



LIGHTS ON AFTER SCHOOL

SOUTH AFRICA 2026



NAME THE #LIGHTSON MASCOT COMPETITION

Lights On After School is back for its 7th year, and this year we're introducing a very special new member of the Lights On family.

Earlier this year, we unveiled our brand-new campaign mascot - a bright, energetic character who represents everything that makes After School Programmes (ASPs) so important.

From helping learners discover new talents to creating spaces where young people can learn, play and grow, our mascot represents the spirit of after-school across South Africa.

But there's one thing missing.

A NAME!

We're inviting learners, youth facilitators, practitioners, mentors, schools, after-school programmes and communities across South Africa to help us give our mascot a name.

The winning name will become part of the Lights On After School campaign for years to come.



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COMPETITION PROCESS

Stage 1: Entries Open

27 July – 26 August 2026

The Name the #LightsOn Mascot competition launches alongside the official Lights On After School 2026 campaign on 27 July 2026.

Participants from across South Africa are invited to submit a name for the mascot and share why they believe it best represents the spirit of after-school and the 2026 campaign theme:

**Switched On! Ready to
Learn. Ready to Play. Ready
to Grow.**

Throughout the competition period, the Lights On mascot will embark on a special Lights On Roadtrip, visiting selected schools, after-school programmes and communities across South Africa. The roadtrip will help introduce the mascot, build excitement around the competition, and share stories of how young people are learning, playing and growing through after-school support.



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COMPETITION PROCESS

Stage 2: Shortlisting

27 August – 3 September 2026

Following the close of entries, the campaign team and partners will review submissions and select the Top 3 names.

Names will be assessed based on:

- Creativity
- Meaning and significance
- Alignment with the Switched On campaign theme
- Connection to learning, play and growth
- Suitability for long-term use as the official Lights On After School mascot name

Stage 3: Top 3 Announcement and Public Voting

3 September – 24 September 2026

The Top 3 shortlisted names will be announced on 3 September 2026.

The public will then be invited to vote for their favourite name through campaign platforms and social media channels. This phase will help build momentum towards Lights On Month while encouraging learners, programmes, schools and communities to rally behind their favourite mascot name.

Partners will be encouraged to share the shortlisted names and mobilise participation through their networks.



Stage 4: Winner Announcement

Lights On Week | October 2026

Voting closes on 24 September 2026 and the winning name will be announced during Lights On Week in October.

The winner will be recognised across campaign channels and the mascot will officially begin its journey as the named face of Lights On After School South Africa.

The announcement will mark the next chapter for the mascot as it continues to champion learning, play and growth in after-school spaces across the country.

Prize

The winner will receive:

- A Lights On After School prize hamper (what could this include?)
- A certificate of recognition
- A feature on social media channels by TLT and YearBeyond
- The winning name will become part of the Lights On After School campaign and future campaign materials.

OFFICIAL HASHTAGS

#LightsOn2026

#SwitchedOn

#NameTheLightsOnMascot

#LearnPlayGrow

#LightsOnAfterSchool

#AfterSchoolWorks

Accounts to Tag

The Learning Trust @thelearningtrust

Year Beyond @yearbeyond



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READY TO **LEARN**

• READY TO **PLAY**

• READY TO **GROW**