

Purple 4 Polio

Rotary Club Briefing Illuminating Buildings



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Illuminating buildings



The lighting of an iconic building or structure in your area is a great way to attract media and public attention. There are basically three ways to achieve this:

- On a digital screen
- With purple lighting
- With projection of the Rotary / End Polio Now logo / Purple4Polio logo and/or wording

If you have any ideas or queries please contact the RotaryGBI Polio Champion [Jannine Birtwistle](#)

Getting started

Start your project early by selecting a well-known iconic structure which will attract the best media and public attention in your area.

Consider traffic flow (vehicular and pedestrian), any weather constraints and any other lighting in the area which will conflict with your aims.

When you have decided on a structure, contact the building's management company to explain what you would like to do and why and see how they can work with you to make this a success.

Tell them that previous prominent projections have included the Coliseum in Rome, the Houses of Parliament in London, the Sydney Opera House, Table Mountain in Cape Town and Culzean Castle in Scotland.

Your request will almost certainly have to go through the appropriate approval process at the selected site and this may take a significant amount of time. Government buildings often take longer to obtain approvals.



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Capture the image

Whichever lighting solution you choose be sure to capture the image.

Although the image is eye-catching and stunning, the building just needs to be lit long enough to be captured by television and print media. It's important to have a professional photographer capture the image.

Please obtain rights for Rotary to use the photos in the media.

When the project is a success, please send low-resolution and high resolution (300 dpi) photos to the Rotary Support Centre on pr@rotarygbi.org.

Promote the event and Rotary's effort to End Polio Now

Distribute press materials and photos to the print and online media.

To attract media consider planning an event surrounding the lighting to build excitement leading up to it.

Ideas for this include a large Rotary cake, End Polio Now balloons, a fundraising dinner, auction, a countdown to the lighting and speeches by Rotarians and PolioPlus spokespeople.

Possible speakers could include a polio survivor, someone who has participated in a national immunisation day, your District Foundation Chairman or Polio Champion, your End Polio Now Zone Coordinator, or your District Governor.

You can adapt the sample [World Polio Day press release template](#) to promote your illumination.

Please ensure you capture any and all media coverage you get including online and social media and send details of all of this coverage to pr@rotarygbi.org.



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Option A – Digital Screens

Alison Sutherland from Rotary D1150 in Southern Wales has arranged some great digital screen coverage for Polio on the large LED Board of the Capitol Centre in Cardiff. Below are the steps she took to help you plan what you could consider arranging in your area.

1. Contacted the Manager of the Capital Centre enquiring about the board.
2. Told that the board was managed by another company and was given their contact details.
3. Wrote to the company explaining a little about Rotary, the End Polio now campaign and asked if they would allow us the use of the board (free of charge) for the End Polio Now advertisement.
4. The company graciously granted my request and also said yes to our using the board three times per year on World Polio Day, World Peace Day, Rotary Day.
5. The company sent us their technical specification for the board.
6. Drew up the advertisement and used a picture which I had taken in East Africa where I was a missionary.
7. Got a member of my club to put the advertisement into a JPEG form.
8. Got a member of another club who has a printing company to make sure the advertisement met the company's technical specification.
9. Send this advertisement to the company around two weeks prior to each showing date.
10. All of this done for the benefit of Rotary. Made it clear I would not negotiate with the company for the use of the Board for any local club's projects etc. nor share the contact details with any of the local clubs. Important not to take advantage of their generosity nor jeopardise the use of the board on these three major Rotary days

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Option B – Purple Lighting

1. This can be done relatively simply by using either purple window film or lighting film secured gently over lighting already in place in many public buildings.
2. Contact the provider of the lighting/owner of the building as they may already have the facility to change the colour of the lighting in place
3. It is definitely worth experimenting beforehand to ensure you get a good shade of purple on the night for instance in one lighting recently done at Government House in Guernsey they ended up using some pink film as well as that ended up with a better purple effect.
4. Beware the heat generated by the lights used. One way of overcoming this is to place a sheet of perspex in front of the light source and putting the film on the Perspex
5. Ensure there are no fire risks from what you are doing and if you have access to a lighting engineer you can work with that is ideal

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Option C – Projection

Find a company to handle the projection

Find a multi-media or outdoor projection advertising company capable of projecting images. Only choose a company that has successfully projected images in the past. When discussing the project with the lighting companies try to be as specific as possible about your needs. Be sure to inform them of the composition of the building (granite, glass, concrete, steel) you would like to use and exactly where on the building you would like the projection to appear. If you get them interested in Rotary and our polio story they may well offer their services at a heavily discounted rate or even as their contribution to helping Rotary to finish the job and you may end up with a new member!

Artwork and message

It is important that any of the Rotary logo, the End Polio Now message, the Purple4Polio logo and/or the word Rotary appear.

Artwork options are:

1. Rotary logo and End Polio Now message
2. End Polio Now logo

Artwork for these and the use of the word 'Rotary' are available from the [Rotary International Brand Centre](#)

3. Purple4Polio logo - artwork for this logo is available [here](#).

Please refer to the [Rotary Voice and Visual Identity Guidelines](#) for branding and logo information.

Find a suitable location to project the image

The position for the projection to come from will need to be considered. It does not necessarily have to be close, for instance the projection machine for the Houses of Parliament was across the River Thames, approximately 100-200 yards away.

Depending on what you are planning you may need to avoid modern steel and glass buildings as the projection may not be clear

Don't let a non-traditional building prevent you from enquiring about a possible projection. As pictured on the cover of this briefing, a simple but highly effective projection was done on the 'sails' of the Sydney Opera House, work with the projection company to find solutions to displaying a projection on a challenging building.