



Indiana Bicentennial
TORCH RELAY

County Handbook

www.Indiana2016.org/torchrelay

Indiana Bicentennial Torch Relay

County Handbook

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NOTE: New information regarding the Indiana Bicentennial Torch Relay is forthcoming and will be made available before the pertinent deadlines.

I. Bicentennial Prelude

Indiana's bicentennial celebration will honor our state's 200 years of statehood, and do so in an inspiring, inclusive way that engages all 6.3 million Hoosiers and leaves a lasting legacy for future generations.

The Indiana 2016 Bicentennial Commission (IBC) was established to lead this charge. Fifteen individuals representing the private sector, non-profit organizations and government were appointed to the commission, with Becky Skillman and Lee Hamilton as co-chairs. First Lady Karen Pence is the official ambassador of the bicentennial.

One of the IBC's responsibilities has been to identify and endorse a series of legacy projects. These projects are: the Bicentennial Plaza, an Education and Welcome Center for the Statehouse and a fitting location for the State Archives, the Bicentennial Nature Trust, a bicentennial coin, a commemorative book, support for a special Governor's Arts Awards function, three celebrations, and the Indiana Bicentennial Torch Relay.

The Indiana Bicentennial Torch Relay is a signature event of Indiana's 200th anniversary celebration in 2016. Patterned after the Olympic Torch Relay, Indiana's version will pass through the state's 92 counties covering 2,300+ miles over a five-week period averaging approximately 74 miles per day. Hoosiers who have been nominated by their peers to receive the honor will carry the torch. This initiative is designed to inspire and unify the state by connecting its people, communities and regions. It is also designed to symbolically "pass the torch," connecting past and current generations to future ones.

There will be celebrations in several communities along the route. Festivities will vary from county to county, as communities are encouraged to develop and host their own special celebrations. An interactive Mobile Visitors Center will be created to enhance the torch's journey and promote Indiana, its history, attractions and allure. The relay will culminate in Indianapolis on the Statehouse campus.

II. Torch Relay Overview

Indiana Bicentennial Torch Relay Planning Timeline 2015

23-Jan-15	Webinar #1 – Handbook Overview, Routes and Deviations, Staffing and Committees
25-Mar-15	Webinar #2 – Torchbearer Program and Marketing
25-Mar-15	Distribution of remaining County Coordinator Handbook Sections IV, V, VI, VII, and VIII
25-Mar-15	Route deviation request forms distributed
31-Mar-15	County Torchbearer Selection Committee established by each county
1-May-15	County torchbearer nomination form available online
1-May-15	County nominations for torchbearers begin
29-May-15	Webinar #3 – Caravan, Celebrations and Marketing
1-Jun-15	County celebration form available online
12-Jun-15	Route deviation requests due
21-Aug-15	Webinar #4 – Public Safety, Emergency Action Plans, Weather Preparedness
7-Sep-15	County celebration plans due
30-Sep-15	County developed Emergency Action Plan due
1-Oct to 15-Dec-15	Ongoing Marketing and Promotion for torchbearer nominations
13-Nov-15	County Volunteer Needs due
20-Nov-15	Webinar #5 - Final Volunteer need submission, Volunteer Recruitment, Uniform Requesting process, Final Push for Torch Bearer Nominations
11-Dec-15	Indiana Statehood Day - Merchandise available (TBD)
31-Dec-15	Deadline for Torchbearer nomination forms

2016

15-Jan-16	Volunteer registration system website live – accept registration
16-Feb-16	County selections for torchbearers submitted
15-Apr-16	Final selections for county torchbearers made by the Torch Relay leadership
1-Jun-16	Torchbearers announced
1-Jun-16	Volunteer/Torchbearer uniform orders due
1-Jul to 31-Aug-16	Marketing and promotion of county celebrations
9-Sep-16	Torch Relay Kick-off (Corydon)
15-Oct-15	Final torch relay leg and celebration (Indianapolis)
11-Dec-16	Bicentennial Gala (December 11)

Indiana Bicentennial Torch Relay

At A Glance

As of 12/10/2014

WHAT: 2,300+ mile trek across the state of Indiana that will begin in Corydon, the state's first capital, and culminate in Indianapolis on the Indiana Statehouse grounds.

WHY: The Indiana Bicentennial Torch Relay is one of the signature events of the bicentennial celebration. It has been created to commemorate Indiana's 200th birthday, inspire Hoosiers, and unify the state's neighborhoods, communities and regions.

KEY DATES:

- December 11, 2014 – Official announcement of Torch Relay
- September 9, 2016 – Torch Relay opening ceremony in Corydon
- October 15, 2016 – Torch Relay culminates on Statehouse grounds

BICENTENNIAL TORCH RELAY FACTS:

- Travels through all 92 Indiana counties
- Torch will travel by relay for 5 weeks/32 days – pause on Mondays
- Carried by approximately 1,800 torchbearers
- Will travel by multiple modes of transport including runner, bicycle, train, boat, and classic automobile among others
- Travels an average of 74 miles per day
- Travels in a caravan of 6-8 vehicles, including public safety, advance team, torchbearers and equipment

TORCHBEARER SELECTION:

Torchbearers will be selected by community leaders through a local nomination process. Forms will be available at www.Indiana2016.org/torchrelay.

COMMUNITY CELEBRATIONS:

Communities will be responsible for developing their celebrations. The Indiana Bicentennial Torch Relay will make scheduled stops during the day while traveling to be part of community celebrations.

III. Introduction and Overview of Torch Relay Route

Selected Hoosiers will pass Indiana’s iconic symbol—the torch—and in doing so connect the past, celebrate the present and inspire the future. The Indiana Bicentennial Torch Relay is one of the signature initiatives of Indiana’s bicentennial celebration in 2016. The Torch Relay will travel through all 92 Indiana counties; covering 2,300+ miles over a five-week period.

A cross-agency task force was formed to develop the torch relay route and will continue to aid in its refinement. The task force is comprised of representatives from the Office of Tourism, State Police Special Events Unit, Department of Transportation, State Archives, State Library, Department of Natural Resources, Bicentennial Commission and Office of Community and Rural Affairs. The route was designed to include each county seat and population center as well as major historic sites, natural attractions, and points of interest. A point of entry, turn-by-turn directions and point of departure have been defined for each county and outlined below and in the following maps.

Counties will be given a period of time within which to review their route. Route deviation request forms may be requested through your OCRA liaison and will be vetted by a subcommittee of the cross-agency task force led by the Indiana State Police. Please know that not all requests will be approved given the complexities of planning and executing an event the magnitude of the Indiana Bicentennial Torch Relay.

Placeholder for individual County info:

County:

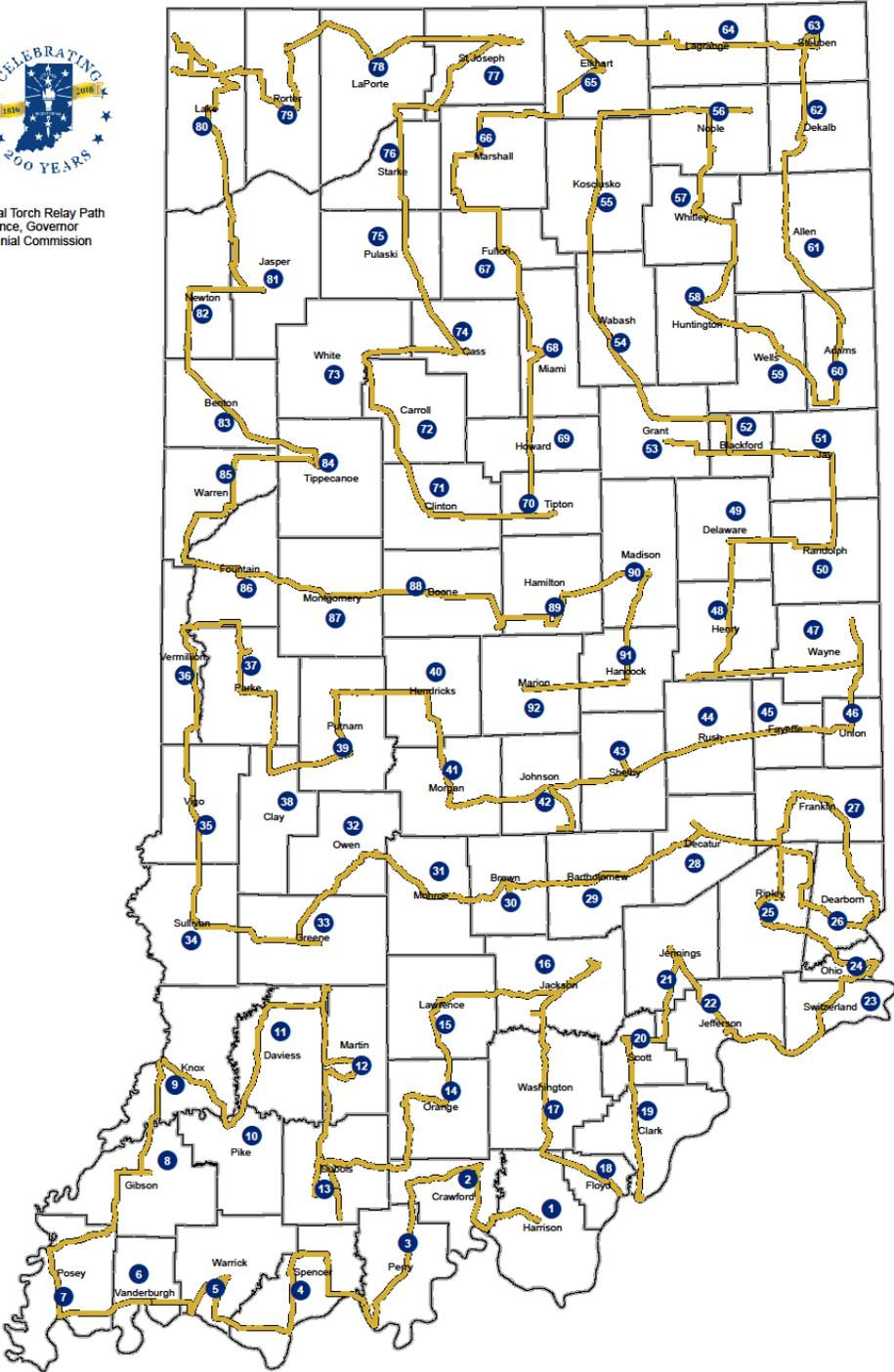
Day/Date:

Time – entire duration in the county:

Indiana Bicentennial Torch Relay



Indiana Bicentennial Torch Relay Path
 Michael R. Pence, Governor
 Indiana Bicentennial Commission



**Placeholder for
DAY OF MAP FOR YOUR COUNTY**

**Placeholder for
YOUR COUNTY SPECIFIC MAP**

IV. Torchbearer Program

The Indiana Bicentennial Torch Relay was created to honor Hoosiers who demonstrate exceptional public service, achievement, acts of heroism and volunteer service to their neighborhood, community, region or state. The Torch Relay will cover 2,300+ miles during a five week journey. It will begin on September 9, 2016 in Corydon and end on the Statehouse grounds in Indianapolis on October 15, 2016 after traveling through each of Indiana's 92 counties.

Nominations may be submitted by individuals or groups to your County Coordinator. A juried process will be utilized in each county to make torchbearer recommendation from the nominations. These recommendations will be submitted to the Indiana Bicentennial Torch Relay leadership for final approval.

Counties are encouraged to be creative in the torchbearers and modes they submit. The torch can be transported multi-modally. That is, it will be carried on foot (walking or running), by bicycle, automobile, boat, train, tractor, helicopter and other modes of transport that are deemed safe, secure, and representative of Indiana culture and heritage.

Torchbearer Selection Timeline

- A. By March 31, 2015 – County Torchbearer Selection Committee established by each county
- B. May 1, 2015 thru December 31, 2015 – County nomination period
- C. By February 29, 2016 – County selections submitted
- D. April 15, 2016 – Final selections made by the Indiana Bicentennial Torch Relay leadership
- E. June 1, 2016 – Torchbearers announced – 100 days out press conference

County Torchbearer Committee Selection Process

- A. County coordinators will establish a three to five person Torchbearer Selection Committee for their county.
- B. County Coordinators will establish a location for printed/downloaded applications to be submitted via U.S. Mail or dropped off. Address of location needs to be submitted to the TR Leadership Team.
- C. The Committee will promote and encourage torchbearer nominations for their county.
- D. The Committee shall determine the process and scoring mechanism (see suggested score sheet below) that will be used to evaluate nominations.
- E. The Committee will make their recommendation of nominee(s) to the Indiana Bicentennial Torch Relay leadership for final approval.
- F. The Committee will notify the selected torchbearer(s) upon final approval by the Indiana Bicentennial Torch Relay leadership.

Nomination Criteria

- A. Nominees must possess the physical adaptive ability to transport the torch a minimum of .25 miles – reasonable accommodations for ADA adaptations will be made.
- B. Nominees must be a resident of Indiana, former resident of Indiana, nominated in honor of someone who is or was a resident of Indiana.
- C. There are no age limits. Parental or guardian consent and assistance may be required.
- D. Nominees may be subject to a background check and must not have a criminal record.

Nominator Criteria

- A. There will be no restrictions on the number of nominations from any one person.
- B. Incomplete forms will not be accepted.
- C. Anonymous nominations will not be accepted.
- D. Self-nominations will not be accepted.

Torchbearer Nominees – Nominees shall meet at least one of the following criteria:

- A. Achieved personal and/or professional excellence or celebrity status
- B. Nurtured their community through service, stewardship, and involvement
- C. Make/Made an outstanding contribution to their neighborhood, community, region or state

Number of Torchbearers

The Indiana Bicentennial Torch Relay leadership has determined a base number of torch bearers for each county. Every county is guaranteed **20** torchbearer positions. However, if a county chooses not to use that many positions or does not receive enough qualifying nominations they **DO NOT** need to use all 20 positions. If a county only needs 15 positions, that is acceptable and welcome. Counties are encouraged to recruit and fill the positions necessary to complete their leg of the relay.

Bonus Torchbearers

Counties with more than 70,000 residents will receive an optional bonus number of torchbearers. Depending on the population (as determined by the 2013 census), counties will receive anywhere from two (2) to ten (14) additional torchbearer positions. See the grid below for the counties with optional bonus torchbearers. Bonus torchbearer positions are **OPTIONAL** and not required to be used by the county.

Torchbearer Uniforms

The number uniforms provided by the state is equal to the number of torchbearer positions requested by the county or the maximum amount as assigned above, whichever is less. Those counties planning to utilize the bonus torchbearers will be provided uniforms to outfit those additional positions.

Extra Torchbearers

Counties are allowed to select torchbearers beyond the number as assigned above. Those “extra torchbearers” (anyone that does not fall within the guaranteed 20 plus any bonus applied) will be required to wear the official torchbearer uniform. Counties electing to have “extra torchbearers” are responsible for purchasing those additional uniforms. The composition and cost of the uniform is to be determined and will be provided to the counties as soon as it becomes available.

Nomination Form

- A. Nomination forms will require basic information about both the nominee and nominator as well as additional information regarding the reason for nomination and the county they represent.
- B. The official Torchbearer Nomination Form will be available at the Indiana Bicentennial Torch Relay website by May 1, 2015. This form will be completed by the nominator and returned directly to the County Coordinator or designee for the county in which the person is being nominated. .
- C. An email ready/printable PDF version of the form will also be emailed to the County Coordinator or designee prior to the May 1 kick-off date. This version can be sent out via email to databases and other

target groups. This version can also be printed in hard copy form and placed in high traffic public areas for pick up.

- D. The email ready/printable version will need to be filled out by hand and submitted via U.S. mail or dropped off at a pre-determined location.
- E. Counties are asked to provide contact information for their designee managing the torch bearer selection process. Information should include a mailing address, central drop off location, email address and contact phone number for questions. This information will be available on the Torch Relay Website. This information should be submitted prior to **April 15, 2015**.

County	Torchbearer Number	Population Break
Adams	20	Under 70,000
Benton	20	
Blackford	20	
Boone	20	
Brown	20	
Carroll	20	
Cass	20	
Clay	20	
Clinton	20	
Crawford	20	
Daviess	20	
Dearborn	20	
Decatur	20	
DeKalb	20	
Dubois	20	
Fayette	20	
Fountain	20	
Franklin	20	
Fulton	20	
Gibson	20	
Grant	20	
Greene	20	
Hancock	20	
Harrison	20	
Henry	20	
Huntington	20	
Jackson	20	
Jasper	20	
Jay	20	
Jefferson	20	
Jennings	20	

County	Torchbearer Number	Population Break
Knox	20	
LaGrange	20	
Lawrence	20	
Marshall	20	
Martin	20	
Miami	20	
Montgomery	20	
Morgan	20	
Newton	20	
Noble	20	
Ohio	20	
Orange	20	
Owen	20	
Parke	20	
Perry	20	
Pike	20	
Posey	20	
Pulaski	20	
Putnam	20	
Randolph	20	
Ripley	20	
Rush	20	
Scott	20	
Shelby	20	
Spencer	20	
Starke	20	
Steuben	20	
Sullivan	20	
Switzerland	20	
Tipton	20	
Union	20	

County	Torchbearer Number	Population Break
Vermillion	20	
Wabash	20	
Warren	20	
Warrick	20	
Washington	20	
Wayne	20	
Wells	20	
White	20	
Whitley	20	
Bartholomew	22	70,001 to 90,000
Floyd	22	
Howard	22	
Kosciusko	22	
Clark	24	90,001 to 200,000
Delaware	24	
Elkhart	24	
Hendricks	24	
Johnson	24	
LaPorte	24	
Madison	24	
Monroe	24	
Porter	24	
Tippecanoe	24	
Vanderburgh	24	
Vigo	24	
Hamilton	26	200,001 to 300,000
St. Joseph	26	
Allen	28	300,001 to 400,000
Lake	30	400,001 to 700,000
Marion	34	700,001 and above

F.Torchbearers Score Sheet

Selection committees may use this scoring mechanism to aid in the selection process.

Category	Description	Points
Residency	Nominee shall be a resident of Indiana or formerly lived in Indiana for minimum of four (4) years (unless nominated to honor current or former resident).	
Service	Nominee has demonstrated service in the community in which she has lived or currently lives.	
Achievement	Nominee has displayed exemplary achievement in his/her area of specialization.	
Recognition	Nominee has received recognition, honors, awards at local, regional, national or international level.	
	TOTAL POINTS	

Point Allocation

Residency	Less than four years of residency	0-2 pts
	Four to ten years of residency	3-4 pts
	More than ten years of residency	5-6 pts
	Lifetime resident	7-8 pts
Service	Minimal service noted	0-2 pts
	Good service noted and illustrated	3-4 pts
	Strong service noted with multiple examples	5-6 pts
	Exemplary service noted and supported with demonstrated positive impacts	7-8 pts
Achievement	Little or no evidence provided	0-2 pts
	Average achievement note with little deemed outstanding	3-4 pts
	Strong achievement record with multiple examples	5-6 pts
	Exemplary achievement record and supported with examples of recognition	7-8 pts
Recognition	No evidence of awards or recognition	0-2 pts
	Awards or achievements that would be average or normal in their area of expertise	3-4 pts
	Numerous and varied awards	5-6 pts
	Awards are many, varied and illustrate outstanding accomplishment	7-8 pts

V. County Celebrations

What is a County Celebration?

A county celebration is each individual county's way of celebrating the Bicentennial Torch Relay as it travels through their community. A county celebration can take many different forms. Below are three very basic frameworks for celebrations, but counties are not limited to what is outlined below. All counties are encouraged to be creative in the way they choose to celebrate the Bicentennial Torch Relay.

Types of County Celebrations

A. Beginning of Day

- a. The county that begins the day with the torch.
- b. An opening ceremony for the day is encouraged but not required. This could include a "ceremony" to light the torch from the travel cauldron to begin the route for the day.
- c. The Mobile Visitors Center can be a part of the county celebration if the county so desires. The Mobile Visitors Center includes a small stage and speaker system that can accommodate dignitaries, local celebrities, and county coordinators. A final schedule for the MVC will be determined by the Torch Relay Management Team.
- d. The Torch Relay Management Team will work with the neighboring counties to ensure smooth transition of the torch from county to county.

B. Mid-Day

- a. Any county that has county to county hand-offs before and/or after their portion.
- b. The Torch Relay Management Team will work with the neighboring counties to ensure smooth transition of the torch from county to county.

C. End of Day

- a. The county that ends the day with the torch.
- b. A closing ceremony for the day is encouraged but not required. This could include a lighting ceremony of the travel cauldron from the torch and extinguishing the torch for the day.

The Mobile Visitors Center may be a part of the county celebration if the county so desires. The Mobile Visitors Center includes a small stage and speaker system that can accommodate dignitaries, local celebrities, and county coordinators. A final schedule for the MVC will be determined by the Torch Relay Management Team.

How to Enhance Your County Celebration

A. Food and Beverage

- a. Food and beverage sales on site are permissible and encouraged, but subject to local law and code enforcement.
- b. The Torch Relay Management Team is not responsible for purchasing and procuring permits, liquor licenses, or any liability for alcohol sales.
- c. Concession operators must be approved and submit all appropriate licenses to the County Coordinator.
- d. Local food products and items made by in Indiana are encouraged as part of county celebrations.

B. Entertainment

- a. Fair or festival style attractions such as face painting, rides, and interactive activities are encouraged.

- b. Celebrity appearances and live entertainment are also suggested.
- c. Inclusion of local government officials is acceptable.

C. Décor and Branding

- a. Communities will be offered official Bicentennial and Torch Relay logos and branding for use in decorations made for county celebrations.
- b. All counties have received the Torch Relay logo and usage guide.
- c. Counties can also anticipate receiving additional logos with county specific verbiage on them as well as parameters for use.

Funding Ideas

All county celebrations are intended to be family friendly and free of charge to the public. Below are ideas to create revenue to support your county celebration efforts.

- A. Local fundraising events may be staged prior to the Torch Relay event to raise funds needed for the local celebration.
- B. Communities should encourage a local contributor program as much as possible to receive donated goods and items to reduce expenses. Local in kind contributors can be recognized with signage and in any local advertising to promote your celebration.
- C. County coordinators may negotiate arrangements with local vendors where they can receive a rebate on food and beverage sales.
- D. Local sponsors (paid or in exchange for goods or services) are allowed for the following features of the Torch Relay in your community. A list of exclusive product categories that will not be eligible for county level sponsorship will be provided. State level sponsors and value-in-kind vendors are being secured and will have logo placement on apparel, signage and décor elements, on the MVC, etc.
 - a. Sponsorship of a portion of the Torch Relay (can be done in blocks/miles or similar increments)
 - b. Sponsorship of a local history area or tent
 - c. Sponsorship of entertainment
 - d. A local sponsor can be included on stage and recognized during part of the local program
 - e. Sponsorship of a local school program tied to the Torch Relay
 - f. Sponsorship of a fun run prior to the torch arrival
 - g. Sponsorship of a baking contest highlighting a local product tied to the community
 - h. Sponsorship of a community countdown to the Torch Relay
 - i. Sponsor of a local community banner welcoming the torch
 - j. Sponsor of a local contest tied to the Torch Relay. Winner(s) may be announced at the county celebration.
- E. Indiana Humanities ALL IN Block Party – See form for more details.
 - a. Community and state grants
- F. Official Torch Relay merchandise

VI. Torch Relay Caravan

The Official Torch Relay Caravan will consist of the following vehicles:

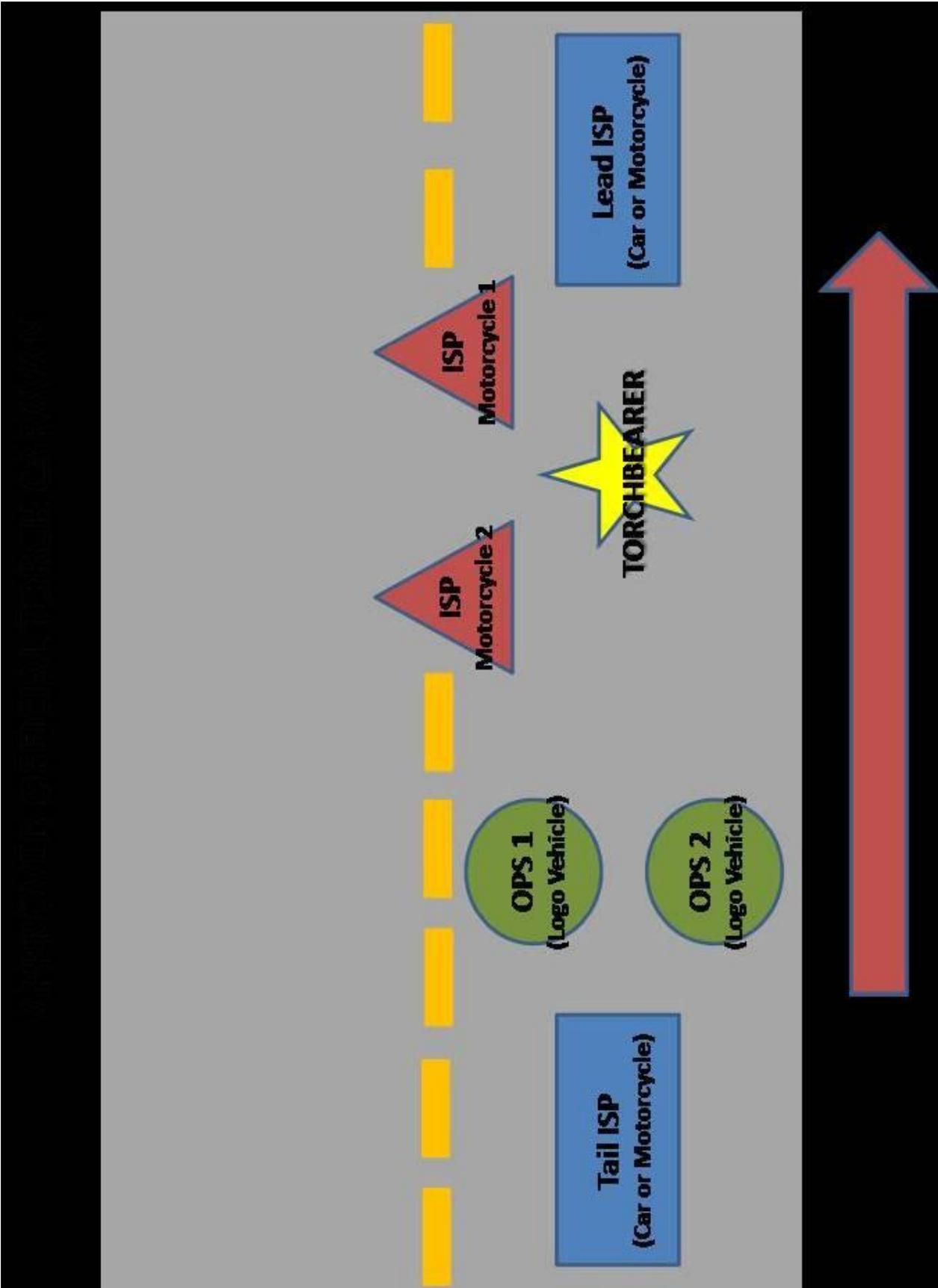
- A. **Lead ISP** – This Indiana State Police representative will either be a car or motorcycle depending on the weather. The Lead ISP car will control the speed of the caravan under the direction of the Caravan Commander.
- B. **Video/Photo #1** – This vehicle will travel immediately in front of the torchbearer and will transport official video and photo crews as well as local photo, video, and media crews as arranged (not pictured on attached diagram).
- C. **Torchbearer** - follows and is flanked to the front and rear with motorcycle ISP.
- D. **Ops 1** – This larger operations vehicle will carry around 4-6 caravan management people as well as any torchbearer changes that need to be made enroute. This vehicle is mainly for the moving of persons along the route.
- E. **Ops 2** – This SUV will carry additional equipment needed for the torch and route along with 1-2 caravan management team members.
- F. **Tail ISP** – This last car in the caravan may be accompanied by and Ops ISP vehicle along with a Tail Motorcycle ISP. They mark the end of the caravan and warn traffic following the caravan of slow moving vehicles ahead.
- G. **Advance 1** is an operations vehicle that is a part of the caravan but will leap frog with the group to be at torch handoff locations to ensure everyone is prepared.
- H. **Side/Perimeter ISP** – 2 additional ISP vehicles (motorcycles) that will assist with restricting intersections and support the overall safety of the torchbearer

The County Contingent may consist of:

- A. **Local Law Enforcement** – This is an optional role based on the size of the caravan for that part of the county and the role that each county would like their local law enforcement to play. They would be behind the Lead ISP and in front of the Torchbearer.
- B. **Torchbearer** could consist of a runner, walker, bicycle or other approved means of transportation.
- C. **Advance 2** is an operations vehicle from the county level that will leapfrog with Advance-1 and carry those that will be the next torchbearer(s) at the handoff locations ahead.

Please note that The Torch Relay Management Team secured a car manufacturer sponsor who has exclusive rights to vehicles used in the official Torch Relay caravan. **Counties cannot use a current automobile in the torch caravan to transport the torch as this directly conflicts with the sponsor's exclusivity.** Historic or classic cars are permissible.

All members of the Torch Relay Caravan will communicate using the Indiana State police radios. Medical coverage will be facilitated through the Indiana State Police. Weather plans and Emergency Action Plans will be provided for each area by the Indiana State Police. The Indiana State Police will be working with the local law enforcement throughout each of the counties.



VII. Safety, Security and Weather Preparedness

The Indiana Bicentennial Torch Relay staff and the Indiana State Police want to make this event as “uneventful” as possible in the area of safety, security and weather preparedness. However, it is important there is a plan in place to provide direction for communication, response and identify the decision makers should a situation arise.

This section of the handbook is intended to provide a guideline outlining the role of the Indiana State Police, the support role of local emergency management and law enforcement and the role of the operations staff and volunteers. In addition, the handbook will define the avenues of communication that will be utilized to assist event goers, torchbearers and most importantly event operations staff in the execution of a safe and secure event.

Role of the Indiana State Police (ISP)

- A. To provide 4 officers (vehicles TBD) to accompany the torch and the caravan at all times.
- B. To serve as the consistent voice of communication to the local and state officials, media, torch relay operations staff and community volunteers in times of crisis, inclement weather and/or any cause for postponement or cancellation of a portion of the torch relay.
- C. To maintain the safety, security and integrity of the torch, the torchbearer and the caravan at all times during the torch relay.
- D. To make decision regarding the condition of the roads, bike pathways, rivers and bridges on the route prior to and during the torch relay.
 - a. For example, the ISP will determine if certain roads are too treacherous to cross due to condition or weather, if rivers are too high to traverse or if we need to divert the relay due to high traffic or speed on a specific road.
 - b. ISP will work with local Emergency Management to make decisions in the best interest of the Torch Relay and its participants, staff and volunteers.
- E. To work with local emergency management regarding road closures, EMT/paramedic needs, need for additional public safety support along bike paths, as well as canals, rivers and lakes.
- F. To work with local and state weather service to review any active weather patterns and plan accordingly. This will occur daily.
- G. To review and maintain a copy of the emergency and weather preparedness plan/contact list, for each county
 - a. Each county will be required to submit a form, see attached, outlining their list of local emergency personnel and alternative celebration plan in case of inclement or severe weather.
- H. To make decisions in the best interest of those in the caravan due to changing weather conditions.
 - a. For example, the ISP will make decisions in lightning, pending severe weather or even rain on how to continue with the torch relay.
 - b. This could include but is not limited to, moving the torch and torchbearer into a vehicle (caravan or other provided by the county), postponing the torch relay temporarily depending on time available to allow weather to pass, and/or requiring all caravan vehicles to stop and take shelter.
- I. To complete prior to the relay and monitor throughout, the overall event threat assessment.
- J. To serve as the final decision maker in all areas related to inclement weather, safety, and security along the torch relay route.

Role of County (regarding public safety, security and weather preparedness)

- A. To review the roles of the Indiana State Police
- B. To complete and submit the County Emergency Contact List – See attached
- C. To share maps and other information with county Emergency Management and local law enforcement.
- D. To submit an inclement weather plan for the County Torch Relay Celebration
 - a. For example, finding a location nearby to house/hold event participants, celebration attendees indoors
 - b. Outline where people can go to seek shelter
 - c. Identify who will make the decision to cancel or postpone the county celebration in the event of severe weather.
- E. To identify and provide a mechanism for communication with event patrons.
 - a. For example, an existing or temporary public address system, social media, bull horn, etc.
- F. To identify a County Celebration security/safety manager to oversee and make decisions on inclement weather, pedestrian safety, necessary road closures, and/or the safety of the public at Torch Relay celebration (if applicable).

The Torch Relay Management Team has identified the following avenues of communication while the Torch Relay is in progress on the Torch Route.

- A. Torch Relay App
- B. Torch Relay Twitter Page
- C. Torch Relay Facebook Page
- D. Torch Relay Website
- E. Visit Indiana Twitter Page
- F. Distribution of information to local media if applicable.
- G. Use of County lines of communication via the county coordinator or other designee

XIII. Marketing and Communications

Developing a solid plan and timeline to tell county residents about torch relay events and activities is critically important to the success of the Bicentennial Torch Relay. County grass roots marketing working in tandem with statewide promotion and communication of the events, will lead us toward a goal of making sure all Hoosiers have some opportunity to participate in the Bicentennial. Residents in your county should know about the nomination process, the county torch relay celebration, your Bicentennial Legacy Programs and if the torch might pass by their front door. Working together, we can achieve this goal.

The information that follows outlines what the Torch Relay Leadership Committee is doing at a statewide level to support all 92 counties. The second section identifies ways that your county can and should take an active role in ensuring the success of your nomination process and any celebration or special events you have planned around the county torch relay leg.

Statewide Marketing Efforts

Optimize exposure and increase awareness for the Torch Relay through marketing partnerships, promotions, earned and social media.

- A. Website - Landing page dedicated to torch relay information – www.indiana2016.com/torchrelay

- B. Social Media – Pages have been created to increase awareness, provide special announcements, and provide pertinent information during the relay. Counties will be encouraged to post their activities and celebrations to increase awareness.
 - a. Create Torch Relay Twitter handle – **@INTorchRelay**
 - b. Torch Relay Facebook page – **Indiana Bicentennial Torch Relay**
 - c. Create a Torch Relay Instagram page – **intorchrelay**
- C. Traditional Media
 - a. Engage existing relationships with statewide TV, radio and print outlets with stories focused on the Bicentennial Torch Relay.
 - b. Engage bloggers, forums and traditional print journalists
 - c. Monthly placements of torch relay information in the Indiana Bicentennial Commission Newsletter – County spotlights, major announcements, etc.
 - d. A list of local area newspaper, radio and TV outlets will be created that includes contact information. County coordinators will assist the Torch Relay marketing committee with local contacts.
 - e. Creation of public service announcements for local use – Copy/text that can be provided to local media, radio or other outlets.
 - f. Provide templates for Press Releases – in the county coordinator handbook.
 - g. Be responsible for distributing press releases to statewide media list from one central location.
 - h. Create and provide to counties an Editorial Calendar (identifying key dates, events, etc.)
- D. Involve key marketing partners
 - a. Key marketing partners will be provided to county coordinators as they are secured. Marketing partners will be encouraged to participate in local and statewide activities.
- E. Promotions
 - a. Design online/onsite contests with giveaways
 - b. Online contests will be coordinated with the torch relay marketing committee and the county coordinators for local and statewide exposure.
 - c. Identify statewide events for increased exposure opportunities (Indiana State Fair, Indiana Bicentennial Commission, etc.)
- F. Work with key tourism partners in the state for additional exposure opportunities
 - a. Indiana Office of Tourism Development has partnerships throughout the state with tourism partners (vendors and venues), associations, organizations, etc.
- G. Create cohesive look (décor, print and graphic elements)
- H. Absorb the expense of creating a full package of décor and design elements for use by county organizers
- I. Create logo and visuals to inspire and reinforce desired impacts
 - a. Bicentennial Torch Relay logo and visuals.
 - b. Brand guidelines have been included for proper use of the Bicentennial Torch Relay marks.
- J. Creation of flyers and posters that can be used by the county to promote various special events and activities as well as provide general event information.
- K. Oversee design of décor elements (Kit of Décor) – County can purchase or choose to print/resource items locally using graphics provided.
- L. Merchandising options will be made available for purchase by the counties for local sales opportunities.
- M. Creation of general information for use by counties
- N. Fact sheet of the torch relay

- a. Including the number of miles, total number of torchbearers, days of the relay, number of stops, reasons for participating, first torchbearer, last torchbearer, history of specific stops, and details of the torch construction.
- O. Torch bearer nomination form and volunteer registration information

County Marketing Efforts

- A. Develop a County Marketing Plan to promote the Torchbearer Nomination Process
- B. Complete the County Marketing Plan form provided in the County Coordinator Handbook.
- C. Receive feedback from the Torch Relay Leadership Committee and implement those changes as applicable.
- D. Develop a County Celebration Marketing Plan to promote the county celebration or torch relay leg – this may or may not apply to all counties.
 - a. Plans should include celebration location, description of planned activities, and local sponsors.
- E. Website and Social Media
 - a. Place Torch Relay logo websites (tourism bureaus, transportation, special event venues, county/city services, chamber of commerce, community development, etc.) and link to the main
- F. Torch Relay website.
- G. Follow TR social media sites and encourage community members to do the same.
- H. Provide content to Torch Relay Leadership Committee for placement on social media sites.
- I. Media
 - a. Provide local media contacts to Torch Relay Leadership Committee for statewide media list.
- J. Torch relay torch bearer biographies – capture this information once torchbearer selections have been finalized.
- K. Assist with local human interest stories related to the torch relay. These stories will be an important part of engaging Hoosiers in the torch relay experience.
- L. Run Public Service Announcements on local radio
- M. Capture and communicate local stories of impact
- N. Grass roots efforts to increase awareness and participation/ensure large number of spectators.
 - a. Identification of local events and gatherings that can be used as opportunities for torch relay event promotion.
- O. Locally produced flyer distribution to promote the torch relay route and activities in your community – graphics to be provided by TR Leadership Committee.
- P. Form a Speakers Bureau (local speakers series) to talk to community organizations and groups about the nomination process, volunteer opportunities, celebration, etc.
- Q. Utilize TR Leadership Committee provided speaking points.
- R. Creation of a community newsletter to generate local interest.
- S. Create a plan to involve local schools and students in torch relay activities.
- T. Distribute PA announcements to be included at local gatherings, events, high school sports to increase awareness
- U. Identify and gain access to databases to distribute newsletters, nomination forms, volunteer information, etc.
- V. Presence at local events and gatherings (provide details of these larger events to Torch Relay Leadership Committee)

W. Look and Décor Elements

- a. Print/purchase signage for local celebrations.
- b. Counties may use a local printer or can engage a state supplied preferred vendor to produce décor/promotional items.
- c. Print or distribute posters and flyers for distribution throughout the county
- d. Print hard copies of torchbearer nomination form for placement in high traffic community areas, schools or government offices.



Indiana Bicentennial Torch Relay

• **Purpose** - The Indiana Bicentennial Torch Relay is designed to inspire and unify Hoosiers as one of the major commemorative events of the 2016 Indiana Bicentennial celebration. Hoosiers will also symbolically “pass the torch” connecting generations to ignite our future.

• **Event Dates** - The Torch Relay will start in Corydon (Harrison County) on September 9, 2016. It will pass through all 92 counties and cover over 2,300 miles. The final leg of the Torch Relay will be in Indianapolis (Marion County) on October 15, 2016.

• **Special Events** - Festivities will vary from county to county, as communities celebrate the torch in their own special way.

• The relay will culminate in Indianapolis on the Statehouse Grounds, with a special welcome ceremony and celebration on October 15, 2016.

• **Opportunities for Hoosiers – Be a torchbearer or nominate a torchbearer.** Simply being nominated by a friend, coworker or family member to carry the torch is an honor. This is a one-time opportunity for Hoosiers to represent their county and their state.

- **Torchbearers must all be nominated and be current or past residents of the county in which they are being nominated.**
- The Torchbearer Nomination Form is available now and will be accepted until **December 31, 2015**. Nominate a torchbearer here: http://www.indiana2016.org/wp-content/uploads/2015/06/torch_relay_nomination_update-8.pdf

• **Transporting the Torch** - The relay will employ modes of conveyance that are symbolic of the history and heritage of Indiana, including watercraft, farm equipment, a racecar, horse and wagon, antique automobile, and others.

• **Mobile Visitors Center** - A specialized Mobile Visitors Center will be created to accompany the torch on its journey.

• **Social Media** – Stay up to date on everything Torch Relay by following us on Facebook, Twitter and Instagram. Learn more about the relay at our website: <http://www.indiana2016.org/torchrelay/>

- Facebook- www.facebook.com/INTorchRelay
- Instagram – @INTorchRelay
- Twitter - @INTorchRelay

• **Contact Information** – Please contact Noelle Szydlyk, State Director of the Indiana Bicentennial Torch Relay with any questions – nszydlyk@visitindiana.com or 317-232-0600.



News Release
For immediate release

Bicentennial Torch Relay celebration in [CITY/TOWN NAME]

CITY NAME (DATE) – The Indiana Bicentennial Torch Relay will stop in [CITY/TOWN NAME] during its 2,300-mile journey across Indiana. [Name of local torchbearer] will carry the torch to [location of celebration] for a celebration of Indiana’s first 200 years of statehood. The torch relay is a signature event of the Indiana Bicentennial celebration and will touch all 92 Indiana counties. Today’s festivities were coordinated by a local organizing committee comprised of community leaders and volunteers.

[Insert quote from local dignitary- mayor, community leader, etc- on importance of torch relay and of celebrating the bicentennial. For example: “We are honored to have the torch come through Springfield during this monumental year for Indiana,” said Mayor Roger Daltrey. “It’s great to see generations of Hoosiers celebrating and participating in the torch relay as we honor our state’s history and look forward with excitement and optimism to the next two centuries.”]

[Insert local details- for example where the torch stopped in the county, names of some local torchbearers and any locally coordinated celebrations around the torch relay. Will there be food, entertainment, speakers, etc.?)

Developed by the Indiana Office of Tourism Development (IOTD), and managed by a committee of representatives from multiple state agencies and the private sector, the relay is patterned after the Olympic Torch Relay and is designed to connect Hoosiers across the state and nation with their home state during this year of celebration. Accompanying the torch was the Bicentennial Mobile Visitor Center, an interaction museum that highlights important milestones and Indiana assets during Indiana’s first 200 hundred years.

The torch is utilizing several means of transportation during the relay; including torchbearers, watercraft, farm equipment, a racecar, a horse and buggy and other modes unique and symbolic to Indiana. Hoosiers who have been nominated by their peers to receive the honor are carrying the torch.

“The torch relay is a great opportunity to promote and unify the state by connecting people, communities and regions,” said Mark Newman, IOTD executive director. “The relay is also a symbolic occasion and an opportunity for current generations of Hoosiers to ‘pass the torch’ to future generations.”

The Bicentennial Torch Relay started in Corydon, Indiana’s first state capitol, and culminates with a celebration on the grounds of the Indiana Statehouse in Indianapolis. The torch, engineered by students at Purdue University, will be used to light an everlasting flame that will serve as a legacy to Indiana’s first 200 years and an inspiration for generations of Hoosiers to come. The everlasting flame will be part of the new Bicentennial Plaza on the west side of the Indiana Statehouse.

Local Media Contact:

Name:
Office (if applicable)
Email address
Phone 1 (i.e. office)
Phone 2 (i.e. cell, if applicable).

State Media Contact:

Jake Oakman
IOTD
joakman@visitindiana.com
317-232-8897

News Release
For immediate release

Bicentennial Torch Relay celebration in [CITY/TOWN NAME]

CITY NAME (DATE) – The Bicentennial Torch Relay will pass through [CITY/TOWN/COUNTY NAME] today during its 2,300-mile journey across Indiana. The torch relay is a signature event of the Indiana Bicentennial celebration and will touch all 92 Indiana counties. During its time in [COUNTY NAME], the torch [**name a couple of places the torch passed and/or who some local torch bearers were while in the county**].

[**Insert quote from local dignitary- mayor, community leader, etc- on importance of torch relay and of celebrating the bicentennial. For example: “We are honored to have the torch come through Springfield during this monumental year for Indiana,” said Mayor Roger Daltrey. “It’s great to see generations of Hoosiers celebrating and participating in the torch relay as we honor our state’s history and look forward with excitement and optimism to the next two centuries.”**]

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Local Media Contact:

Name
Office (if applicable)
Email address
Phone 1 (i.e. office)
Phone 2 (i.e. cell, if applicable).

State Media Contact:

Jake Oakman
IOTD
joakman@visitindiana.com
317-232-8897

News Release

For immediate release

Indiana Bicentennial Torch Relay torchbearer nominations are now open

INDIANAPOLIS (May ??, 2015) – Lt. Governor Sue Ellspermann, Indiana Office of Tourism Development (IOTD) and [COUNTY NOMINATING COMMITTEE] today announced the Indiana Bicentennial Torch Relay is now accepting torchbearer nominations from the public. Torchbearer nominations recognize Hoosiers who demonstrate exceptional public service, excellence in their profession, acts of heroism or volunteer service to their neighborhood, community, region or state.

“Being selected as an Indiana Bicentennial Torch Relay torchbearer is a once-in-a-lifetime opportunity for Hoosiers,” Lt. Governor Ellspermann said. “We look forward to honoring Indiana’s history while also optimistically looking forward to the future during this momentous event for Indiana.”

The online nomination form is available here: <http://www.indiana2016.org/torchrelay/nomination-forms/>.

[IF APPLICABLE, INSERT LOCATION(S) WHERE PAPER APPLICATIONS CAN BE PICKED UP AND SUBMITTED HERE].

The nomination period ends on December 31, 2015. Once all nomination forms are collected, a juried nomination process will be employed in each county to select torchbearers. Nomination committees have been formed in each county to manage this process on a county-by-county basis.

“Hoosiers from all walks of life will be torchbearers during the Indiana Bicentennial Torch Relay,” said Noelle Szydlyk, state director of the relay. “This will be a unifying and inspirational event during our bicentennial year.”
[REPLACE WITH QUOTE FROM COUNTY COORDINATOR]

Developed by IOTD, the relay is patterned after the Olympic Torch Relay and is designed to connect Hoosiers across the state and nation with their home state during the bicentennial year. **[LOCAL RELEASE: use this section to highlight local points of interest along your county’s torch route.]**

Nominees must be a current or former resident of Indiana or be nominated in honor of a current or former resident. Hoosiers may be nominated posthumously and a substitute torchbearer can be submitted to carry the torch on behalf of the nominee. Nominees can be any age (torchbearers that are minors will be subject to additional youth torchbearer requirements). A nominee must possess the physical adaptive ability to carry the torch a minimum of a quarter mile. Accommodations will be made for those torchbearers with disabilities. The complete list of torchbearer criteria may be found on the online nomination page.

The Indiana Bicentennial Torch Relay will start September 9, 2016 in Corydon, Indiana’s first state capital, and culminate with a celebration October 15, 2016 on the grounds of the statehouse in Indianapolis. The torch relay will touch each of Indiana’s 92 counties during the 2,300 mile journey across the state.

Volunteer county coordinators are organizing torch relay activities in their respective counties. Additional volunteers will be needed to assist with the preparation and execution of relay-related activities. Hoosiers interested in volunteering can sign up at the Indiana Bicentennial Torch Relay website.

Local Media Contact:

NAME:

EMAIL:

PHONE NUMBER:

State Media Contact:

Jake Oakman

Indiana Office of Tourism Development

joakman@visitindiana.com

317.232.8897- office

317-954-0132- cell

VIII. Staffing

Indiana Bicentennial Torch Relay Key Contacts					
Last Name	First Name	Company	Role in Torch Relay	Work Number	Email Address
Bump	Joel	Indiana Dept of Transportation	Route Operations	317-234-3106	jbump@indot.in.gov
Crouch	Matt	Office of Community & Rural Affairs	Community Engagement	317-750-7670	mcrouch@ocra.in.gov
Curry	Jill	OCRA Liaison - West Central	Community Engagement	317-450-5078	jcurry@ocra.in.gov
Dalton	Sgt. Bill	Indiana State Police	Caravan	317-899-8503	wdalton@isp.in.gov
Dunston	Aletha	OCRA Liaison – North Central	Community Engagement	317-460-4234	adunston@ocra.in.gov
Griffin	Colette	Office of Community & Rural Affairs	Community Engagement	317-232-7305	cogriffin@ocra.in.gov
Hammock	Perry	Indiana Bicentennial Commission	Sponsorship	317-306-8899	phammock@indiana2016.in.gov
TBD		OCRA Liaison - Southwest	Community Engagement		
Meyer	Ali	Indiana Office of Tourism Dev.	Management Team	317-232-8838	alemeyer@visitindiana.com
Newman	Mark	Indiana Office of Tourism Dev.	Management Team	317-233-3261	mnewman@visitindiana.com
Oakman	Jake	Indiana Office of Tourism Dev.	Management Team	317-232-8897	joakman@visitindiana.com
O'Connor	Pat	Indiana State Police	Caravan	317-232-8248	po'connor@isp.in.gov
Ripley	Susie	OCRA Liaison - East Central	Community Engagement	317-416-3281	sripley@ocra.in.gov
Schomacker	Geoff	Office of Community & Rural Affairs	Community Engagement	317-232-8909	gschomacker@ocra.in.gov
Sergi	Carol	Indiana Office of Tourism Dev.	Management Team	317-233-6761	csergi@visitindiana.com
Fiandaca	Ashlee	OCRA Liaison - Northeast	Community Engagement	317-607-4821	afiandaca@ocra.in.gov
Speer	Erica	OCRA Liaison - Southeast	Community Engagement	317-690-9736	espeer@ocra.in.gov
Stanley	Re'ne	Indiana Bicentennial Commission	Bicentennial Commission		erstanley@Indiana2016.org
Stingel	Keeley	OCRA Liaison - South Central	Community Engagement	317-407-2932	kstingel@ocra.in.gov
Szydlyk	Noelle	Indiana Office of Tourism Development	Management Team - State Director – Torch Relay	317-232-0600	nszydlyk@visitindiana.com
Treon	Sgt. Terry	Indiana State Police	Caravan	317-899-8506	ttreon@isp.in.gov
White	Gerry	OCRA Liaison - Northwest	Community Engagement	317-694-8372	gewhite@ocra.in.gov

INDIANA BICENTENNIAL TORCH RELAY

SAMPLE COUNTY ORGANIZING COMMITTEE STRUCURE

* Please note: This is simply a suggested format. The types of planning needs will vary from county to county. Coordinators may choose to utilize this structure in its entirety or just parts and pieces depending on what best fits their needs.

<p>Chair(s)</p> <p>County Coordinator</p>
--

Celebration					Public Relations & Marketing	Public Works & Safety	Torchbearers	Volunteers
Décor	Entertainment	Food & Beverage	Operations	Programming				

COMMITTEE DESCRIPTIONS

Celebration

- Brainstorm and recommend celebration ideas
- Identify and secure celebration entertainment and other activities
- Secure and manage food and beverage vendors
- Identify appropriate speakers, including county dignitaries, media members, and other VIP's
- Develop scripting for public remarks
- Form team to assist with onsite operational details, including set-up, tear-down, vendor management, etc.

Public Relations & Marketing

- Encourage torchbearer nominations
- Highlight statewide Bicentennial programming
- Promote county celebration festivities
- Engage a variety of media outlets including social media, print, local media, etc.

Public Works & Safety

- Understand full route from county entry to exit
- Work with Indiana State Police to provide route accommodations as needed
- Ensure appropriate public safety plans are in place for county celebrations

Torchbearers

- Brainstorm creative torch modes of transportation and other torchbearer opportunities
- Work with County Coordinator and the Indiana Bicentennial Torch Relay leadership to understand the torchbearer nomination process
- Share nomination information with PR & Marketing team for county promotion
- Collect all torchbearer nominations and facilitate review process
- Develop torchbearer recommendations and submit to Indiana Bicentennial Torch Relay leadership
- Serve as onsite liaison to torchbearers, as needed, during the torch's span in the county

Volunteers

- Actively recruit volunteers to assist with the county celebrations
- Utilize *The Registration System* to schedule and confirm volunteers
- Oversee volunteer training in advance of the festivities
- Provide onsite management of volunteers