as you plan and host your Night to Shine prom event. They will be available to you in the following ways:

- ✔ **Prayer** – Your representative will be diligently praying for you, your staff, your volunteers and your honored guests. We want to be a constant source of encouragement for you as you plan this unforgettable event. Also, if you have any specific prayer requests that you would like us to lift up, please keep us updated on how best to be praying for your team as you prepare for Night to Shine.
- ✔ **Information** – Your representative will serve as your primary point of contact for all of the information you will need for your Night to Shine. They also will provide you with all the documents, quotes, videos, social media posts and additional material referenced throughout this manual.
- ✔ **Questions** – We fully recognize that Night to Shine may be out of your comfort zone, so please feel free to send your representative ANY questions you may have during this process.
- ✔ **Dream** – We want to dream with you about YOUR Night to Shine prom and share and discuss ideas to make your event the best it can be for your honored guests! We enjoy learning from our amazing Night to Shine host churches!



# WHAT WE PROVIDE

## OFFICIAL NIGHT TO SHINE PROM KIT

The Tim Tebow Foundation will provide an official Night to Shine Prom Kit. Our exclusive kit will help you decorate for your event and highlight the unique partnership between your church and the Tim Tebow Foundation. Your staff representative will provide details regarding ordering your kit and additional items for your event. Each kit will include the following customized items:

### NEW HOST CHURCH KIT

- ✔ Step & Repeat Backdrop featuring your church's logo alongside the Tim Tebow Foundation logo (8' x 8'); Step & Repeat may also include Global Partner logo(s)
- ✔ Retractable Night to Shine Banner (34.5" x 84")
- ✔ Night to Shine Table Runner (28" x 80")
- ✔ Night to Shine Drawstring Backpacks
- ✔ Additional signage recognizing our Global Partner(s)
- ✔ TTF may also provide branded gifts from our Global Partner(s)

### RETURNING HOST CHURCH KIT

- ✔ Night to Shine Drawstring Backpacks
- ✔ Additional signage recognizing our Global Partner(s)
- ✔ TTF may also provide branded gifts from our Global Partner(s)
- ✔ Please use the signage, retractable banner and table runner provided to you your first year as a host church

Please use these items to set the tone for your event and clearly display Global Partner signage. If you choose to incorporate additional décor, please continue the established color scheme (please see page 70) throughout the event space and materials.

**\* Crowns and tiaras are NOT a part of the Night to Shine Prom Kit. However, they can be purchased on the Night to Shine Shop site at a discounted rate.**

# WHAT WE PROVIDE

## ACCESS TO EXCLUSIVE NIGHT TO SHINE SHOP & MERCHANDISE

In 2016, we launched an online store exclusively for our Night to Shine host churches. The store contains required Night to Shine products as well as additional items you may need to make the event top notch. We will notify you as soon as the store reopens for the 2019 Night to Shine.



The store will provide many high quality discounted items for you to choose from including, but not limited to:

- ✔ 8' x 8' Step & Repeat Backdrops
- ✔ 33" x 79" Retractable Banner
- ✔ Balloons
- ✔ Crowns
- ✔ Decorative Lighting
- ✔ Hanging Décor & Fabrics
- ✔ Large Format Décor
- ✔ Official Night to Shine Table Runners
- ✔ Photo Booth Accessories
- ✔ Prom Favors
- ✔ Red Carpet Runners
- ✔ Rope & Stanchions
- ✔ Tableware & Centerpieces
- ✔ Tiaras
- ✔ Volunteer T-Shirts
- ✔ And More!

# WHAT WE PROVIDE

## ACCESS TO EXCLUSIVE NIGHT TO SHINE SHOP & MERCHANDISE

### IMPORTANT NOTES ON MERCHANDISE AND SHIPPING

- ✔ Crowns and tiaras are NOT a part of the Official Night to Shine Prom Kit. However, they can be purchased on the Night to Shine Shop site.
- ✔ The Tim Tebow Foundation will cover the cost of shipping for a New Host Church Kit and Night to Shine Drawstring bags for both new and returning churches. Shipping costs on any additional items will be the responsibility of your church.
- ✔ If this is not your first year hosting and you need to replace or add a Step & Repeat Backdrop, Retractable Night to Shine Banner or Table Runner, the cost of these replacements or additions will be the responsibility of your church.
- ✔ The Night to Shine Shop is not able to take returns on customized or branded items.
- ✔ If your church is not located in the United States and will require shipping through customs, your church will be responsible for including the cost of customs fares and fees as a part of your overall Night to Shine budget. The Tim Tebow Foundation is happy to provide invoices and donation letters to aid in clearing items from customs. However, TTF is NOT able to provide additional financial assistance to clear items from customs.
- ✔ If you need assistance with your order, please call the dedicated Customer Service Team at 1-800-314-8775.

**Please Note: The Tim Tebow Foundation will cover the cost of a full New Host Church Kit (see page 13), including shipping, for all churches hosting Night to Shine for their first year.**

**If your church is NOT hosting Night to Shine for the first time, any replacement signage needed due to damage (unless the item arrived from the Night to Shine Shop damaged) or church rebranding is the responsibility of your church.**

**If you are a returning church and you are asked by the Tim Tebow Foundation to collaborate with another church, we will work with you to ensure your signage is updated to reflect the newly formed collaboration.**

# WHAT WE PROVIDE

## MEDIA EXPOSURE & GUIDANCE

Over the past four years, Night to Shine has received national, regional and local media exposure. We have been blessed to have articles in over 3,000 publications including *PEOPLE* magazine, radio coverage from hundreds of outlets including nationally syndicated K-LOVE and television coverage from around the world including The Ellen Degeneres Show, E! News, Good Morning America and The Tonight Show Starring Jimmy Fallon. Our hope and prayer is that the Lord continues to use the worldwide movement of Night to Shine for His glory and to show His love for people with special needs.

**The Tim Tebow Foundation understands that your church staff and volunteers are likely to be approached by the media for comments about Night to Shine, the Tim Tebow Foundation and your church's participation in the event. We encourage you to read through the *Key Information and Talking Points* we have provided in the *Expectations* section (page 28) of this manual.** Please do not hesitate to contact us if you have any questions about addressing the media or key messaging.

## NATIONAL MEDIA

Please forward all national media inquiries seeking an official statement about the worldwide movement of Night to Shine, the Tim Tebow Foundation or Tim Tebow, to [media@timtebowfoundation.org](mailto:media@timtebowfoundation.org). Refer to the *Contacts* section on page 92 for contact information.

## REGIONAL & LOCAL MEDIA

We encourage you to share about Night to Shine with your regional and local media outlets. When speaking to or communicating with the media, please refer to the *Key Information and Talking Points* section (page 28) for approved standard verbiage about Night to Shine, sponsored by the Tim Tebow Foundation. The foundation will periodically provide quotes from Tim Tebow for use in addressing the media, as well as press release templates that you are welcome to share with your regional and local media outlets. As mentioned above, please forward all media inquiries seeking an official statement about the worldwide movement of Night to Shine, the Tim Tebow Foundation or Tim Tebow, to [media@timtebowfoundation.org](mailto:media@timtebowfoundation.org). Please refer to page 92 for contact information.

## PRESS RELEASES

To help you share the story of Night to Shine with your community, we will provide you with:

- ✔ The official press release announcing Night to Shine 2019.
- ✔ A template for a release announcing your participation and the details specific to your event.

If you plan on sending out press releases in addition to the two provided by the foundation, please send them to your Night to Shine representative for review prior to releasing them.

# WHAT WE PROVIDE

## SOCIAL MEDIA

In addition to the *Key Information and Talking Points*, please refer to the following resources and guidelines when posting to your church's social media platforms.

### Official Night to Shine Hashtags

Please use the following hashtags in addition to your church's personal hashtags on your Night to Shine social media posts:

- ✔ #TimTebowFoundation
- ✔ #NightToShine
- ✔ #StandWithUs

### Social Media Best Practices

Please always refer to the foundation as the **Tim Tebow Foundation** and use the social media handles listed below:

- ✔ Facebook: @TimTebowFoundation
- ✔ Twitter: @tebowfoundation
- ✔ Instagram: @timtebowfoundation
- ✔ Snapchat: TebowFoundation
- ✔ YouTube Channel: timtebowfoundation

### Engagement Ideas

- ✔ Go live on your church's Facebook page or Instagram account.
  - Share fun or impactful moments from the planning process as well as all the excitement during YOUR Night to Shine!
- ✔ Repost content from the Tim Tebow Foundation platforms listed above.
- ✔ Share the Official Night to Shine 2018 Highlight Video with your congregation.
- ✔ Share the official Social Media Post and Image provided by TTF.
- ✔ Designate a volunteer or two to run a socialmediathon during your Night to Shine prom on your church's social media accounts! This is a great way to share the excitement moment by moment with your community.

**Important: Please do NOT post photos or videos to social media without the permission of your honored guests. Please ensure that your staff, volunteers, buddies, vendors and the media ask before taking or sharing any photos or videos of your honored guests on their personal or professional social media accounts.**

# WHAT WE PROVIDE

## DISCOUNTED RESOURCES

### BACKGROUND CHECK RESOURCES

The Tim Tebow Foundation is partnered with SecureSearch Integrated Background Checks service. SecureSearch offers thorough searches, discounted pricing, wonderful customer service and account management. The company is committed to serving the community of people with special needs and ensuring the safety of your guests.

SecureSearch offers a discounted rate as low as \$10 per background check. The background checks are comprehensive and intended to provide the best possible protection for you, your church and your honored guests. Please see pages 39 and 46 for important information and additional details on background checks.

A portion of all the proceeds from accounts set up by Night to Shine host churches will be donated back to the Tim Tebow Foundation to fund Night to Shine.

For more information regarding setting up an account or to reactivate your account with SecureSearch, please visit their website at [www.securesearchpro.com/nighttoshine](http://www.securesearchpro.com/nighttoshine)

*"The Night to Shine event is near and dear to our hearts. We are blessed with a special needs son and this event opens his heart and everyone in attendance.*

*SecureSearch is ecstatic to be a proud partner for background checks for all of the volunteers that are required to put on an event of this magnitude.*

*My wife and I have personally attended for 3 years now and we can't express in words our gratitude and love to the Tim Tebow Foundation for focusing on this special community."*

- Steve Durie, SecureSearch Founder and CEO

# WHAT WE PROVIDE

## DISCOUNTED RESOURCES

## CUSTOMIZABLE WEBSITE RESOURCE

As a host church for Night to Shine, we are continuously seeking ways to provide value and cost savings to help you execute an amazing prom for people with special needs. Last year, we commissioned web developer, ELYK Innovation, to build a template Night to Shine Host Church website to allow you the ability to create a custom site for your Night to Shine prom!

We have negotiated with ELYK to provide a customizable, no hassle website for your Night to Shine prom at the affordable rate of \$1,500 (1-year subscription with option to renew). Each host church opting to use this resource will be provided with a templated design consistent with Night to Shine branding and theme, the ability to customize information and images unique to your event, one year of site hosting, and one-on-one training and support.

Your church will be able to create a site that is consistent with the worldwide movement of Night to Shine but custom to your church's character and event. You will be able to share your unique content from pictures to videos to event info and registration forms. Also, each site will be able to link into your current church website.

### WHAT TO EXPECT:

- ✔ The template site can be viewed at <http://demo.nighttoshine.com>
- ✔ Your site will launch on a similar link, but will be customized to your church;  
Example: <http://yourchurchname.nighttoshine.com>  
(Existing domains can also be directed to this site.)
- ✔ The team at ELYK will work with you to upload information specific to your church and Night to Shine including:
  - Your church logo and those of any collaborating church partners
  - Your event location and start time
  - Highlight or promotional videos for your Night to Shine
  - The option to use ELYK's custom Guest Registration and Volunteer Registration forms or link out to your own
  - Information about your church
  - Links to your social media platforms
  - Photos from your past Night to Shine events (if applicable)
  - Sponsor recognition for your local partners

To create your custom Night to Shine website, contact:

Chris Edwards

[nighttoshine@elykinnovation.com](mailto:nighttoshine@elykinnovation.com)



# WHAT WE PROVIDE

## DISCOUNTED RESOURCES

## TUXEDO RESOURCES

**The Tim Tebow Foundation is partnered with Men's Wearhouse to offer tuxedo rental packages to the honored kings of Night to Shine!**

Men's Wearhouse is providing the negotiated rate of \$40 off all qualifying tuxedo rental packages. As Night to Shine host churches, you can call your local Men's Wearhouse for an appointment with a Formalwear Manager to set up a group account for your city's Night to Shine. Your local store will take care of all the details at your appointment and provide you with a unique group number for your prom. You can then distribute that number to your honored guests and instruct them to rent their tuxedo under that group number to receive the negotiated rate.

To find a store location near you, please visit [www.menswearhouse.com/store-locator](http://www.menswearhouse.com/store-locator).

**Please Note: The availability of this offer depends on Men's Wearhouse store locations.**

All honored guests will need to provide the group name for your local Night to Shine and tuxedo rental terms and conditions will apply. Guests may be fitted in store at least one week prior to Night to Shine (Friday, February 8, 2019).

To set up an appointment with your local Formalwear Manager, you may call your local store directly or call 1-800-776-SUIT for a store near you. If you, or your local store, have any questions, please contact [john.giertz@tailoredbrands.com](mailto:john.giertz@tailoredbrands.com).

*"Men's Wearhouse supports proms nationwide with a robust tux and suit rental program, expert style advice and unique initiatives for students and schools. We're proud to work with Night to Shine in our commitment to helping all honored guests enjoy an unforgettable occasion."*

- Men's Wearhouse Team



# WHAT WE PROVIDE

## DISCOUNTED RESOURCES

## CROWN & TIARA RESOURCES

The Tim Tebow Foundation has negotiated discounted rates for crowns and tiaras as a resource for Night to Shine host churches. The crowns and tiaras are available on the official Night to Shine Shop at [www.nighttoshineshop.com](http://www.nighttoshineshop.com). Please see pages 14-15 for more information about purchasing exclusive Night to Shine merchandise.

## ADDITIONAL RESOURCES

The Tim Tebow Foundation is continually working to negotiate bulk discounts for resources that will enhance the Night to Shine experience. As more resources become available, your staff representative will provide you with all necessary details.

# WHAT WE PROVIDE

## VIDEO, CONFERENCE CALLS & SPECIAL VIDEO MESSAGES

### VIDEO AND CONFERENCE CALL WITH TIM TEBOW

We will host video and conference calls to encourage you and update you and your team on exciting news, additional resources and more.

### SPECIAL VIDEO MESSAGES FROM TIM TEBOW

The Tim Tebow Foundation will provide three professionally produced video messages from Tim Tebow.

✔ **An in-event message to your guests (Required)**

A message from Tim Tebow and our Global Partners exclusively for your guests. We ask that you play this video during your Night to Shine while crowning each of your guests a king or queen.

✔ **A video message to your volunteers (Required)**

Tim Tebow shares a message to get your volunteers excited about serving and to thank them for being a part of this worldwide movement.

✔ **A video message to your congregation (Optional)**

A brief video message from Tim Tebow to get your congregation excited about serving the people in your community with special needs through Night to Shine.

**Please Note:** All videos will be released closer to the date of Night to Shine 2019. These videos are NOT designed for marketing or promoting the event publicly but are intended to be used to share during volunteer training, to welcome your honored guests to Night to Shine and to thank your congregation and volunteers. Your Night to Shine staff representative will place these videos in your Dropbox folder when they become available.

# WHAT WE PROVIDE

## OPPORTUNITY TO BE PART OF A WORLDWIDE, LIKE-MINDED EFFORT

The Tim Tebow Foundation is committed to celebrating people with special needs. Our hope and prayer is to change the narrative on how people with special needs are viewed and valued in communities around the world. We have seen three major ways emerge in which churches, communities and individuals are coming together as directed in Philippians 2:2, "...make my joy complete by being like-minded, having the same love, being one in spirit and of one mind."

### INDIVIDUALLY

Your church is a part of a worldwide movement that is impacting lives, sharing God's love and setting the stage for the ongoing love and support of people with special needs.

In an effort to further engage your congregation and all those who are passionate about celebrating people with special needs, we have created a simple way for them to show their support and to honor and love the special needs community 365 days a year. By simply adding your name to our scrolling list found on the Night to Shine page at [www.timtebowfoundation.org](http://www.timtebowfoundation.org) and sharing your commitment on social media, you will join the ever-growing number of those who "Stand With Us" in support of these incredible people.

### INTERDENOMINATIONALLY

Over the past few years, we have seen churches, representing 33 different denominations, join together in celebrating people with special needs in their communities.

As Night to Shine has continued to grow, more and more churches have begun to collaborate together to make this event the most unforgettable prom night experience possible. Churches have put aside denominational differences to serve and share the love of Christ with their community of people with special needs.

***"From him the whole body, joined and held together by every supporting ligament, grows and builds itself up in love, as each part does its work." Ephesians 4:16***

### INTERNATIONALLY

In our first year, we had no idea that the event would take place internationally but God had bigger plans... In 2015, we were humbled and amazed that churches in Kenya and Uganda wanted to offer this unforgettable prom night experience to their community of people with special needs.

# WHAT WE PROVIDE

## OPPORTUNITY TO BE PART OF A WORLDWIDE, LIKE-MINDED EFFORT

### INTERNATIONALLY, CONTINUED...

This past year, we saw 16 different countries including Albania, Burundi, Canada, Ecuador, Guatemala, Haiti, Kenya, Mexico, Nicaragua, New Zealand, Peru, Philippines, South Africa, Uganda, Ukraine and the US, invest in their communities of people with special needs and do something unheard of in many of them – celebrate, love and honor people with special needs. Since then, we have seen God continue to work in incredible ways in these countries and others to change the narrative on how people with special needs are viewed in their communities.

In Haiti, Night to Shine host location, myLIFEspeaks, has been able to witness to their community and change traditional views of people with disabilities through the way they care so beautifully for children with special needs at Night to Shine and throughout the year.

In Ukraine this past year, we learned that two of the honored guests who attended Night to Shine had never been out of their 5<sup>th</sup> floor apartment. With no elevator in their building, it wasn't until this year when several volunteers helped them out of their home that they were able to attend their very first event, Night to Shine! It was their first time dressing up, riding in a limo, visiting a church and meeting other people with special needs.

In Burundi this year, the Minister of Human Right and Solidarity from the Burundian government attended Night to Shine and requested that more Night to Shine events be held in their country! It is incredible to think that the Lord could transform the culture in their country surrounding people with special needs through Night to Shine!

These are just a few examples of how our God is moving in cities, communities and hearts around the world! Night to Shine continues to grow and become available in many new countries thanks to the incredible dedication and passion of churches and volunteers to serving the Lord and His people with special needs. We began with three countries in 2015 and are thrilled to see the growth to now 16 countries and counting in 2019. We pray that His message of love and worth continues to spread through Night to Shine and the amazing people and churches we are so blessed to partner with in this ministry.

# EXPECTATIONS

NIGHT *to Shine*  
SPONSORED BY THE **TIM TEBOW**  
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# EXPECTATIONS

In order to maintain a consistent level of excellence in service, event production and brand throughout this worldwide event, we must request that the following expectations regarding the event planning, marketing, professional services, volunteers, guest experience, event set-up and follow-through are met. The following checklist of expectations is the result of extensive research, advice and counsel from experts in the field and the firsthand experience of thousands of guests, volunteers and staff.

## EVENT PLANNING EXPECTATIONS

- Event held on church property unless otherwise agreed upon in writing.  
\* If you do need to use an alternate venue, please provide your staff representative with a brief description of the venue and photos for approval.
- Minimum of 75 guests with special needs in attendance, ages 14 and older.
- Event complimentary for all guests with special needs and their parents/caretakers, referenced on page 74 of *Event Tips*.
- Suggested event timeframe of 6 p.m. – 9 p.m. on Friday, February 8, 2019 (if you need more time for the event itself, that is perfectly fine).
- Pastor-led prayer during the event.
- Crowning ceremony to crown each guest a king or queen of the prom, referenced on page 59 of the *Event Tips* section.
- Budget proposal (projected expenses) submitted for review and approval by October 15, 2018. TTF will distribute the first installment (about 75%) of any requested grant funding to the church in December, but only after receiving a budget proposal.
- Estimated number of attendees submitted to TTF by December 14, 2018.
- Signed liability releases, collected for each participant prior to the event, as referenced on page 67.
- TTF added to church insurance and provided with a Certificate of Insurance by January 15, 2019, referenced on page 68.
- A/V equipment for playing video and other digital media during the event.
- TTF staff, Global Partners, celebrities and VIP guests may visit select churches. Your church may be asked to set up a designated cheering area for visiting Global Partners, celebrities or VIP guests. Please see pages 52-53, for more information.

# EXPECTATIONS

## MARKETING EXPECTATIONS

- Use of official Night to Shine press release and additional release template provided by TTF, referenced on page 16.
- Use of official introductory social media post provided by TTF, referenced on page 78.
- Use of official Night to Shine and Tim Tebow Foundation hashtags in all social media posts about Night to Shine, referenced on page 17.
- Use of official Tim Tebow Foundation Night to Shine Invitation, referenced on page 78.
- Use of official Night to Shine logo in the exact format it is received.
- Use of official event name: Night to Shine, sponsored by the Tim Tebow Foundation, hosted by <Insert Your Church Name>.
- Use of *Key Information and Talking Points*. Church staff and volunteers have read and understand the expectations around handling the media, key messaging and talking points for communicating with the media and other parties, referenced on the following page.
- Use of one email from the Tim Tebow Foundation to your Night to Shine volunteers thanking them for their love for people with special needs and an invitation to hear about how their support of their local Night to Shine is impacting the worldwide movement of Night to Shine.
- Use of one email from the Tim Tebow Foundation to the honored guests and/or their family letting them know how much TTF supports them. Also included will be an invitation for them to see and be a part of the Night to Shine stories from around the world.
- Use of a special message from our Global Partner team, along with the video message from Tim Tebow, referenced on page 22.
- Use of logos provided by TTF, including logos from TTF, Global Partners and your church's logo in a logo loop to be played at the event.
- Use of all signage provided by the Tim Tebow Foundation, referenced on page 13.

# EXPECTATIONS

## MARKETING EXPECTATIONS

### NIGHT TO SHINE KEY INFORMATION AND TALKING POINTS

As one of our host churches and partners, we want to work together to ensure consistent brand messaging throughout this entire event. To do so, we have developed key phrases for your team to use when promoting your Night to Shine prom. Please go over this information with your staff and volunteers. If you have any questions about key verbiage or talking points, please do not hesitate to let us know.



The foundation's vision is to provide an unforgettable prom night experience, centered on God's love, for people with special needs, ages 14 and older.

Night to Shine is:

- ✔ A worldwide movement.
- ✔ Changing Valentine's Day weekend from simply a celebration of love, to a celebration of God's love, for people with special needs.
- ✔ An unforgettable prom night experience.
- ✔ A celebration of the value of life.
- ✔ A night when all guests are kings and queens of the prom.
- ✔ Held simultaneously on one night around the world.
- ✔ Changing the narrative on how people with special needs are viewed.

Every guest of Night to Shine enters this complimentary event on a red carpet complete with a warm welcome from a friendly crowd and paparazzi. Once inside, guests receive the royal treatment, including hair and makeup stations, shoe shining stations, limousine rides, corsages and boutonnieres, a karaoke room, a catered dinner, prom favors for each honored guest, a Respite Room for parents and caretakers and, of course, dancing!

This past February, 537 churches representing 33 denominations and 175,000 volunteers in 49 states and 16 countries came together on one night to celebrate 90,000 honored guests with special needs in what has become not just a nationwide event, but a worldwide movement, celebrating people with special needs.

Each guest receives a crown or tiara because they are all kings and queens.

This is a night not only for guests to shine, but for churches to shine, for volunteers to shine, and most importantly, for Christ to shine.

The Tim Tebow Foundation is committed to celebrating people with special needs.



# EXPECTATIONS

## PROFESSIONAL SERVICES EXPECTATIONS

- Minimum of 3 professional photographers covering the scope of the event, referenced and described on page 36 of the *Build Your Team* section.
- Minimum of one professional videographer, referenced on page 37.
- DJ, playing music that is entirely free of explicit content (profanity, sexual themes or drug and alcohol references).  
\*Your DJ should be able to recommend a set list of appropriate songs.
- Food for guests, parents, family and caretakers.
- Flower station, providing corsages for the ladies and boutonnieres for the men.
- Uniformed EMT and Law Enforcement personnel on site during the event in a designated area, referenced on pages 38 and 74 of the *Build Your Team* section.

# EXPECTATIONS

## VOLUNTEER EXPECTATIONS

- Network of volunteers with specific assigned roles, referenced on pages 40-44.
- Background checks for all volunteers, referenced on pages 18, 39 and 46.
- Buddy for every guest with special needs, referenced on page 45.
- Volunteers fluent in American Sign Language (ASL) to be paired as buddies with guests who are not able to hear or have difficulty hearing.
- Volunteers have all received training for the event in general and in their respective role, referenced on page 46.
- Volunteers have all read and understand People First Language and how to respectfully interact with guests, referenced on pages 61-62 of the *Resources* section.

# EXPECTATIONS

## EVENT SET-UP EXPECTATIONS

- Event signage utilizes the Night to Shine theme, colors and messaging, referenced on page 13 of the *What We Provide* section. Additional signage must be approved by the Tim Tebow Foundation.
- Volunteer check-in area on day of the event.
- Plan for parking and drop-off including directional signage and parking attendants.
- Limousine(s) available on site with professional drivers during the event to offer all guests with special needs an opportunity for a short ride. Please ask your limousine company if they require waivers for guests to ride in their vehicles.
- Red carpet with rope and stanchions at the entrance/drop-off area.
- Registration table with the official Night to Shine table runner from the Night to Shine Prom Kit, referenced on page 13, and extra media rights and liability releases, referenced on page 67.
- Coat Check and Lost and Found area near the registration table.
- Beauty station offering makeup and hair touch-ups for ladies and shoe shines for men.
- Dance Floor Space, as referenced on page 58 of the *Event Tips* section.
- Karaoke, as referenced on page 58.
- Crowns and tiaras for each guest, as referenced on page 59 of the *What We Provide* section. (Please note that while we do not provide the crowns and tiaras, we do provide discounted options for purchasing them).
- Special video message from Tim Tebow and Global Partners played during the event, referenced on page 22 of the *What We Provide* section.
- Respite Room area designated specifically for parents, family members or caretakers to enjoy food and entertainment, such as a movie or other appropriate activity, as referenced on page 63 of the *Event Tips* section.

# EXPECTATIONS

## EVENT SET-UP EXPECTATIONS, CONTINUED...

- Sensory Room area specifically for guests who may have become over-stimulated or need a quieter environment for the evening. Please see page 60 for details.
- Separate Sensory red carpet entrance for guests who may not feel comfortable entering the event surrounded by a crowd of people, flash photography, music, clapping, etc. Please see page 60 for details.
- Gift table for distribution of Night to Shine gift bags.
- Encouraging notecards for each honored guest, referenced on page 75 of the *Event Tips* section.

## POST-EVENT EXPECTATIONS

- Selection of 15-20 photos covering the overview of your event submitted to the Tim Tebow Foundation by noon EST on February 9, 2019. Please see page 36 of the *Build Your Team* section.
- Selection of high quality video clips and highlights from your event submitted to TTF by noon EST on February 9, 2019. Please see page 37 of the *Build Your Team* section.
- Complete financial statement including all expenses incurred and all in-kind donations submitted by February 22, 2019. The final installment (about 25%) of any requested grant funding from TTF will be distributed in March following the receipt of the completed financial statement.

# EXPECTATIONS

## IMPORTANT DATES

There are a few important dates to be aware of as we work together to plan and execute this special night.

- Please sign and return the Night to Shine Legal Agreement to the Tim Tebow Foundation within two weeks of receiving and reviewing the document.**
  
- ✔ **October 15, 2018:** Please submit an event budget proposal.
  
- ✔ **December 14, 2018:** Please provide an estimated number of attendees (or event maximum).
  
- ✔ **January 15, 2019:** Please add the Tim Tebow Foundation to your church's insurance, and provide us with a copy of the Certificate of Insurance by this date.
  
- ✔ **February 8, 2019:** Night to Shine, sponsored by the Tim Tebow Foundation.
  
- ✔ **February 9, 2019:** Please email a selection of your event's 15-20 best photos and a small selection of your event's best video footage capturing the full scope of the function for an immediate highlight video release to the media, referenced on pages 36 and 37.
  
- ✔ **February 22, 2019:** Please send a complete financial statement, including all expenses incurred and all in-kind donations.

# BUILD YOUR TEAM

NIGHT *to Shine*  
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# BUILD YOUR TEAM

## PROFESSIONAL SERVICES

### VENDORS

We strongly encourage you to reach out to vendors in your community to secure in-kind donations. By contacting local businesses for donated goods and services, not only will you gain resources for your prom, but you will provide members of your community with the chance to support and be a part of a memorable event. They will be invaluable members of your team. Consider contacting the following:

- ✔ Food service or catering companies
- ✔ Florists
- ✔ Party supply stores
- ✔ Event production companies (photo booth, popcorn machine rental, etc.)
- ✔ Beauty salons
- ✔ Tuxedo and dress rentals
- ✔ Limousine companies
- ✔ Any other vendors who can make this event even more special

It is a great idea to ask beauty salons and department store beauty stations to provide complimentary hair and makeup or discounts on services. If you are able to get stores to donate products and services, be sure to provide a list of participating businesses with any offer codes to your guests prior to the event. The Tim Tebow Foundation will provide a sample vendor letter for your use. Keep in mind that in-person visits and phone calls are even more effective than letters.

### VENDOR TAX INFORMATION

Many vendors may need a sales tax exemption form or your church's tax ID number for discounts and donations to your prom. Since vendors will be donating to your church and event specifically and not the Tim Tebow Foundation, they need your church's tax ID and Certificate of Sales Tax Exemption, not the Tim Tebow Foundation's tax ID or certificate. For donations, you should provide a donation acknowledgment similar to the receipts you provide to your congregation for tithes and donations.

# BUILD YOUR TEAM

## PROFESSIONAL SERVICES

### PHOTOGRAPHY

Your guests, staff and volunteers will want to remember the details of this special night for years to come! In order to capture this remarkable evening, we require at least 3 professional photographers stationed at the following areas: 1) Entry and Welcome Table, 2) Hair & Makeup Area, 3) Red Carpet Area featuring the official Step & Repeat Backdrop. After all the guests have entered the main event space, the photographers will need to move into the main area to capture the full scope of the evening, including guests on the dance floor, karaoke, crowning ceremony, etc.

We request a selection of 15-20 photos covering the overview of your event be submitted to the Tim Tebow Foundation by noon EST on February 9, 2019. **Due to the number of photos we will be receiving, we cannot guarantee photo credit to any photographers.**

**In your selection of 15-20 photos, please provide coverage of the following areas and elements of your prom:**

- ✔ Any Special Activities including an opening prayer, confetti drop, gospel presentation, etc.
- ✔ Crowning Ceremony
- ✔ Dance Floor
- ✔ Décor
- ✔ Entry with Red Carpet and Welcome Area
- ✔ Food
- ✔ Hair and Makeup Area
- ✔ Karaoke
- ✔ Limo Rides
- ✔ Respite Room
- ✔ Sensory Room
- ✔ Signage recognizing Corporate and Global Partners

Considering the nature of this event and the personal privacy of your guests, it is important to use great care regarding when, where and how photos from the event are used. **We require each guest to sign a media and liability rights release to be kept on file by your church (TTF does not need copies of these forms). Even though most guests will complete this form as a part of their registration, it is a good idea to have some blank forms available at registration for walk-up guests.**

**Important Note: If guests do not wish to sign the media and liability rights release, be sure to clearly note this on their lanyard/nametag and notify their buddy that photos are not approved.**



# BUILD YOUR TEAM

## PROFESSIONAL SERVICES

### VIDEOGRAPHY

In addition to photos, what better way to remember this unforgettable night than by reliving the evening through high quality video footage! For this purpose, we require a professional videographer to be present at the event, capturing the elements listed on page 36 in the Photography section, as well as the overall feel of the event from beginning to end.

The Tim Tebow Foundation will produce a Night to Shine Highlight video for release to the national (US) media immediately following the event. Please make every effort to send high-quality b-roll footage or clips covering the key areas listed on page 36 to us by noon EST on February 9, 2019 to be considered for inclusion. We cannot guarantee that your footage will be used but we intend to use as many sites as possible. You may send footage for the highlight video via Dropbox File Request or email to your staff representative. We realize this is a very quick turn around for photo and video content; however, we want to keep up with the momentum of the press and provide timely information out to local, regional and national media, as well as supporters and donors of Night to Shine.

We prefer that you send footage via Dropbox file sharing. If you do not have access to Dropbox, please contact your staff representative regarding alternative ways to submit your footage or mail the footage on a flash drive to the following mailing address:

#### TTF

2220 County Road 210 West  
Suite 108, PMB 317  
Jacksonville, FL 32259

### DJ SERVICES

Since no prom would be complete without music, we require a professional DJ play music for your event. Please ensure that the music selections are entirely free of explicit content (profanity, sexual themes or drug and alcohol references).

### CATERING/FOOD SERVICE

We ask that you have the food for your guests, parents and caretakers professionally catered, as you will have many guests with special dietary needs or restrictions. Details for your food service team and volunteers can be found on page 75 of the *Event Tips* section.

# BUILD YOUR TEAM

## PROFESSIONAL SERVICES

### FLORIST

A corsage or boutonniere will help each of your guests feel prom ready. We ask that you have a professional florist provide flowers for your prom. Real or high quality silk flowers are both acceptable.

### EMT AND LAW ENFORCEMENT

Establishing a safe environment for your guests must be a top priority. We require you to have uniformed EMT and Law Enforcement personnel on site during the event. Please establish a designated area where they can easily be found in the event of an emergency. **Medical personnel and volunteers are NOT responsible for administering prescribed medications to guests. All medication must be administered by the guest's parent/caretaker.** Please also have medical and safety volunteers available throughout the event to assist with basic first aid, direct guests to the EMTs or report disturbances. The volunteer Medical and Security Teams, referenced on page 42, will coordinate with these departments.

### LIMOUSINE SERVICES

Limousines are a classic part of any prom, and there is no better way to make your guests feel like they are arriving to a VIP event in style! Please have limousine rides available on site for your guests to enjoy. Please ensure all limousine drivers are licensed professional drivers.

Many of your guests may use wheelchairs. It is a good idea to ask the limousine company if they have any wheelchair accessible vehicles.

**Please note:** The limousines do NOT pick up guests from their homes. The intent is for the limo rides to be an additional activity at Night to Shine that guests can take part in if they would like to do so.

# BUILD YOUR TEAM

## VOLUNTEERS

A large number of dedicated volunteers will play a key role in executing this special night. They will be a vital part of sharing God's love with each of your guests.

## VOLUNTEER RECRUITMENT

We know that your church likely has a network of volunteers in place, but if you find that you need more, we suggest reaching out to small groups or disciple groups, youth group members, college students and young professionals.

## VOLUNTEER BACKGROUND CHECKS

We realize that you likely have standard practices in place for volunteers at your church. Please follow your established protocol for new and existing volunteers as you begin to recruit team members for your Night to Shine prom. For the safety of your staff, volunteers, and most importantly, guests, please have background checks done for each of your Night to Shine prom volunteers. The Tim Tebow Foundation is not responsible for any expenses associated with background checks for your volunteers. Consider asking volunteers to cover the cost of their own background check or ask them to donate whatever they can to help offset the expenses associated with background checks.

The Tim Tebow Foundation is partnered with SecureSearch Integrated Background Checks service. SecureSearch offers thorough searches, discounted pricing, wonderful customer service and account management. The company is committed to serving the community of people with special needs and ensuring the safety of your guests. For more information regarding setting up an account with SecureSearch, please visit their website at [www.securesearchpro.com](http://www.securesearchpro.com). Please see pages 18 and 46 for additional information and best practices for background checks.

## VOLUNTEER TRAINING

To be successful, Night to Shine requires a large number of dedicated volunteers. In order to serve the amazing people with special needs in your community, it is essential that your volunteers know how best to assist and interact with them through mandatory training by your organizing committee. Please see pages 44-47 for suggested best practices regarding volunteers and volunteer training.

# BUILD YOUR TEAM

## VOLUNTEERS

### VOLUNTEERS FROM NIGHT TO SHINE CORPORATE PARTNERS

We are blessed to have a number of corporate partners and individuals support Night to Shine at a significant level. We want everyone involved in the movement of Night to Shine to be able to attend the event, and we may contact you regarding corporate partners in your area who would like to send a team of volunteers from their organization to your Night to Shine. Thank you for helping us show our appreciation by accommodating them!

### VOLUNTEER TEAMS

In addition to your staff, we recommend the teams listed below:

- ✔ Activities
- ✔ Bathroom Attendant
- ✔ Buddy
- ✔ Buddy Check-In
- ✔ Coat Check
- ✔ Dance Floor
- ✔ Floaters
- ✔ Flowers
- ✔ Food Prep
- ✔ Food Service
- ✔ Gift Takeaway
- ✔ Guest Registration
- ✔ Hair, Make-Up & Shoe Shine
- ✔ Local Security
- ✔ Medical
- ✔ Paparazzi
- ✔ Parking
- ✔ Red Carpet
- ✔ Respite Room
- ✔ Safety
- ✔ Sensory Room
- ✔ Set-Up
- ✔ Social Media Photographer
- ✔ Tear Down
- ✔ Transportation
- ✔ Volunteer Check-in

# BUILD YOUR TEAM

## VOLUNTEER ROLES

### ACTIVITIES TEAM

Set up and participate in any additional activities, including karaoke, with the guests. Encourage them and maintain a fun atmosphere.

### BATHROOM ATTENDANT TEAM

Help guests find the restroom, and offer assistance in the restroom if needed. If a guest requires assistance with more than getting in and out of a stall or hand washing, it is appropriate to contact their parent or caregiver for assistance.

### BUDDY TEAM

Accompany and assist assigned guest throughout the evening, providing companionship and any assistance they may need during the event. Sit with their guest during dinner and engage with them in conversation. We recommend volunteer buddies be at least 16 years old. For additional details on buddies, please see page 47.

### BUDDY CHECK-IN TEAM

Greet buddies, give them their name tags or lanyards and direct them to their team leader for a pre-event meeting on ensuring their assigned honored guest has the best prom experience possible.

### COAT CHECK TEAM

Greet guests, take their coats, label them and hang them. As guests leave, ask for their names and retrieve their coats. The coat check area can also serve as a lost and found at the end of the evening.

### DANCE FLOOR TEAM

Monitor the dance floor and the perimeter to make sure there are no “wallflowers.” Invite them to dance and engage with them.

### FLOATER TEAM

Constantly “float” around the main event space, kitchen, restrooms and outdoors to assist anywhere an extra hand is needed.

# BUILD YOUR TEAM

## VOLUNTEER ROLES

### FLOWER TEAM

Assist florist with unloading and properly laying out corsages and boutonnieres. Help guests select and pin on their flowers.

### FOOD PREP TEAM

Assist caterer with unloading food, additional food preparation and set up food and beverages in the main event space and in the Respite Room.

### FOOD SERVICE TEAM

Serve food to guests in main event space and Respite Room (for parents, caretakers or family members). Be knowledgeable about the items and assist guests in finding what they would like (especially if they have dietary restrictions or allergies) and refill food warmers, drinks and snacks.

### GIFT TAKEAWAY TEAM

Manage gifts and help each guest collect their favors to take home.

### GUEST REGISTRATION TEAM

Warmly greet guests, sign them in, give them their name tag or lanyard, and answer any questions they may have.

### HAIR, MAKEUP & SHOESHINE TEAM

Arrive at the designated time and assist set-up team with the salon area. Welcome each guest to a salon station for hair and makeup or to a seat for a shoe shine. Chat with them while you pamper them and make them feel special.

### LOCAL SECURITY TEAM

Support on-site uniformed Law Enforcement personnel by ensuring a safe and secure environment for guests and volunteers. Coordinate with local police, fire and rescue as needed. Please see page 38 for more details.

### MEDICAL TEAM

Assist uniformed professional EMT personnel at the event by providing basic first aid and care for any medical needs or emergencies. Please see page 38 for more details.

# BUILD YOUR TEAM

## VOLUNTEER ROLES

### PAPARAZZI TEAM

Take photographs and treat honored guests like celebrities and VIPs.

### PARKING TEAM

Maintain a parking pattern and direct traffic for easy vehicle entry and exit. Maintain open fire and emergency lanes.

### RED CARPET

Assist and announce guests as they make their way down the red carpet, manage flow and traffic and cheer them on to make them feel welcomed.

### RESPIRE ROOM TEAM

Love on the parents/caretakers by serving food, spending time getting to know them and being available to pray with them.

### SAFETY TEAM

Walk around and monitor the main event space and outdoor areas, making sure exits are not blocked and all areas remain wheelchair accessible.

### SENSORY TEAM

Spend time with guests who may have become over-stimulated on the dance floor or in other areas of the prom. Interact with them by participating in sensory activities, singing or listening to calming music or simply providing them with some quiet time. See page 60 for more details.

### SET-UP TEAM

Arrive at the designated time and execute event set-up, connect with DJ, audio/visual, activity and parking teams to ensure they have everything they need and the best possible event layout is in place.

### SOCIAL MEDIA PHOTOGRAPHER

Take high quality photos and short videos for your church's social media pages. Content guidelines will be the same as the professional photography team. For best quality, please shoot video horizontally. Please use official Night to Shine hashtags.

# BUILD YOUR TEAM

## VOLUNTEER ROLES

### TEAR DOWN TEAM

Take down decorations, tables, chairs, etc. and clean up the event space.

### TRANSPORTATION TEAM

Assist guests as they exit vehicles, and help them find the registration area. Be available as guests return to their vehicles following the event.

### VOLUNTEER CHECK-IN TEAM

Greet volunteers, give them their nametags or lanyards and direct them to their team leaders.

## VOLUNTEER BEST PRACTICES

The following are some best practices we have compiled as a reference for managing volunteers:

- ✔ When recruiting volunteers, clearly explain all volunteer roles and expectations.
- ✔ Upon registration, all volunteers should receive the following: 1) a complete description of their role and understanding of the overall event, 2) information on how best to interact with guests, 3) mandatory training schedule (all volunteers MUST attend a training session.)
- ✔ Key items to review during volunteer training include: 1) purpose of event, 2) layout of event and order of events, 3) training specific to each volunteer role, 4) order of leadership, 5) volunteer arrival and departure times, 6) appropriate attire, 7) dealing with difficult situations or challenging behavior, 8) safety and emergency protocol.
- ✔ Volunteer attire is determined at the discretion of each host church. We recommend volunteer buddies dress in modest semi-formal or formal wear so that their guests feel like they are at prom with friends rather than being chaperoned by a volunteer. All other volunteers can wear clothing suited to their role (scrubs for medical personnel, white shirt and black pants for food service, etc.) or matching volunteer t-shirts.
- ✔ All volunteers should have nametags.
- ✔ Volunteers should NEVER go off alone with any of the honored guests. Always be sure to maintain physical boundaries and in no way encourage your guest to view you as their boyfriend/girlfriend. Stay in main event areas at all times.



# BUILD YOUR TEAM

## VOLUNTEER BEST PRACTICES

- ✔ Medical personnel and law enforcement need to be uniformed and have their official ID with them. It is important for them to be easily recognizable in the event of an emergency.
- ✔ Please ensure that your medical personnel and volunteers are aware that they are not responsible for administering any kind of prescribed medication or treatment. Medications and/or treatments must be administered by the guest's parent or caretaker.
- ✔ Keep in mind that the Buddy Team will be the largest team. Each guest will be paired with a buddy (1:1) to ensure a safe and enjoyable evening and that no one feels excluded in any way. You may want to consider a separate training session for your buddies to make sure they are comfortable with their role and understand how best to communicate with their guest throughout the night. It is also important to note that the buddy team will automatically double the number of people in your event space.
- ✔ Please do not pre-assign volunteer buddies to specific guests. If a guest has more profound needs and requires a more experienced buddy, exceptions can be made. However, we have found that it is best to have buddies available at registration to be paired immediately with guests as they arrive. This prevents stress and confusion in the event of a guest or buddy "no-show."
- ✔ Ensure ALL volunteers know NOT to take or post photos or videos of honored guests to their personal or professional social media accounts unless they have received written or verbal permission from the guests or parents/caretakers.
- ✔ Similarly, volunteers (unless they are part of the pre-event communication team and are providing important event information to guests) should refrain from contacting the honored guests before or after the event unless they have received permission from the guests themselves or from their parents/caretakers.
- ✔ Consider creating a map of your church or venue with icons representing restrooms, food, Respite Room, Sensory Room, karaoke, limo rides, medical station and other important areas guests and volunteers may need help finding.
- ✔ Consider assigning each volunteer staying for the duration of the event a clean up task for the end of the night. If everyone has an assigned duty for event breakdown and clean up, putting everything back in order and getting everyone home at the end of the night will go much more quickly and smoothly.

# BUILD YOUR TEAM

## BACKGROUND CHECK BEST PRACTICES

- ✔ The Tim Tebow Foundation requires you to have a background check for all volunteers over the age of 18 serving during the Night to Shine prom and has partnered with SecureSearch as a resource. Please see pages 18 and 39 for additional information.

Our partner in background checks, SecureSearch, recommends completing background checks that include the following basic criteria. This is a simple starting point, and we encourage you to perform the most thorough screenings possible for the safety of your honored guests.

- Multi-State Criminal Search
- National Sex Offender Search
- SSN Validation
- SSN Death Index Search

**Please note:** The Tim Tebow Foundation does not determine the eligibility of your volunteers to serve at your Night to Shine event. If a volunteer background check comes back flagged, we trust your church's discretion on whether or not they will be permitted to serve at Night to Shine. Given that we cannot know the extent of the situation, the personal character of the individual in question, or the reasons for concern, we leave these decisions up to your church leadership.

Volunteers under the age of 18 must turn in a parent/guardian signed permission slip.

The professionally recommended timeframe for renewing background checks is 12-18 months.

## VOLUNTEER TRAINING BEST PRACTICES

- ✔ The Tim Tebow Foundation requires that all volunteers receive training prior to your Night to Shine prom.
- ✔ We recommend a general training session be held including a general overview of the event, what to expect, where to park, etc., followed by breakout sessions for each specific volunteer role. It is also a good idea to keep those leading the training sessions the same so that all volunteers receive consistent training.
- ✔ Host multiple training session dates at different times of the day/week to ensure every volunteer can attend a session.
- ✔ Volunteers of any age may serve. However, we highly recommend that any volunteer under the age of 16 be supervised by an adult. We recommend all volunteers serving as buddies be at least 16 years old.

# BUILD YOUR TEAM

## VOLUNTEER TRAINING BEST PRACTICES, CONTINUED...

- ✔ We highly recommend that ALL volunteers receive buddy training in addition to general training. Most events experience walk-up guests and this can produce a shortage of buddies. Providing buddy training to all volunteers will enable you to pull volunteers from other areas if there is a need for additional buddies.

## BUDDY BEST PRACTICES

- ✔ On buddy registration forms, we encourage you to ask about the buddy's past experience with people with special needs. It is also a good idea to ask if they have any special skills such as fluency in American Sign Language or a background in special education.
- ✔ We recognize that some buddies will be more comfortable than others serving their honored guest. Consider pairing guests with extremely specific or challenging special needs with a buddy who has previous experience working with people with special needs.
- ✔ Training is absolutely mandatory for buddies. As the volunteers who serve each honored guest one-on-one, it is critical that they fully understand their role, how to assist their guest, how to interact with their guest and what to expect.
- ✔ If a family member or friend of a guest would like to serve as their guest's buddy, we encourage you to have them register as a volunteer so that they will be properly background checked, credentialed, checked in and paired with their guest at on-site check-in. Consistency among all attendees will help things run more smoothly.
- ✔ Ensure that ALL volunteers, but especially buddies, know where the following are located: restrooms, medical station and/or personnel, the Sensory Room and the Respite Room (should they need their guest's parent or caregiver).
- ✔ All buddies should have a lanyard or nametag matching their guest's nametag/lanyard that lists their guest's allergies, other special needs and emergency contact name and number (please note that this must be a contact who is readily accessible and aware that their child/guest is at Night to Shine, NOT an out-of-state/city parent or friend).
- ✔ It is important to know how each guest will be picked up and taken home after the event. Be sure to find out whether guests will be picked up by a parent or caregiver, if it will be the same parent or caregiver who dropped them off or someone else, if they are riding on a bus with a group, or taking public transportation alone. Buddies should NOT provide transportation to their guest. We want to ensure everyone gets home safely!

# ENGAGE YOUR COMMUNITY

NIGHT *to Shine*  
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# ENGAGE YOUR COMMUNITY

## COLLABORATING WITH OTHER CHURCHES

One of the greatest ways to engage your community is to collaborate with the other churches in your area. Now in its fifth year, Night to Shine has not only seen growth in the number of locations and honored guests, but also in the number of churches participating in the event by collaborating together with other churches in their area. We could never have anticipated the impact this event would have in unifying local churches for a common purpose – loving God and serving people. It has been incredible to see churches come together regardless of affiliation or denomination to honor God and celebrate people with special needs!

## WHAT IS A COLLABORATION?

A collaboration is two or more churches that have all applied to host Night to Shine, sponsored by the Tim Tebow Foundation, and have either decided to work together or have been asked to work together by the foundation to host a Night to Shine prom.

### WHAT TO EXPECT:

- ✔ Each participating church is required to complete an official application and go through the review process before being approved as an official co-host for the event.
- ✔ Financial grants will be awarded to the collaboration collectively based on need, NOT to individual churches.
- ✔ Collaborating churches are expected to collaborate on all aspects of the event from planning, fundraising, budgeting, recruiting volunteers, welcoming honored guests and hosting the event.
- ✔ All participating churches in a collaboration will be listed as host churches on the Tim Tebow Foundation website and will receive equal representation in all marketing materials.
- ✔ All participating churches in a collaboration will be required to provide a Certificate of Insurance with TTF named as an additional insured and sign the legal agreement for the event.

## COLLABORATION BEST PRACTICES

- ✔ Ensure the full support for Night to Shine from all of the involved churches and their leadership.
- ✔ Cover the entire event and collaboration in prayer.
- ✔ Establish a core team of people from each church to serve as the planning committee. From this group, determine a point person to communicate with TTF regarding expectations and planning details.
- ✔ Identify the strengths of the people on your team and assign tasks accordingly.
- ✔ **Maintain constant, transparent communication among the planning committee through meetings, email, phone calls, etc.**
- ✔ Hold weekly or bi-weekly planning meetings throughout the months leading up to the event to ensure everyone is on the same page and tasks are completed.

# ENGAGE YOUR COMMUNITY

## COLLABORATING WITH OTHER CHURCHES, CONTINUED...

- ✔ Ensure all collaborating churches receive exposure and feel they have a stake in the event and its success.
- ✔ Utilize a planning program or software to enable your team to access and view scheduling, task lists and helpful documents. Some popular programs include Basecamp, ActiveCollab, Monday and more.
- ✔ Collaborate on ALL marketing pieces including: website, social media, press releases, emails to congregations, guests and volunteers, church bulletins, fliers, any media content, invitations, etc. to ensure that information is consistent and represents each church well.
- ✔ Host planning committee training so that every team member is well-versed in the event, trained to help volunteers with any questions about their role and ready and able to communicate effectively and interact with the honored guests.

## FUNDRAISING & MARKETING

We know that one of the first questions asked when considering taking on an event like Night to Shine is: “How much does something like this cost and how do we raise the money?” As you can imagine the cost of the event varies greatly from church to church based on the number of honored guests expected, the amount of donations that come in for items such as catering, limos and flowers, just to name a few, and of course, how much may already be allotted to your church’s outreach or special needs ministry budget. Over the years, we have found a few tried and true fundraising ideas that we wanted to be sure to share with you.

## PEER-TO-PEER FUNDRAISING

One way you can raise money for your church’s prom is through the Tim Tebow Foundation’s online platform for peer-to-peer and event fundraising. We invite you to utilize this tool to share your passion for Night to Shine with your community and membership. It is a great way to begin a friendly fundraising competition among your volunteers and congregation. Consider establishing teams and race to see who can meet their goal first!

If you are interested in creating a customizable fundraising page for your Night to Shine event through the Tim Tebow Foundation, please contact your staff representative. Funds raised through your page will go directly to YOUR prom. Please be sure to include your church name, city and state on your fundraising page so that we can ensure any funds you raise are distributed to your church.

Note: Your church will receive the entire amount raised on your fundraising page minus 4% for credit card processing and platform fees.

# ENGAGE YOUR COMMUNITY

## FUNDRAISING & MARKETING

### DONATIONS

Please ensure that all donations you receive for your Night to Shine prom are made payable to your church and processed directly through your church according to your usual processes. We are not able to allocate donations at the Tim Tebow Foundation to specific Night to Shine events, other than those received through your established fundraising page as mentioned above.

### COMMUNITY SUPPORT

It is our hope that Night to Shine will become an event that is a part of your church's DNA and that your community will eventually fully support this ministry. We encourage you to reach out to local businesses for donations and discounts on all the goods and services you will need to host your prom.

Some great places to make connections and build relationships with are:

- ✔ Caterers
- ✔ Florists
- ✔ Grocery Stores
- ✔ Party Supply Stores
- ✔ Limousine Companies
- ✔ Event Production Companies
- ✔ Local DJs or Musicians
- ✔ Congregation
- ✔ Banks
- ✔ Rotary Clubs
- ✔ Philanthropy Groups
- ✔ Formalwear Shops
- ✔ Tailor/Seamstress Shops
- ✔ Other Area Churches
- ✔ Restaurants

### ADDITIONAL IDEAS

Below are a few common fundraising ideas that can not only help kick-start your fundraising but also help get the word out to your community about Night to Shine and the amazing guests it serves!

- ✔ Plan a bake sale to take place immediately following church services.
- ✔ Arrange a buy-one-give-one deal with local hair or nail salons. Pay for one service and give the value of another service to help send an honored guest to Night to Shine.
- ✔ Add a special tithing designation to your church's giving options or utilize text-to-give during any slides or presentations featuring Night to Shine.
- ✔ At Christmas time, arrange a Christmas tree ornament sale. Purchasing an ornament and placing it on a tree in your church lobby will send one honored guest to Night to Shine!
- ✔ Connect with local restaurants to host spirit nights for your Night to Shine prom.

# ENGAGE YOUR COMMUNITY

## CORPORATIONS, SPORT TEAMS & OTHER LOCAL PERSONALITIES

### CORPORATE SUPPORT & GLOBAL PARTNERS

With the growth of Night to Shine and more than \$3.5 million committed by the Tim Tebow Foundation to host churches annually, TTF is creating a Global Partnership team consisting of a maximum of 5 national corporations that will help fund Night to Shine 2019 at a significant level.

In return for their sponsorship, Global Partners will receive media exposure and branding at Night to Shine events around the world.

All Global Partners of Night to Shine will align with our passion for people with special needs and the Night to Shine movement, as well as hold a world-class business reputation. TTF representatives will make each host church aware as Global Partners commit to the Tim Tebow Foundation and Night to Shine 2019, and if they will be interacting with your church during the event.

As part of their support of Night to Shine, Global Partners may send their employees to volunteer at events around the country. We ask that you accommodate them as best you can in their desired volunteer role and make them feel welcomed.



### 2019 GLOBAL PARTNERS





# ENGAGE YOUR COMMUNITY

## CORPORATIONS, SPORT TEAMS & OTHER LOCAL PERSONALITIES

### CORPORATE SUPPORT & GLOBAL PARTNERS

We are actively looking for more partners to help us fund and support each host church going forward. We realize that you also will be looking for funding for your prom and it is our hope that each of your communities will rally together to provide this unforgettable evening for your honored guests.

Our hope is that any outside corporate sponsors and donors will request little exposure for themselves but instead will place all the focus on celebrating the honored guests and bringing glory to God.

We ask that the following items be discussed with your staff representative when partnering with outside corporate sponsors and donors.

- ✔ Promotional booths and displays
- ✔ Outdoor/indoor promotional tents
- ✔ Promotional items and flyers
- ✔ Use of Night to Shine logo on sponsor or donor websites or materials

As you can imagine, it is imperative to the Tim Tebow Foundation that anything to do with Night to Shine be prayed over, discerned over and approached wisely. We are certain this is also true of your church as you know how much image and reputation matter. We realize as big as this worldwide movement is becoming, there will be many opportunities presented to us and you to expose and leverage the brand of Night to Shine. As noted in your legal agreement, please let us know of any opportunities proposed to you as soon as possible, so that we can discuss them together.

### SPORT TEAMS

Over the past few years we have seen so many professional sport teams, schools, colleges and universities get behind this event by volunteering. We have seen cheerleaders and football players come out to cheer guests on as they walk the red carpet, escort honored guests down the red carpet and keep the spirit and party going on the dance floor! They are an enthusiastic group of volunteers and we encourage you to engage them. Since they will be serving as volunteers, please follow the usual volunteer protocols and ensure that they receive background checks, complete volunteer training, understand photo and video guidelines and permissions, and arrive dressed appropriately and modestly. Also, please ensure that they do not post photos or videos to their personal or professional social media accounts without the permission of the honored guests or their parents/caretakers. Buddies are not authorized to give permission for photos and videos on behalf of their guest.

# ENGAGE YOUR COMMUNITY

## CORPORATIONS, SPORT TEAMS & OTHER LOCAL PERSONALITIES

### LOCAL PERSONALITIES & MASCOTS

Whether it is a local professional team mascot, university mascot, superhero or Disney character, local pageant winner or local TV or radio personalities, we realize each of these personalities have a wonderful ability to make your honored guests feel extra special. We love the creativity and thought that each host church puts into special elements like this that may bless their guests.

However, when inviting local personalities or mascots, we do ask that a few guidelines be followed so that the focus of the event remains on honoring God and celebrating each honored guest as well as ensures the safety of everyone in attendance.

- ✔ All local personalities, mascots or special guests must receive a background check.
- ✔ We ask that all dress appropriately and modestly.
- ✔ We ask that it be made clear that this is an event where they will be serving. It is NOT an opportunity for them to advance a personal platform.
- ✔ Ensure that they are aware of ALL photo, video, voice recording and likeness guidelines for the safety and privacy of the honored guests.
- ✔ We ask that they refrain from posting photos or videos to their personal or professional social media accounts without the written or verbal consent of the honored guest or their parent/caregivers. Buddies are not authorized to give photo and video permission for their guests.

### MEDIA

As mentioned in the What We Provide section on page 16, we encourage you to connect with your regional and local media outlets to share about Night to Shine in your community. We will provide a template for a press release, *Key Information and Talking Points* and periodic quotes from Tim Tebow or the president of the Tim Tebow Foundation. Please direct all requests for an official statement about the worldwide movement of Night to Shine to the Tim Tebow Foundation at [media@timtebowfoundation.org](mailto:media@timtebowfoundation.org).

# HONORED GUESTS

NIGHT *to Shine*  
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# HONORED GUESTS

## GUEST EXPERIENCE

As you can imagine, after honoring God, each special guest of Night to Shine is our top priority! We want this to be an unforgettable prom night for them and make every effort to provide a tailored experience that ensures their enjoyment, safety and comfort.

## COMMUNICATION

Your Night to Shine guests will be eagerly anticipating prom night and we encourage you to communicate with them leading up to the event. Parents and caretakers will want to know details for the evening and what to expect regarding drop-off, pick-up, Respite Room, emergency care and more. Your guests will want to count down the days until prom night!

One of our host churches this past year had the incredible idea of sending encouraging emails to their honored guests for ten days leading up to Night to Shine. This not only served as a fun, personal countdown for the guests, but it also allowed the church to truly connect and welcome the guests and their families into their church. Below is a sample 10-day schedule of friendly, Christ-centered emails for your guests. We highly encourage you to tie uplifting or meaningful Scripture into each email and provide ways for them to connect with your church should they desire to do so.

- ✔ Day 1 – Anticipation: As you look forward to prom night, we can't wait to welcome you! (Jude 1:21)
- ✔ Day 2 – Anxiety: We know you may have concerns and that's ok! We're here to help. (Phil. 4:6-7)
- ✔ Day 3 – Wardrobe: What in the world do I wear?! (1 Peter 3:3-4)
- ✔ Day 4 – Appearance: Am I beautiful? Am I handsome? (Ps. 139:14)
- ✔ Day 5 – Fear: What if no one likes me? What if something bad happens? (Deut. 31:8)
- ✔ Day 6 – Patience: Is it time for prom yet?! (James 5:8)
- ✔ Day 7 – Peace: Jesus has abundant peace available to you! (Phil. 4:4-8)
- ✔ Day 8 – Happiness: Joy in what is to come and what we have in Jesus. (Ps. 34:5)
- ✔ Day 9 – Glory: Do it all for HIS glory! (1 Cor. 10:31)
- ✔ Day 10 – Celebration: Today is the day!!! (Ecc. 3:4)

**Please note: This communication is intended to come from your church as an encouragement to your honored guests. Please do NOT have your buddies or other volunteers reach out to guests at any time without permission from the guest or their parent/caretaker.**

## LIMO RIDES

Limousines are a classic part of any prom, and there is no better way to make your guests feel like they are arriving to a VIP event in style! We ask all of our Night to Shine host churches to include this special activity for guests to enjoy. Keep in mind these can be short loops around a nearby neighborhood or around the church parking lot.

# HONORED GUESTS

## GUEST EXPERIENCE

### LIMO RIDES, CONTINUED...

Many of your guests may use wheelchairs. It is a good idea to ask the limousine company if they have any wheelchair accessible vehicles.

**Please note:** The limousines do NOT pick up guests from their homes. The intent is for the limo rides to be an additional activity at Night to Shine that guests can take part in if they would like to.

### RED CARPET

This is your honored guests' big moment! Make it extra special for them by considering the following tips:

- ✔ Announce each guest by name and a fun fact about them before they make their way down the red carpet.
- ✔ Create signals that indicate "No Flash" or "No Clapping or Loud Noises" for guests who may be sensitive to loud noises or bright lights. When guests walk the red carpet, signal the paparazzi and professional photographers to refrain from using a flash and to wave silently, rather than clapping.
- ✔ Consider creating encouraging signs to hold up as guests walk the red carpet such as, "You Are Beautiful!" "You Are Loved!" or "Smile!"
- ✔ Ensure your red carpet is well lit as this is one of the best places for photo ops!

### HAIR, MAKEUP & SHOESHINES

Most of your guests will arrive with their hair and makeup already done. However, every Night to Shine host church is asked to provide hair and makeup touch-up and shoeshine stations to provide the guests with even more opportunities to feel pampered. It is also a great way to connect one-on-one with guests and tell them how beautiful or handsome they look, encourage those who might be feeling anxious and share Christ's love with them.

Hair and makeup touch up stations are not required to provide full hair or makeup services. It can be as simple as painting a guest's nails, adding a bow or glitter spray to a hairdo or touching up a guest's lipstick.

Each of our Night to Shine host churches also offer shoeshine stations to ensure all of our Night to Shine kings get their dancing shoes ready! Consider providing a station where they also can pick out a bowtie or lapel pin.

# HONORED GUESTS

## GUEST EXPERIENCE

### FLOWERS

Since you can't have a prom without a classic corsage or boutonniere, we ask that each host church provide flowers for their honored guests to pin on at the event. Real and silk flowers are both great options!

### KARAOKE

Karaoke is by far one of the most popular activities at Night to Shine, second only to dancing! We recommend setting up a separate room or space for karaoke and staffing it with enthusiastic, outgoing volunteers who can keep the energy up and encourage more timid singers.

A couple of tips we have found to be incredibly effective are:

- ✔ Have a pre-set list of 10-20 well-known songs that are free of explicit content for guests to choose from.
- ✔ Have guests sign up for the song they would like to sing and put together singing teams based on songs.
- ✔ Consider having karaoke volunteers sing "backup" to help keep guests on track, as needed.
- ✔ Consider providing inflatable instruments and props to help guests get into character.

### DANCING

This is what many of the guests come for – the chance to dance the night away with their friends! Over the past few years, we have found the following tips to be helpful when planning for all the action on the dance floor.

- ✔ Remember that the dance floor will be the most popular spot throughout the night. It will be essential to continually monitor congestion and maintain clear space for guests and volunteers to move around as easily as possible.
- ✔ Make sure the dance floor is wheelchair accessible.
- ✔ Keep in mind that this area will get very warm from all the body heat. Consider a plan for keeping this space cool.
- ✔ Connect with your DJ and make sure they understand that smoke machines and strobe lighting will NOT be the best fit for most of your guests.
- ✔ Set up chairs around the perimeter of the room so that guests will be able to take a break without missing out on music or watching friends on the dance floor.

# HONORED GUESTS

## GUEST EXPERIENCE

### CROWNING CEREMONY

The crowning ceremony is such a special part of Night to Shine because it is a unique moment when we get a chance to tell each honored guest how loved and treasured they are by us and by God. By receiving their very own crown or tiara, we want each of them to know they are a valuable son or daughter of the King. There is more than one way to set up your crowning ceremony but here are a few suggestions...

- ✔ Consider setting up all the crowns and tiaras on a table near the stage, DJ stand or front of the event space, prior to the event starting.
- ✔ Arrange for a break in the dancing, karaoke, etc., toward the end of the evening for the ceremony. We want everyone to be able to receive their crown or tiara so it is a good idea to wait until arrivals have slowed or stopped.
- ✔ Play the special video message from Tim Tebow and Night to Shine's Global Partners just before or during the crowning ceremony, referenced on page 22.
- ✔ If time allows, consider crowning each guest by name individually. It can be an incredibly special moment for them!
- ✔ Another option for ensuring each guest gets crowned roughly at the same time, particularly if your event is large, consider placing a crown or tiara in the Night to Shine favor bags and give to each guest's buddy to carry for the night. When it comes time for the crowning ceremony, each buddy will then pull a crown or tiara out of the favor bag and crown their honored guest.

### GOSPEL MESSAGE

Night to Shine is a Christ-centered event and we encourage you to prayerfully consider presenting the Gospel during the event. Our prayer is that guests will not only come away from Night to Shine feeling celebrated and loved, but filled with the hope and joy that can only be found in Jesus Christ.

### FAVORS

No party is complete without gifts! The Tim Tebow Foundation will provide each host church with exclusive access to the Official Night to Shine Shop. The Night to Shine Shop features a broad selection of exciting favors for you to choose from to share with your guests. All of the products in the shop will be discounted to provide you with the best value and the foundation will be providing additional information regarding products, offers and complimentary items as they become available.

# HONORED GUESTS

## SENSORY ROOM

For many of our honored guests, Night to Shine is a wonderful but incredibly overwhelming environment. Even if they are able to fully participate, many of your guests may become over-stimulated and need a quiet area to rest and regroup before rejoining the fun. For the safety and enjoyment of the guests, we require every Night to Shine host church to provide a Sensory Room for their guests to use should they need to.

With input from parents, experts in the field and churches...below are suggestions of how to create a calming and welcoming environment for guests to take a break.

- ✔ Set up a room, preferably carpeted and removed a bit from the noise of the main event space, where guests who are sensitive to loud noises, bright lights, large crowds of people, etc. can go to enjoy quiet activities.
- ✔ Dimmer lighting is recommended. Utilize lamps instead of harsh fluorescent lights. Thin fabric can also be draped over fluorescent lights if that is all that is available.
- ✔ Consider providing some smaller rooms in addition to the main Sensory Room set up with sound machines for white noise or aromatherapy.
- ✔ The red carpet can be a very lively place but may upset certain guests before they have even made their way into the event. Consider a separate low-key red carpet entrance area for guests who may be uncomfortable with large crowds and loud noises.

### POSSIBLE ITEMS TO INCLUDE IN YOUR SENSORY ROOM:

- ✔ Therapy animals – Consider having trained service dogs or miniature horses available for your guests to interact with. If you do have therapy or service animals, please ensure your guests do not have allergies before allowing them to interact with the animals. Also, consider having therapy animals in a designated location, as some of your guests may be fearful of animals.
- ✔ Noise-canceling headphones – These are especially good for guests who are easily upset by noises. Have antibacterial or alcohol wipes available to clean headphones between uses.
- ✔ Extra-large pom-poms, large blocks, stress balls, etc. – These items can help guests who may feel calmer when they are engaging in a tactile or touch related activity. Please make sure all items are too large to swallow to prevent potential choking hazards.
- ✔ Mini trampoline with handrail, swing or bungee chair, jump rope, Simon Says, etc. – For guests who need to engage their whole body and release energy, nervous or otherwise, these items can be helpful.
- ✔ Blowing bubbles (over a carpeted area is recommended to prevent slipping on wet floors), chew beads or chew sticks – For guests who are oral-motor and need to chew, these items can be therapeutic and calming. For sanitary purposes, please do not share these items from one guest to another. Also, unless a parent or professional caregiver will be supervising them with their chew stick or chew beads, it is a good idea to collect them as they leave the Sensory Room.
- ✔ Consider asking an occupational therapy team in your area to volunteer in the Sensory Room to assist volunteers in providing appropriate ways to help reduce stress and anxiety for your honored guests.



# HONORED GUESTS

## GUEST INTERACTION TIPS

### PEOPLE FIRST LANGUAGE

We want our guests to know they are the most valuable and important people in the room. People First Language aims to avoid perceived and subconscious dehumanization when discussing people with disabilities. To prevent unintentionally offending someone, we have provided a list of terms to avoid:

### OFFENSIVE TERMS

- ❖ Handicapped
- ❖ Disabled
- ❖ Retarded
- ❖ Crippled or Quadriplegic
- ❖ Deaf and Dumb
- ❖ Mentally Different
- ❖ Autistic
- ❖ Epileptic
- ❖ Diseased
- ❖ Wheelchair-bound
- ❖ Emotionally Disturbed
- ❖ Normal or Healthy Kids
- ❖ Dwarf or Midget
- ❖ A "Patient"
- ❖ A "Case" or "Client"
- ❖ Slow
- ❖ Infirm
- ❖ Unfortunate
- ❖ "Suffers from"
- ❖ "Victim of"

### OFFENSIVE PHRASES

Also, here are a few ways you can respectfully reword phrases:

- ❖ Instead of "a disabled person," say "a person with disabilities"
- ❖ Instead of "a special needs person," say "a person with special needs"
- ❖ Instead of "wheelchair-bound person," say "a person in a wheelchair"
- ❖ Instead of "autistic person," say "a person with autism"
- ❖ Instead of "dwarf or midget," say "a person of short stature"
- ❖ Instead of "normal or healthy kids," say "typical kids or kids without disabilities"

The key thing to remember is to put the person first. They are not their disability; they are first and foremost a child of God and a person with feelings and emotions just like you.

# HONORED GUESTS

## GUEST INTERACTION TIPS

### GENERAL TIPS FOR COMMUNICATING

- ✔ When offering assistance to a person with a disability, wait until your help is accepted and then ask how you can best assist them.
- ✔ Address them just as you would any other person.
- ✔ It is acceptable to offer a handshake during introductions even if the other person has limited mobility in their hand or an artificial limb.
- ✔ Do not alter your voice or speak in a simplified, childish manner.
- ✔ If an interpreter is present, speak directly to the person and not their interpreter.
- ✔ Do not lean on anyone's wheelchair.
- ✔ Do not interact with service animals without asking first.
- ✔ If the person with whom you are speaking has a visual disability, make sure you identify yourself and any people who may be accompanying you.
- ✔ Be patient if the person with whom you are speaking has trouble understanding you. Do not get frustrated or raise your voice in an unpleasant way.

### PREVENTING & HANDLING UNCOMFORTABLE SITUATIONS

- ✔ If you find yourself in an uncomfortable situation, do not be afraid to ask for help.
- ✔ Some signs of overstimulation include: yelling, screaming, crying, extreme fidgeting, fearful looks and/or aggressive behavior. If this happens, redirect them to a quieter location and if needed, find your guest's parent/caretaker.
- ✔ Maintain your composure and speak kindly at all times.
- ✔ Never go off alone with one of the guests. Make sure you maintain physical boundaries and don't in any way encourage a guest to view you as their boyfriend/girlfriend.

Used with permission from the North Dakota Center for Persons with Disabilities, a university affiliated program at Minot State University, Minot, North Dakota, USA.

# HONORED GUESTS

## RESPIRE ROOM

In one of our first experiences with a prom for people with special needs, we met a couple in their 70s who were still the primary caretakers for their adult daughter with special needs. We decided right then that Night to Shine needed to not only be about the amazing people with special needs, but also about their families and caretakers.

We want to honor these incredible parents, family members and caretakers for their lifetime commitment to caring for their loved ones with special needs. Our vision is to provide these remarkable people with the opportunity to rest and enjoy a night off, knowing that their loved ones are having an amazing time in a safe environment with a personally assigned “buddy.”

We ask that each host church provide a space somewhat removed from the main Night to Shine event where parents and caretakers can relax and have a special experience of their own while their child or guest enjoys the prom.

### POSSIBLE WAYS TO PAMPER YOUR PARENTS & CAREGIVERS:

- ✔ Catered dinner – This can be a plated or buffet style dinner or heavy hors d’oeuvres. (please, no alcohol)
- ✔ Gift cards - This is a great way to encourage parents to take a date night! Consider asking restaurants to donate gift cards or provide a special discount. Movie theatres or other unique local attractions are also great places to ask for gift cards or discounts.
- ✔ Bring the date night to them – Consider creating a comfortable “lounge” type space where they can enjoy live entertainment from a band or comedian (if you choose to have a comedian, please ensure their material is appropriate).
- ✔ Massages – Consider bringing in chair massages. This is popular with both men and women and is a great way to help them relax.
- ✔ Hair Trims & Manicures – This may sound strange but these are things that many parents and caregivers just don’t have the extra time or energy to do. Providing professional manicurists and hair stylists to help provide these services complimentary is another way to pamper your guests’ families.
- ✔ Coffee & Dessert Bar – Who doesn’t love coffee and dessert? Consider setting up a fun coffee and dessert bar with different flavorings, creamers and baked goods.
- ✔ Dancing – Consider setting up an area where parents/caregivers can dance and enjoy music.
- ✔ Games – Consider providing interactive games to encourage conversation and new relationships.
- ✔ Photo Booth & Props – Always a fun activity regardless of age!
- ✔ Live Feed – Many parents and caretakers will want to see their loved one having fun at Night to Shine. Consider providing a live feed from the main dance floor and red carpet into the Respite Room so they can catch a glimpse of their guest.
- ✔ Gift Bags – Consider providing gift bags. Possible items to include are a small art canvas with a Bible verse painted on it, an invitation to church, candy, candles, coffee gift card, etc.
- ✔ Prayer – Consider having volunteers available to pray with families.

# HONORED GUESTS

## BUILDING COMMUNITY

We know that many of you already have amazing special needs ministries in place and we are so thankful for that! If you do not have a special needs ministry with regular programming and outreach for people with special needs and their families, we encourage you to prayerfully consider making this ministry an integral part of your church's mission and outreach.

Below are a few ways you can continue to engage with your new friends from Night to Shine following the event:

- ✔ Start a special needs ministry at your church.
- ✔ Start a Bible study specifically for parents and caretakers. Make it accessible and provide care for their child or guest during the study.
- ✔ Provide regular Respite Nights and offer care for children or guests with special needs while parents and caretakers take time to run errands, workout, catch up with family or friends, enjoy dinner out or take time to rest and relax.
- ✔ Offer a sign-up sheet for volunteers to come help families with basic needs such as car washing, vacuuming and detailing, house cleaning, yard work, etc.
- ✔ Offer a sign-up sheet for volunteers to make and deliver meals to families juggling hospital stays, therapy or doctor appointments.
- ✔ Host a karaoke, bingo night or other fun and interactive activity at a group home.
- ✔ Plan additional accessible events throughout the year such as a special needs Easter Egg Hunt, Vacation Bible School, Fall Festival or Christmas Party.
- ✔ Connect with other local organizations that work with people with special needs to discuss volunteer needs and other ways to serve the community of people with special needs.

# OPERATIONAL EXCELLENCE

NIGHT *to Shine*  
SPONSORED BY THE **TIM TEBOW**  
FOUNDATION™

# OPERATIONAL EXCELLENCE

At the Tim Tebow Foundation “operational excellence” is a term we use to describe everything we do to ensure the good stewardship of all of the resources God has blessed us with. Part of this stewardship involves taking the appropriate steps to fund, protect and grow with excellence. Please take time to carefully review the following important areas for your Night to Shine prom as we want all honored guests to have a safe and unforgettable prom night experience!

## FINANCIAL GRANTS

As the sponsor of Night to Shine, the Tim Tebow Foundation seeks to serve as a catalyst for churches to welcome the special needs community into their church family through Night to Shine. Our vision is to equip your church to not only host an unforgettable prom night experience, but create and maintain a thriving, life-long ministry to your community of people with special needs and their families. TTF remains committed to providing the financial springboard for Night to Shine and is willing to help fund and support this ministry at your church for up to three years. Our prayer is that during this three-year period your church will form lasting partnerships with your community and integrate Night to Shine fully into the annual ministry programming of your church.

If your church is awarded a financial grant, it will be provided in two installments. The first installment will be distributed prior to Night to Shine around the beginning of December, pending the receipt of a signed legal agreement (see page 67), W9 form and preliminary budget. The second installment will be distributed following the event and the receipt of a final financial statement. All grants will be dispersed by check unless otherwise arranged.

**Please note:** We do not award grants based on the total estimated event cost in your church’s preliminary budget or the amount you record as spent in your final financial statement.

We encourage each church to reach out and connect as much as possible with their local community to support this unforgettable prom night. Our prayer is that each church will incorporate Night to Shine and special needs ministry into the DNA of their church both financially and in their outreach programming.

If you have any questions about budgeting or financial grants, please do not hesitate to reach out to your staff representative.

## W9 FORMS

As you may have noticed, we requested a W9 form from your church on your the application to host Night to Shine. We request this form as it enables our finance team to verify your church’s 501c3 exempt status and, if applicable, provide a financial grant for your Night to Shine prom. Please ensure the form includes the name your church does business as, official church address, your church’s Employee Identification Number (EIN) and is signed and dated by an authorized staff member. Financial grants will not be distributed until a W9 form is on file for your church.

# OPERATIONAL EXCELLENCE

## LEGAL AGREEMENT

In an effort to ensure the safety of your honored guests, volunteers and church, as well as the Tim Tebow Foundation, we do require each Night to Shine host church to sign a legal agreement for the event. The agreement encompasses all of the planning expectations outlined in this manual and covers the rights and restrictions of your church and the Tim Tebow Foundation. Our legal team has taken great care to draft an agreement that protects the best interests of your church and the Tim Tebow Foundation. However, if your legal team has any questions or concerns, please let us know as soon as possible.

- ✔ Please review, sign and return the agreement to the Tim Tebow Foundation within two weeks of receiving the document.
- ✔ Please ensure that the signee is employed by your church and is authorized to enter into a legal agreement.
- ✔ Please let us know as soon as possible if the name your church does business as has changed or will be changing.
- ✔ Please email back the signed agreement in its entirety without excluding any pages.

## RELEASES

### MEDIA & LIABILITY RIGHTS RELEASE

In order to be respectful of the privacy of your guests, you will need to have them sign a media and liability rights release. We recommend including the release as a part of your guest registration process. The Tim Tebow Foundation does not need copies of these releases. However, we may reach out to your church regarding using photos or video footage from your event and ask that your church keep these releases on file to ensure this media can be used.

The media and liability rights release can be found in the personalized Dropbox folder shared with you by your staff representative.

### LIABILITY RELEASE

In order to further protect your church and the foundation, we encourage all host churches to provide a general liability release to all participants (guests, volunteers, and if applicable, parents/caretakers) of their Night to Shine prom. This release will serve to waive participant rights to seek damages to personal property or personal injury from your church and the Tim Tebow Foundation. We do not provide a template for liability releases as they will differ based on your location and state laws. Please work with your church's legal counsel to draft your liability release, if you do not already have a release that you use.

# OPERATIONAL EXCELLENCE

## BACKGROUND CHECKS

Background checks are one of the most important things you can do to ensure the safety and security of your honored guests. We require ALL volunteers have a background check completed prior to serving and if applicable, vendors or local personalities who will be interacting closely with the honored guests. We cannot stress the importance of these checks enough and how critical it is for you to review them when approving a volunteer application. It is very important that you maintain the checks on file in the event of a complaint or issue. For more specific information about background checks and best practices, please see pages 18, 39 and 46.

## EVENT INSURANCE

In order to protect your church and TTF, each church will be required to have a general liability insurance policy, with TTF listed as an additional insured, providing up to \$2,000,000 total coverage and \$1,000,000 per occurrence for the event. If your church does not have an existing general liability policy in place, you may purchase a special event insurance policy to provide the minimum coverage. Please provide us with a Certificate of Insurance with TTF listed as an additional insured by January 15, 2019.

Please ask your agent to include the following on the Certificate of Insurance:

### Description of Operations

Tim Tebow Foundation (certificate holder) is an additional insured in regard to general liability for the Night to Shine Prom Event at CHURCH on Friday, February 8, 2019.

### Certificate Holder

Please use the below name and address for the certificate holder field:

**Tim Tebow Foundation**  
**2220 County Road 210 W**  
**Suite 108, PMB 317**  
**Jacksonville, FL 32259**

If for some reason, your church is not able to obtain a Certificate of Insurance with TTF added as an additional insured, please let us know as soon as possible.

## MUSIC LICENSING

The Tim Tebow Foundation is not authorized to provide licensing or permission to your church to use the song, "Our Night to Shine" by Rascal Flatts. Please do not use this music without the written permission of their management team or record label.



# OPERATIONAL EXCELLENCE

## BRANDING & LOGO/TRADEMARK GUIDELINES

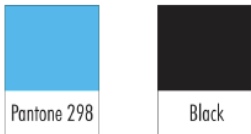
In order to maintain a level of consistency in the worldwide movement of Night to Shine, we ask that certain branding guidelines be followed. We have included an assortment of templates in your personalized Dropbox folder to help in marketing and representing Night to Shine consistently with the Tim Tebow Foundation and worldwide movement of Night to Shine. Your church is welcome to create additional marketing materials but we do ask that you share these with us for review, especially if they include the Tim Tebow Foundation and/or Night to Shine logo.

Regarding logos, the approved logotype is the horizontal version and should only be used this way. The logotype can be used entirely in black or in the approved color palette referenced below. If using black, the logotype cannot be tinted; it must remain 100% black.

Do not stretch, splice, distort or use the logo in any manner other than identified. No elements may be removed or added and the relationship between the elements should not be altered when used on printed documents, signage or promotional and give-away items. Please always provide adequate clear space around the logo and do not use a size smaller than 1.25" wide.

### THE OFFICIAL NIGHT TO SHINE COLORS ARE:

- ✔ Pantone® #298 (Blue)
- ✔ Black



### THE OFFICIAL NIGHT TO SHINE LOGOTYPE IS:



Please note: License to the FHL script (Faith, Hope, Love) logo and the Tim Tebow Foundation logo are NOT distributed by TTF for external use. Please refrain from using these trademarks in your materials.



# DREAM BIG

NIGHT *to Shine*  
SPONSORED BY THE **TIM TEBOW**  
FOUNDATION™

# DREAM BIG

This is the fun part - dreaming about how to make Night to Shine the most unforgettable prom event your guests could ever imagine! We encourage you and your team to brainstorm, envision and create the most amazing prom your honored guests have ever been to!

## EVENT ELEMENT INSPIRATION

The following are **optional** elements and activities that we have included as suggestions to inspire and encourage your team to brainstorm, imagine and create an incredible atmosphere for your Night to Shine prom! If you have additional elements you would like to include, we would love for you to share those with us!

- ✔ Décor
  - Entry arches
  - Balloon arches or sculptures
  - Streamers
  - Event lighting
  - Hanging crystal beaded columns
  - String lights
  - Chandeliers
  - Paper lanterns
  - Large format illuminated letters
  - Small trees and branches with lighting
  - Flower garlands or walls/panels
  
- ✔ Balloon or confetti drop
  
- ✔ On-site photo development and placement in frames for guests to take home
  
- ✔ Photo booth and props
  
- ✔ Extra sweet treats
  - Candy bar
  - Cotton candy machine
  - Cupcake tower
  - Chocolate fountain
  - Soda bar with flavors and straws
  
- ✔ Popcorn machine
  
- ✔ French fries bar with cheese, chili and other fun dipping sauces
  
- ✔ Balloon artist

# DREAM BIG

## EVENT ELEMENT INSPIRATION, CONTINUED...

- ✔ Caricature artist
- ✔ Bubble machine
- ✔ Horse and carriage rides
- ✔ Police escorts for limos
- ✔ Classic or high end cars (in addition to, not in place of limos)
- ✔ Game area with prizes
- ✔ Paint a large panel black and let guests paint with black light paint
- ✔ Glow sticks and jewelry
- ✔ Jewelry and bowtie station
- ✔ Door prizes
- ✔ Fireworks (please be sure to have a licensed or experienced professional set up and execute your fireworks show)
- ✔ Pre-event prom dress boutique (see page 76 for details)
- ✔ Red carpet after party (see page 76 for details)

# RESOURCES

NIGHT *to Shine*  
SPONSORED BY THE **TIM TEBOW**  
FOUNDATION™

# RESOURCES

## EVENT TIPS

As with any event, there are many details you will want to be mindful of when planning your Night to Shine prom. The following are some areas that will be critical to consider and prepare for:

### ✔ Registration

- Ensure that the event is complimentary for guests and their parents/caretakers. Please do not charge an attendance fee.
- Be sure to provide an easy way for your guests and their parents/caretakers to get in touch with your team and ask any questions or express any concerns they may have.
- Send confirmation emails once a guest has registered. They will want to know that their registration went through and that they are on the guest list.
- Maintain contact with your honored guests and their parents/caretakers leading up to the event. They will want to know what to expect, where to park, where to check in, what time to pick up their guest, etc.
- Consider creating matching nametags on lanyards for each registered guest and their buddy that include pertinent information such as the guest's name, any allergies, dietary needs, okay or not okay with photography/videography, etc.
- Encourage volunteer buddies to connect with the parents/caretakers before leaving the registration area to learn any specific needs or requests. This will also help volunteers know who their guest's parents/caretakers are at the end of the evening when it is time to help them pick up their guest. Buddies should not contact their guests before or after the event unless they have been given permission by their guest or their guest's parent/caretaker.
- Ensure every volunteer buddy is aware of the specific needs of their guest, especially if they are not able to connect with their guest's parents/caretakers before leaving the registration area. Make sure they know how and when to get in touch with volunteer leadership, in the event of an emergency.

### ✔ Medical Team Coordination

- Connect with your local fire and law enforcement departments. Make them aware of the event and include them in the planning process, specifically in the areas of easy traffic patterns and maintaining clear evacuation routes. Introduce and discuss an emergency management plan with medical and safety professionals and your volunteer teams.
- Ensure the medical team is aware that they are not responsible for administering medication or routine treatment of any kind to guests. If it is absolutely necessary for a guest to receive medication or treatment during the course of the evening, please arrange for their parent/caretaker to either stay on-site in the Respite Room or return to the event to administer medication or treatment as needed.
- Ensure all medical professionals are in uniform.

# RESOURCES

## EVENT TIPS

### ✔ Encouraging Note Cards

- In order to engage with the broader community of those who want to celebrate people with special needs, the Tim Tebow Foundation has designed a card for supporters to be able to share an encouraging message with your honored guests.
- The Tim Tebow Foundation will provide you with a digital template for you to print and write special notes to your guests.
- They will be blank so that you can engage with your community and have them write encouraging notes.
- Please include these encouraging notes in each favor bag or hand them out to your honored guests as they depart.

### ✔ Food Service

- Please use a professional catering service or restaurant for event food. Please, no homemade or potluck-style meals.
- Dinner service for your honored guests can be done buffet style or seated.
- Please be sure to plan for heavy hors d'oeuvres or dinner for your Respite Room.
- Ensure you have food service volunteers working in the Respite Room or regularly checking in on the levels of food and beverages (non-alcoholic only, please).
- Since this event is serving people with disabilities, keep in mind that many guests may be diabetic, gluten or dairy free or have other dietary restrictions.
- It is a good idea to limit the amount of sugary foods and beverages and to provide gluten and dairy free options. Please provide plenty of options they can enjoy with their sensitivities and allergies, as they will be dancing quite a bit and need to refuel often.
- Be very aware of food allergies including but not limited to: peanuts, tree nuts, gluten, dairy, citrus fruit, etc.
- If any guests require pureed food or other specific meal preparation, please discuss their needs with their parent/caretaker prior to the event. Arrange for their parent/caretaker to provide what they need or suggest options that are easy for your team to accommodate. Your church is not responsible for pureeing meals.
- **Reminder: volunteers are NOT responsible for administering medications with food or at any other time during the evening. All medications must be administered by the guest's parent/caretaker.**
- Make sure your kitchen and food service volunteer teams are knowledgeable about all the food and beverages and are able to help guests get what they need.

# RESOURCES

## EVENT TIPS

### ✔ Red Carpet After Party

- After arrivals slow down and the majority of your honored guests are inside the main event space enjoying the evening, consider turning the red carpet area into an “after party” for your red carpet paparazzi team, registration team, parking team, etc. (any volunteers not needed until the event begins to wrap up between 9:00-10:00PM).
- Provide music, snacks and allow volunteers to dance and enjoy time together until the event finishes and they are needed again to assist with parking, guest pick-up and any other tasks to clean up after the guests have headed home.

### ✔ Event Exit Strategy

- Plan an efficient exit plan for guests and their parents/caretakers at the end of the evening.
- Consider a checkout system to ensure all guests are safely paired back up with their parent or caretaker. As an example, consider providing wristbands at registration for parents/caretakers with a number corresponding to the number on their guest’s lanyard/name tag. Guests may only be released at the end of the event to their parent/caretaker with the corresponding number on their wristband.
- Buddies must stay with their guest until they have reconnected with the guest’s parent/caretaker.
- Buddies should not take guests home in any circumstance. If a guest is having difficulty with transportation, make sure to contact their parent or caretaker before arranging alternate transportation.
- Be aware of any guests who may have come via public transportation. Make plans prior to the event with their parent/caretaker to ensure they meet-up with their taxi, bus, car service, train, etc. safely.
- Consider assigning each volunteer a clean up duty/responsibility for the end of the evening. If every volunteer attends to their assignment, the event clean up will go much faster!

### ✔ Dress Drive & Boutique

- In the weeks leading up to Night to Shine, consider organizing a new and gently used formalwear drive.
- Collect new and gently used formalwear including gowns, suits and tuxes, shoes and accessories.
- Collect an assortment of sizes. Larger sizes are almost always in high demand.
- Host a Night to Shine Boutique event where guests can come and pick out a new outfit at no charge so they feel extra special and red carpet ready.
- Offer multiple dates so any guest in need has the opportunity to come pick one out.
- Consider having a tailor or seamstress donate their time to assist with alterations.



# RESOURCES

## EVENT TIPS

### ✔ Commercialization & Event Sponsors

- Our hope is to minimize the commercialism and advertising feel at this event so the focus stays on the Lord and on our honored guests. Our Global Partner, ARS, who has donated hundreds of thousands of dollars, has set a fine example by requesting very little exposure themselves. Instead of organizations leveraging branding for their support of Night to Shine, our goal is to have Night to Shine be about God being glorified and His children being loved.
- We ask that the branding of other sponsors, donors and supporters be limited to minimal signage or logos featured on a logo loop on facility TV screens.
- If you have other organizations that offer activities or resources for individuals with special needs and their families, please limit the marketing of these other resources to brochures or flyers in the Respite Room for parents and caretakers to take home.
- If you receive any branded items for your guests from your sponsors such as sunglasses, key chains, etc., please ensure these items are all in favor bags for guests to take home at the end of the night.
- If you have pageant queens, local city officials or mascots that wish to attend and donate their time, please ensure they know they are there in a volunteer capacity and are in no way to use this event to further a platform or build their social media following.

### ✔ Liability Releases

- We strongly encourage your church to require each participant to sign a liability release form prior to the event. This form would be different from the media and liability rights release provided by TTF.
- Signed liability forms will ensure that your church will not be held liable in the event of illness, injury, damaged personal property, etc.
- Your church's legal counsel will be able to assist you in drafting a release that will ensure your church is best protected in the event of a liability claim. The release should release the Tim Tebow Foundation from any liability as well.

# RESOURCES

## DROPBOX RESOURCES

To help you spread the word about your Night to Shine prom, we will provide basic templates and marketing items. These items will be shared with you using a Dropbox link.

## INTRODUCTORY SOCIAL MEDIA POST

We will provide an initial post for you to use on Facebook, Twitter and Instagram as you announce your participation and begin sharing about your Night to Shine prom.

## OFFICIAL NIGHT TO SHINE INVITATION

The Tim Tebow Foundation will provide digital artwork for your personalized invitation. They can be sent to your guests digitally or printed and physically sent through the mail. If you choose to send physical invitations, printing and mailing them will be the responsibility of the church. **Please do not re-create these materials, as custom digital files will be provided by TTF for your church.**

## VENDOR LETTER

The Tim Tebow Foundation will provide a sample vendor letter for use in soliciting discounts and in-kind donations in support of your event. Please see page 35 for more information.

## SAMPLE REGISTRATION FORMS

The Tim Tebow Foundation will provide sample registration forms for volunteers and guests.

# RESOURCES

## SAMPLE PLANNING TIMELINE

\* Please note that this is only a sample, and timelines may vary slightly depending on when your church applied and began the planning process.

### ✔ May – August

- Apply or reapply to host Night to Shine, sponsored by the Tim Tebow Foundation.
- Sign and return the legal agreement to the Tim Tebow Foundation.
- Determine leadership committee to oversee the planning process.
- Book items requiring advance notice such as event venue or space and put event on church calendar.
- Let local organizations who serve people with special needs know the date of the event and keep them updated so that they can involve their members.
- Let vendors, volunteers and honored guests know that the event will be happening again, if your church has hosted before, so they can put the date in their calendar.
- Develop marketing plan and set-up website and registration systems for honored guests and volunteers.
- Begin fundraising.

### ✔ September

- Begin sharing more information about the event with local organizations serving people with special needs and start gauging how many guests your event will be able to serve.
- Plan the layout and logistics of your event from a parking plan and registration area to an exit strategy at the end of the night.
- Reserve a caterer, florist, limousines, photographers, videographer and DJ for your event.
- Plan special activities for Respite Room and begin asking for donated gift cards, services and other elements to make the parents and caretakers of your guests feel loved and appreciated.
- Continue fundraising.

### ✔ October - November

- Place your order for your complimentary prom kit from the Tim Tebow Foundation. **(Your staff representative will provide you with more information about reserving your kit at the appropriate time).**
- Plan out décor and begin ordering. Be sure to ask about discounts and donations.
- Begin recruiting and registering volunteers, forming teams, identifying team leads and running background checks.
- Invite honored guests.
- Send a copy of preliminary event budget to your Night to Shine staff representative.
- Continue fundraising and sharing about Night to Shine with your community.

# RESOURCES

## SAMPLE PLANNING TIMELINE

*We encourage you and your team to prepare as much as you can through the fall as we know Christmas time is one of the busiest times of year for most churches. We know you likely won't have too much extra time to plan in December and will want to hit the ground running in January.*

### 📌 December - January

- Order crowns and tiaras.
- Turn in a Certificate of Insurance naming the Tim Tebow Foundation as an additional insured by January 15, 2019.
- Provide an estimated number of honored guests to the Tim Tebow Foundation by December 14, 2018.
- Begin 4-week prayer guide for Night to Shine (guide begins on January 13, 2018).
- Order additional prom favors.
- Communicate event details to your honored guests and their parents/caretakers. Consider doing an encouraging countdown leading up to the event, referenced on page 56.
- Hold **mandatory** volunteer training sessions. All volunteers must go through training.
- Hold a formal wear boutique for your guests to come pick out a prom outfit at no charge. See page 76 for more information.
- Share about the event with your local and regional media outlets.
- Take inventory of all your prom décor, supplies and vendor deadlines. Make any needed last minute orders and provide updates on guest numbers to your vendors so they have time to make any adjustments.
- Join the pre-Night to Shine video conference with Tim Tebow.

### 📌 February

- Meet with your planning team and go over the plan for the event week and make a plan for handling potential difficulties you may encounter (such as rain or snow plan if your red carpet is outdoors, what to do if event food runs low/out, etc.)
- Ensure all background checks have been completed.
- Communicate final details to guests and volunteers.
- Decorate and set-up your venue.
- Host Night to Shine!!!
- Send the Tim Tebow Foundation 15-20 of your best photos and video clips by noon on Saturday, February 9, 2019.
- Send a final report of overall event expenses and donations to the Tim Tebow Foundation by February 22, 2019.
- Join a post event conference call with Tim Tebow to share stories and special moments from your Night to Shine. The date will be announced following Night to Shine as scheduling allows.

# RESOURCES

## SAMPLE ORDER OF EVENTS

\* Please note that this is only a sample, and schedules may vary slightly depending on your church's needs and activities. The timing is suggested and you are welcome to expand timing to have your event start a bit earlier or end a little later.

- ✔ **4 PM:** Volunteers arrive (set-up team arrives earlier)
- ✔ **5 - 6 PM:** Guests arrive and any pre-prom activities begin (hair, makeup, shoe shines, etc.)
- ✔ **6 PM - 6:30 PM:** Check-in and meet buddy  
*(Parent/caretaker should go over any specific needs or concerns with buddy)*
- ✔ **6:15 PM - 6:30 PM:** Parents/caretakers shown to Respite Room
- ✔ **6:30 PM - TBD by your church:** Limo rides  
*(Prior to red carpet or offered for the duration of the event as an additional activity)*
- ✔ **6:15 PM - 7 PM:** Red carpet with paparazzi
- ✔ **6:30 PM - 7:30 PM:** Hair, makeup and shoe shine stations  
*(You are welcome to keep these stations open for the duration of the event, as guests may enjoy receiving touch-ups)*
- ✔ **6:30 PM - 7:30 PM:** Flower station for corsages and boutonnières
- ✔ **6:30 PM - 7:30 PM:** Professional photography
- ✔ **7:30 PM - 8 PM:** Dinner
- ✔ **7 PM - 9 PM:** Dancing, karaoke and any additional activities
- ✔ **8:30 PM:** Crowning ceremony and video message from Tim Tebow and Global Partners, provided by the Tim Tebow Foundation
- ✔ **8:45 PM - 9 PM:** Buddies assist guests with picking up prom favors
- ✔ **8:45 PM - 9 PM:** Buddies assist guests with collecting coats and belongings and finding their parents/caretakers
- ✔ **9 PM:** End of event

# RESOURCES

## SAMPLE BUDGET

\* **Please note** that this is a sample only, and budgets will vary depending on the number of guests, extra elements you choose to incorporate and items/services you are able to get discounted or donated.

Please list all donated or discounted products and services in your preliminary budget and final expense report. Starred budget items are optional.

Description	Budgeted	Donated (Market Value)	Spent (Actual)
Background Checks	\$ -	\$ -	\$ -
Catering	\$ -	\$ -	\$ -
Corsages & Boutonnieres	\$ -	\$ -	\$ -
Decorations	\$ -	\$ -	\$ -
DJ or Live Band	\$ -	\$ -	\$ -
EMT Personnel	\$ -	\$ -	\$ -
Event Insurance	\$ -	\$ -	\$ -
Games & Activities*	\$ -	\$ -	\$ -
Guest Favors	\$ -	\$ -	\$ -
Hair, Makeup & Shoeshine Areas	\$ -	\$ -	\$ -
Karaoke	\$ -	\$ -	\$ -
Law Enforcement	\$ -	\$ -	\$ -
Limousines	\$ -	\$ -	\$ -
Marketing	\$ -	\$ -	\$ -
Photography	\$ -	\$ -	\$ -
Plates, Cups, Cutlery, Etc.	\$ -	\$ -	\$ -
Red Carpet & Stanchions	\$ -	\$ -	\$ -
Registration Supplies	\$ -	\$ -	\$ -
Respite Room	\$ -	\$ -	\$ -
Sensory Room	\$ -	\$ -	\$ -
Supplies	\$ -	\$ -	\$ -
Tiaras & Crowns	\$ -	\$ -	\$ -
Videography	\$ -	\$ -	\$ -
(Fill in the Blank)	\$ -	\$ -	\$ -
(Fill in the Blank)	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

Cash Donations	Pledged	Actual
(Donor/Business 1)	\$ -	\$ -
(Donor/Business 2)	\$ -	\$ -
(Donor/Business 3)	\$ -	\$ -
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>

Total Expenses Budgeted	\$ -
Total Services/Supplies Discounted or Donated	\$ -
Total Spent (Actual Expenses)	\$ -
Cash Donations Received	\$ -
<b>NTS 2019 Net</b>	<b>\$ -</b>

# RESOURCES

## RECOMMENDED FOODS & DRINKS

### MAIN COURSE/FINGER FOODS

- ✔ Chicken tenders, grilled and fried
- ✔ Taco bar (soft and hard shell)
- ✔ Mini quiche
- ✔ Tater tots
- ✔ Fresh fruit
- ✔ Fresh vegetables with dressings
- ✔ Pigs in a blanket
- ✔ Pinwheel sandwiches or wraps

### DESSERTS

- ✔ Brownies
- ✔ Assorted cookies
- ✔ Cupcakes
- ✔ Chocolate fountain with fresh fruit, marshmallows, Rice Krispie treats and pretzels
- ✔ Frozen yogurt or soft serve ice cream bar with toppings

### DRINKS

- ✔ Water
- ✔ Lemonade
- ✔ Sweet & Unsweetened Tea
- ✔ Fruit Punch or festive drink (non-alcoholic, of course)

### GLUTEN FREE OPTIONS

- ✔ Grilled chicken tenders (check with caterer to ensure all ingredients and seasonings are gluten free)
- ✔ Vegetables with gluten free dip or dressing
- ✔ Fresh fruit
- ✔ Gluten free cookies
- ✔ Gluten free chips

# RESOURCES

## FREQUENTLY ASKED QUESTIONS

**Q: How would you define an individual with special needs?**

**A:** The event is open to anyone with physical or cognitive special needs, ages 14 and older. We do not have specific guidelines for the eligibility of guests in relation to the legitimacy or severity of their disabilities. We trust the church to use their best judgment as to what qualifies as a special need.

**Q: What is the minimum age for Night to Shine guests?**

**A:** Night to Shine is for anyone with special needs, ages 14 and older. There is no age maximum.

**Q: Can we hold our event in another facility other than the church?**

**A:** Provided the prom event is hosted and planned by the church, the Tim Tebow Foundation is happy to review other facilities on a case-by-case basis if a larger or better-equipped facility is needed. Please submit a brief description and a few photos of the proposed event location and its amenities (accessible building, accessible restrooms, etc.) to your staff representative.

**Q: Can we hold the event on another date?**

**A:** The Tim Tebow Foundation requires all churches to host the event on Friday, February 8, 2019 to maintain the worldwide feel of the event and make guests feel like they are a part of something much bigger than their local Night to Shine. Exceptions are only made on a case-by-case basis in the event of unavoidable circumstances.

**Q: Do you require background checks for volunteers under age 18?**

**A:** If you have children under age 18 who would like to volunteer, please have their parents or guardians sign a permission release. We also recommend adult supervision for volunteers under the age of 16.

**Q: Do you require background checks for all volunteers, vendors and other individuals onsite?**

**A:** We require background checks for all volunteers, ages 18 and older. Background checks for vendors and other contributing parties will be at the discretion of your church.

**Q: What disqualifies a volunteer from serving?**

**A:** Given that we cannot possibly know the extent of the situation, the personal character of the individual in question, or the reasons for concern, we leave these decisions to the discretion of your church leadership. We ask that you put the safety of the honored guests as top priority in every situation.

**Q: If guests come as a couple, do we still need two buddies?**

**A:** We recommend two buddies, as you will want to be fully prepared for bathroom breaks, assisting your guests with food, dancing, etc.



# RESOURCES

## FREQUENTLY ASKED QUESTIONS

**Q: Can a guest bring their own buddy?**

**A:** Typically, we recommend not pre-assigning buddies, however, we understand that in some cases a relationship may have been established prior to Night to Shine. If a guest would like to bring their own buddy, that is perfectly fine, provided their buddy registers as a volunteer, attends volunteer training and receives a background check for the safety of all the honored guests at the event.

**Q: Do we have to assign a buddy to a guest who is attending with a parent or caregiver?**

**A:** A buddy needs to be assigned to each guest. However, occasionally you will have to make exceptions for guests who are either uncomfortable being separated from their parent/caregiver or who need their caregiver with them throughout the night due to their needs. We strongly encourage all parents and caregivers to take advantage of the Respite Room (referenced on page 63 of the manual), if possible.

If a parent/caregiver needs to spend the evening with their child/guest, we ask that they register as a buddy, complete volunteer training and a background check.

**Q: If we have photographers and videographers in our congregation who frequently take photos and video for weddings, graduations, etc. but are not technically “professional” or a part of a photography or videography studio, do we have to book additional professionals?**

**A:** No, if you have people in your congregation who have professional equipment and exceptional skills in either photography or videography, you are welcome to use them. Also, if your church already has an on-staff videographer and/or photographer, they are perfectly acceptable, too.

**Q: Do EMT/law enforcement have to be currently employed or can we ask retired police officers, doctors, nurses, etc. to volunteer in these areas?**

**A:** We prefer that you have at least one medical and one law enforcement volunteer who are still certified and employed in their field. However, it is wonderful if you have retired and experienced volunteers in those fields on your teams, too.

**Q: Do EMT/law enforcement/nurses have to be in uniform?**

**A:** Yes, we ask that they wear their uniforms so they are easily recognizable.

**Q: Can we begin promoting our event locally, and how do we handle media inquiries?**

**A:** You are welcome to begin sharing about Night to Shine in your community. When reaching out or talking to the media (TV, radio, newspaper, etc.), please always refer to the *Night to Shine Key Information and Talking Points*, referenced on page 28.

**Q: Do you have materials we can use to reach out to schools and organizations that work with people with special needs?**

**A:** We recommend using the first page of the manual to share the vision of Night to Shine with schools and organizations. Please note that the vendor letter is not intended for this use.

# RESOURCES

## FREQUENTLY ASKED QUESTIONS

**Q: Can we use our own signage during Night to Shine?**

**A:** Yes, you can use your own signage to supplement what is provided by TTF. Any signs your church receives from TTF must be utilized during Night to Shine.

**Q: Can we create additional marketing and promotional materials?**

**A:** Yes, you are welcome to create additional materials, but if you use the Night to Shine logo, please provide us with a proof for approval. Please do NOT use the Faith, Hope, Love script logo.

**Q: What is the official name of the event?**

**A:** The official name of the event is: "Night to Shine, sponsored by the Tim Tebow Foundation, hosted by YOUR CHURCH." (Please see page 27 of the manual.)

**Q: How does the invitation and registration process work?**

**A:** We recommend reaching out to organizations in your area that work with people with special needs, schools with special education programs and residential facilities for people with special needs. They will be able to reach out to their members, students or participants about Night to Shine and put together a list of potential guests. Ask them to assist you in distributing invitations.

A sample registration form will be available in your Dropbox file to help your church setup registration (either electronically or manually).

Once you have established your registration web link and/or appointed someone to manage guest registration, TTF will provide a customizable invitation for you to distribute to your list of potential guests from local organizations, schools and residential facilities.

**Q: Do you have a sample registration form? How do we set up registration?**

**A:** Yes, we do have a template we can provide you. We will be placing a lot of these items and templates in your Dropbox file throughout this process. We will always let you know when we have placed new or updated materials in your file. You may work with your church IT team to set up online registration or you may have guests fill out paper registration forms.

**Q: Why should we use TTF's discounted resources?**

**A:** TTF has built relationships with national partners who are experts in a variety of areas essential to the planning and hosting of an event like Night to Shine. These national partners also share an incredible passion for people with special needs and are committed to helping make your event as cost-effective, easy to execute and successful as possible.

# RESOURCES

## FREQUENTLY ASKED QUESTIONS

**Q: What is TTF's policy on cancelling due to inclement weather?**

**A:** We ask that each church avoid cancellation of the event if at all possible. However, if severe inclement weather prohibits the event from occurring on Friday, February 8, 2019, please reschedule the event to be held within two weeks of the original date. Please notify your staff representative concerning any changes due to weather.

**Q: How can I thank and recognize my volunteers?**

**A:** Your volunteers are such a vital part of Night to Shine and thanking them for giving of their time is important. Some great ways to thank your volunteers are: t-shirts, gift bags (please do not give the exclusive Night to Shine Drawstring Backpacks intended for the honored guests to volunteers) and a thank-you lunch or dinner.

**Q: What does "Stand With Us" mean?**

**A:** The Tim Tebow Foundation has a great passion for people with special needs. We use the phrase "Stand With Us" in an effort to establish a simple way for anyone with a heart for people with special needs to be a part of the worldwide movement of Night to Shine. By choosing to "Stand With Us," anyone passionate about these incredible people can show their support and join with thousands of others who share the same love and enthusiasm for the community of people with special needs. Visit [www.timtebowfoundation.org/index.php/night-to-shine](http://www.timtebowfoundation.org/index.php/night-to-shine), to share your support.

**Q: We requested a financial grant from the Tim Tebow Foundation. When will we receive it?**

**A:** The Tim Tebow Foundation distributes grant funding in two installments. The first installment (about 75%) will be provided in December following receipt of a budget proposal. The second installment (about 25%) will be provided in March following the receipt of a complete financial statement after the event.

**Q: What is a Global Partner of Night to Shine?**

**A:** A Global Partner is a corporation that has committed a substantial financial gift to celebrating people with special needs through the growth of the worldwide movement that is Night to Shine. Global Partners are essentially sponsors of Night to Shine and help fund grant requests and prom kits for host churches.

**Q: Do we have to recognize Corporate and Global Partners?**

**A:** Yes, we ask that you acknowledge or recognize our wonderful Night to Shine partners at your event. We recommend including partners on signage or arranging a scrolling video of vendor and partner logos and thank-you messages.

**Q: Can we use "Our Night to Shine" by Rascal Flatts in our promotional materials?**

**A:** Unfortunately, we are not authorized to provide the rights to use this song. Please do not use this song or any other copyrighted material without asking prior permission from their management team or record label.

# ACKNOWLEDGEMENTS

NIGHT *to Shine*  
SPONSORED BY THE **TIM TEBOW**  
FOUNDATION™

# ACKNOWLEDGEMENTS

We would like to sincerely thank the churches that have made the past four years of Night to Shine such an amazing success and are returning again this year for the 5-year anniversary of Night to Shine. We appreciate your dedication and passion for this event and the incredible people we serve. We look forward to making this year even bigger and better.

Thank you to the following individuals for their support, guidance and wisdom for Night to Shine throughout the years:

## **Christ's Church Jacksonville**

Pastor Jason Cullum

## **Jesus Prom**

Brewster McLeod

## **Key Ministry**

Harmony Hensley

## **North American Christian Convention**

## **North American Mission Board**

Dr. Kevin Ezell

## **Rising Above Ministries**

Becky Davidson & the late Jeff Davidson

## **Southeast Christian Church**

Pastor Dave Stone

Mary Tatum

# ACKNOWLEDGEMENTS

We would like to sincerely thank our Global Partner, American Residential Services, for their incredible passion for the mission and vision of the Tim Tebow Foundation and Night to Shine. ARS has been a top supporter of the Tim Tebow Foundation since its inception, and has partnered with the foundation in a multi-year commitment to continue serving people with special needs through Night to Shine in a profound way. Thanks to their generous support, thousands of honored guests with special needs have and will get to experience their very own Night to Shine.



**ABOUT AMERICAN RESIDENTIAL SERVICES:** Based in Memphis, Tenn., privately-owned ARS operates a network of more than 70 locally-managed service centers in 23 states, with approximately 6,500 employees. The ARS Network features industry-leading brands including, A.J. Perri, Aksarben ARS, Allgood, Andy's Statewide, ARS, Aspen Air Conditioning, Atlas Trillo, Beutler, Blue Dot, Bob Hamilton, Brothers, Columbus Worthington Air, Comfort Heating & Air, Conway Services, Efficient Attic Systems (EAS), Florida Home Air Conditioning, Green Star Home Services, Irish Plumber, McCarthy Services, Rescue Rooter/Proserv, Rescue Rooter, RightTime Home Services, RS Andrews, The Irish Plumber, Unique Services, "Will" Fix It, and Yes! Air Conditioning and Plumbing. As an Exceptional Service Provider, the ARS Network serves both residential and light commercial customers by providing heating, cooling, indoor air quality, plumbing, drain cleaning, sewer line, radiant barrier, insulation and ventilation services. ARS requires background checks and drug tests on all employees. We hire professionals with the highest level of integrity. Providing exceptional service and ensuring the highest standards of quality, ARS has the experience to do any job right – the first time, with all the work fully guaranteed. ARS: "Making it work. Making it right."

Also, a thank you to our other generous partners who provide incredible support to Night to Shine through donations and discounted resources:



# CONTACTS

NIGHT *to Shine*  
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# CONTACTS

You will be assigned a personal TTF staff contact, but please do not hesitate to reach out to any of the following staff members as additional resources:

**Eliza Gulbransen (Primary)**

Night to Shine Manager  
904-380-5859 (Office)  
804-456-6285 (Cell)  
eliza@timtebowfoundation.org

**Brandi Cook**

Vice President of Ministries  
904-380-8496 (Office)  
brandi@timtebowfoundation.org

**Steve Biondo**

President  
904-380-8499 (Office)  
steve@timtebowfoundation.org

**Media**

media@timtebowfoundation.org

Please use this email for all national media inquiries or requests for a statement from Tim Tebow or the Tim Tebow Foundation.

**Mailing Address**

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