



Regular Meeting of the Board of Directors May 11, 2021 Minutes

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109, and telephonically on May 11, 2021. This meeting was properly noticed and posted in accordance with the State of Nevada Executive Department Declaration of Emergency Directives 006 and 044, dated March 22, 2020 and April 19, 2021, respectively.

Board of Directors (Board)

Present unless otherwise noted

Councilman John Marz, Chair
Ms. Marilyn Spiegel, Vice Chair
Commissioner Jim Gibson, Secretary
Mr. Anton Nikodemus, Treasurer
 Mr. Scott DeAngelo
 Mayor Pro Tem Michele Fiore
 Mayor Carolyn Goodman.....*via phone*

Councilwoman Pamela Goynes-Brown
 Jan Jones Blackhurst.....*via phone*
 Mayor Kiernan McManus
 Commissioner Michael Naft
 Ms. Mary Beth Sewald
 Mr. Steve Thompson
 Councilman Brian Wursten.....*via phone*

LVCVA Executive Staff present

Steve Hill, CEO/President
 Caroline Bateman, General Counsel
 Ed Finger, Chief Financial Officer
 Brian Yost, Chief Operating Officer
 Lori Nelson-Kraft, Sr. VP of Communications
 Kate Wik, Chief Marketing Officer
 Stana Subaric, Senior Vice President of People & Culture
 Constance Brooks, Vice President of Public Affairs and Diversity

OPENING CEREMONIES – CALL TO ORDER

Chairman John Marz called the meeting to order at 9:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present except for Members Carolyn Goodman and Jan Jones Blackhurst. Ms. Bateman acknowledged that Member Brian Wursten was attending telephonically.

The Pledge of Allegiance was performed.

Member Goodman joined the meeting telephonically at 9:02 a.m.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments on the floor or telephonically by the public.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES

Member Jim Gibson moved, and it was carried by unanimous vote of the voting members, to approve the May 11, 2021, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the April 13, 2021, Regular Meeting of the Board of Directors.

PRESENTATIONS

Presentations by the LVCVA Staff

Brian Yost, Chief Operating Officer, provided information on the return of the Tobacco Products Expo to the Las Vegas Convention Center (LVCC).

John Schreiber, Vice President of Business Sales, provided updates on upcoming new and returning LVCC shows including the November 2021 Lowrider Las Vegas Super Show, IDEA World Convention, and Printing United Exposition.

Kate Wik, Chief Marketing Officer, invited Billy Vassiliadis of R&R Partners to the podium to share recent advertising launches and preview future marketing efforts.

Mr. Vassiliadis presented two recent advertising spots and explained the intent of the spots including ideas of transformation and fun. Mr. Vassiliadis explained the differences in the production of the two spots including timing and restrictions, and shared research findings that were used in their creation.

Ms. Wik provided placement and production details of the "The Dance" and "Boom Boom Clap" ads presented by Mr. Vassiliadis.

Ms. Wik described Public Relations efforts related to the recovery of the destination including business and leisure coverage, and detailed a recent targeted influencer push to showcase Las Vegas offerings and shared the results of that effort.

Member Jones Blackhurst joined the meeting telephonically at 9:12 a.m.

Ms. Wik presented recent Extra TV segments on weddings and the opening of Resorts World and provided an update on the partnership with Extra TV.

Ms. Wik provided information on the LVCVA's recent support of the U.S. Travel Association's National Travel and Tourism Week including digital and social executions and travel agent messaging.

Ms. Wik acknowledged business marketing efforts and media coverage related to The Boring Company's LVCC Loop, the West Hall Grand Opening, and the upcoming World of Concrete show in June. Ms. Wik provided an update on paid media efforts including the Fast Forward to Vegas campaign, and acknowledged the presence of the destination sales team at major industry events to keep Las Vegas "top of mind" and drive leads to the destination.

Member Mary Beth Sewald asked if the Extra TV partnership was a paid media effort, to which Ms. Wik confirmed it was a paid annual program.

Members Michele Fiore and Jones Blackhurst requested links to the commercials presented by Mr. Vassiliadis, to which Ms. Wik confirmed she would send them out to the full Board.

Stana Subaric, Senior Vice President of People & Culture, introduced new LVCVA Vice President of Business Sales Dawn Holden, and new LVCVA Vice President of Customer Safety Fred Bradford, and described their backgrounds and roles.

Steve Hill, Chief Executive Officer (CEO)/President, expressed excitement for the reopening of the Las Vegas Monorail on May 27, provided information on upcoming events including the West Hall Grand Opening Reception and ribbon cutting, and informed the Board of changes to the time and location of the June 8, 2021 Regular Meeting of the Board of Directors.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

- ITEM 1. **Air Service Development Update - Recap of FY 2020 and COVID-19 Recovery**
Ms. Wik provided background on the partnership between the LVCVA and Ailevon Pacific Aviation Consulting (APAC) on driving air service to the destination.

Joel Van Over, Senior Director of APAC presented a PowerPoint presentation of fiscal year (FY) 2020 activities and provided a status update on COVID-19 air service recovery to the LVCVA Board of Directors including pre-COVID capacity, domestic capacity recovery, new service to Las Vegas, TSA throughput volume, and international recovery.

This was an information item and did not require Board action.

- ITEM 2. **Meeting Professionals International, 2021 World Education Congress Opening Reception Co-Sponsorship**

Fletch Brunelle, Vice President of Marketing, provided background on Meeting Professionals International (MPI) and its World Education Congress (WEC) event, and requested that the Board consider: 1) Approving an expenditure in the amount of \$125,000 to co-sponsor the opening reception of the MPI annual WEC on June 17, 2021 at Allegiant Stadium; and 2) Authorizing the CEO/President to execute any necessary contract documents related to the co-sponsorship.

Fiscal Impact

FY 2021: \$125,000 Expenditure

Vice Chair Marilyn Spiegel moved, and it was carried by unanimous vote of the voting members to: 1) Approve an expenditure in the amount of \$125,000 to co-sponsor the opening reception of the MPI annual WEC on June 17, 2021 at Allegiant Stadium; and 2) Authorize the CEO/President to execute any necessary contract documents related to the co-sponsorship.

GENERAL GOVERNMENT DIVISION

- ITEM 3. **Fiscal Year 2022 Preliminary Budget**
Mr. Hill commented on the following: the balancing of the fiscal and financial stability of the LVCVA as compared to the previous year, differences in the marketing budget as it relates to international efforts, conservative revenue estimates, and future replenishment of the reserves for renovations and future event opportunities.

Ed Finger, Chief Financial Officer, stated there is no Board action required for today's proposed budget presentation, but staff would request that the Board take action at the LVCVA's May 26 Public Hearing on the Budget. Mr. Finger thanked staff for its efforts in the preparation of the budget. Mr. Finger presented the preliminary budget for FY 2022 to the Board, inclusive of: financial framework, general fund revenues, fiscal year 2022 LVCC show schedule, general fund expenditures, special events, personnel, capital, debt coverage ratio, reserves, and ending fund balance.

Fiscal Impact

FY 2022: Expenditures and transfers out:
General Fund \$280,175,073
Capital Project Fund 65,071,194
Debt Service Fund 50,323,620
LVCCD Capital Fund 75,937,637
LVCCD Debt Service Fund 37,781,153

This was an information item and did not require Board action.

ITEM 4. **Interfund Budget Transfer**

Mr. Finger explained the need for transferring \$409,200 from the Capital Projects Fund to the Debt Service Fund and requested the Board's consideration and approval of the transfer.

Fiscal Impact

There is no impact to budgeted appropriations (expenditures and uses) of the LVCVA.

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to approve the transfer of \$409,200 from the Capital Projects Fund to the Debt Service Fund.

ITEM 5. **Quarterly Budget and Statistical Report**

Mr. Finger referred to the thorough report presented during the Fiscal Year 2022 Preliminary Budget agenda item and stated to the Board that he was available for any questions related to the Quarterly Budget and Statistical Report as presented in the agenda packet.

This was an information item and did not require Board action.

ITEM 6. **Amendment No. 5 - NOVA Geotechnical and Inspection Services, LLC Professional Services Agreement No. 20-4597 – LVCC Loop Project**

Mr. Finger described NOVA's scope of work relating to safety and inspection services and stated the proposed cost increase was anticipated. Mr. Finger requested that the Board consider authorizing the Chief Executive Officer (CEO)/President to execute Amendment No. 5 to the NOVA (d/b/a Universal Engineering Services) Professional Services Agreement increasing the total contract price from \$2,989,190 to \$3,250,000.

Fiscal Impact

FY 2021: \$260,810

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to authorize the CEO/President to execute Amendment No. 5 to the NOVA (dba Universal Engineering Services) Professional Services Agreement increasing the total contract price from \$2,989,190 to \$3,250,000.

ITEM 7. **Amendment No. 7 - Turner Martin-Harris Joint Venture Construction Manager at Risk Contract – LVCC Phase 2 Construction Manager at Risk**

Mr. Hill informed the Board that most of this increase was for covering additional project costs due to the COVID-19 pandemic and stated there are a few open items left in the closing out conversation with Turner Martin-Harris. Mr. Hill requested that the Board consider authorizing the CEO/President to execute Amendment No. 7 to the Turner Martin-Harris Joint Venture Construction Manager at Risk Contract for the Las Vegas Convention Center Phase 2 project, increasing the total contract price from \$891,576,996 to \$900,142,129, and increasing the total project cost from \$990,606,573 to \$999,171,706.

Fiscal Impact
FY 2021: \$8,565,133

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to authorize the CEO/President to execute Amendment No. 7 to the Turner Martin-Harris Joint Venture Construction Manager at Risk Contract for the Las Vegas Convention Center Phase 2 project, increasing the total contract price from \$891,576,996 to \$900,142,129, and increasing the total project cost from \$990,606,573 to \$999,171,706.

ITEM 8. **Contracts Report**

Ms. Bateman provided the Contracts Report, which serves to notify the Board, pursuant to Board Policies (1.04 and 5.01) and NRS Chapters 332 and 338, of the following: 1) Contractual commitments, change orders, or amendments to contracts executed under the CEO's Signature Authority that exceed \$50,000; 2) Contractual commitments and amendments to contracts related to the Las Vegas Convention Center District (LVCCD) projects as executed under the delegated authority of the CEO/President; and 3) Public Works contracts awarded by the LVCVA.

Fiscal Impact
TBD

This was an information item and did not require Board action.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. Daniel Braisted commented on considering the participation of residents in conventions in Las Vegas.

Mr. Shaundell Newsome, Board Chair for the Urban Chamber of Commerce, thanked Chair Marz and the Board for keeping Las Vegas at the forefront of meetings and events, and encouraged the LVCVA to engage and include Southern Nevada local, small, and minority business firms in Convention Center activities.

Mr. Uehling commended APAC on its presentation and provided his thoughts on the effect of airport charges to passengers, airlines and small businesses. Mr. Uehling referenced SB-363 as it relates to the number of visitors and room tax to Las Vegas.

Mr. Stanley Washington acknowledged that Mr. Bryan Stewart would be presenting telephonically, with two other in-person speakers turning their time over to Mr. Stewart.

Member Fiore reminded Mr. Washington he should ask the Chair's permission prior to stating his plan.

Mr. Washington asked Chair Marz if his plan was acceptable, to which Chair Marz asked for clarification. Mr. Washington stated he intended to speak for three minutes, to which Chair Marz acknowledged Mr. Washington had one minute and 45 seconds left to speak. Mr. Washington stated he would be speaking to Mr. Hill after the meeting.

Member Fiore reminded Mr. Washington that his time was running out, to which Mr. Washington stated the two individuals with him, would each pass their three minutes to him, and asked Chair Marz to grant that request. Chair Marz asked if the two others would be speaking on the same subject, to which Mr. Washington indicated they would be. Chair Marz reminded Mr. Washington that he had about 25 seconds left to speak. Mr. Washington clarified his request to have his two guests each turn their three minutes to him. Chair Marz stated each person has three minutes to address the Board. Mr. Washington invited Bryan Stewart to speak to the Board via phone.

Bryan Stewart, Lead Executive for the Parade Development Office at the Pasadena Tournament of Roses, provided information on an opportunity for the LVCVA to enter a float in the 2022 Rose Parade. Mr. Stewart provided background on the New Year Rose Parade, including viewership information and audience reach.

Mr. Washington reiterated he would be speaking with Mr. Hill after the meeting.

ADJOURNMENT

Chair Marz encouraged Board members to attend the May 26 LVCC West Hall Grand Opening Ceremony.

Chair Marz adjourned the meeting at 10:33 a.m.

Respectfully submitted,

Date Approved: June 8, 2021

Silvia Perez
Executive Assistant to the Board

John Marz
Chair



Rose Parade® Float Participation

INTEGRATION | ACTIVATION | POSSIBILITIES

PASADENA TOURNAMENT OF ROSES®

Since 1890, the Tournament of Roses Association has produced **America's New Year Celebration®**, bringing the traditions of the **Rose Parade®** and **Rose Bowl Game®** to the United States and the world for more than 130 years.

The nonprofit Association is supported by **935 volunteers**, each assigned to one of 32 committees, and 35 staff. Year after year, Tournament members contribute **80,000 volunteer hours**, including countless evenings, weekends and holidays, to ensure the success of the Parade and Game.

While our flagship and ancillary events are the most visible charitable works of the Association, our foundation makes a difference in the community year-round.



AMERICA'S NEW YEAR CELEBRATION

New Year's Day 2022 will mark the reemergence of the Rose Parade as a symbol of hope to a nation and world recovering from a deeply unsettling time. Dozens of events in the months leading up to the the New Year will offer much more than spectacle: they will and demonstrate our capacity to rise together from the greatest of challenges.



AMERICA'S NEW YEAR CELEBRATION 2022

Tournament of Roses Royal Court
presented by Citizens Business Bank

Aug-Dec 2021

**Rose Bowl Hall of Fame
Induction Ceremony**

Dec 31, 2021

Rose Parade Float Decorating

Nov-Dec 2021

Rose Bowl Bash

Dec 31, 2021

Float Decorating Experience

Dec 28-30, 2021

VIP Tailgate

Jan 1, 2022

Bandfest

presented by Remo

Dec 29-30, 2021



Jan 1, 2022

Equestfest

Dec 29, 2021

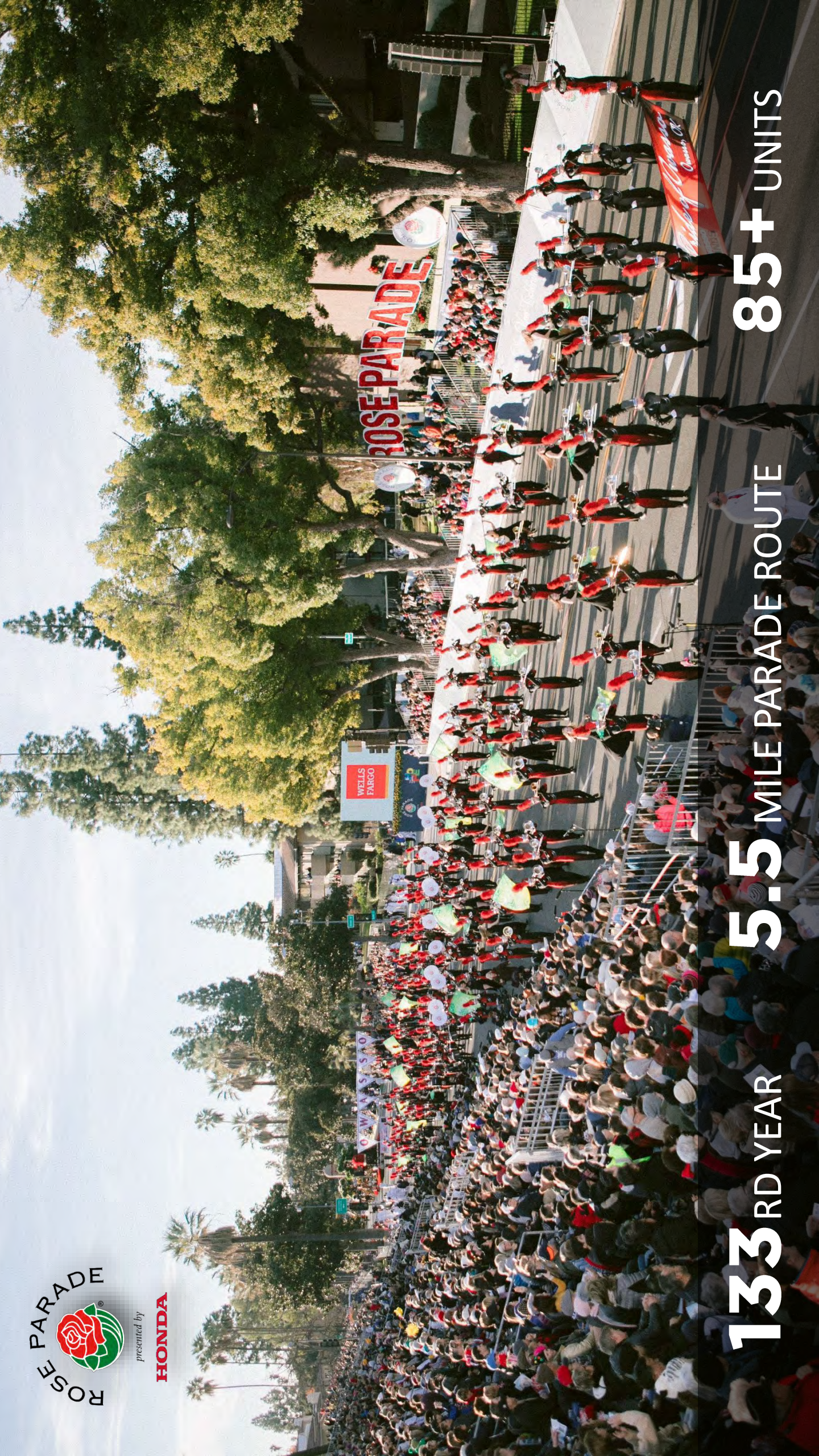
Floatfest

Jan 1-2, 2022





presented by
HONDA



133RD YEAR

5.5 MILE PARADE ROUTE

85+ UNITS

MARCHING BANDS

The Rose Parade has perpetually included the best high school, college, university, and military bands from across the country and around the world.



PERFORMANCES

Major recording artists, dancers and set pieces inject energy and showmanship as the sun rises on the New Year.



EQUESTRIANS

A longstanding staple of the Rose Parade, equestrian groups from all corners of the country bring their time-honored artistry to the fore.

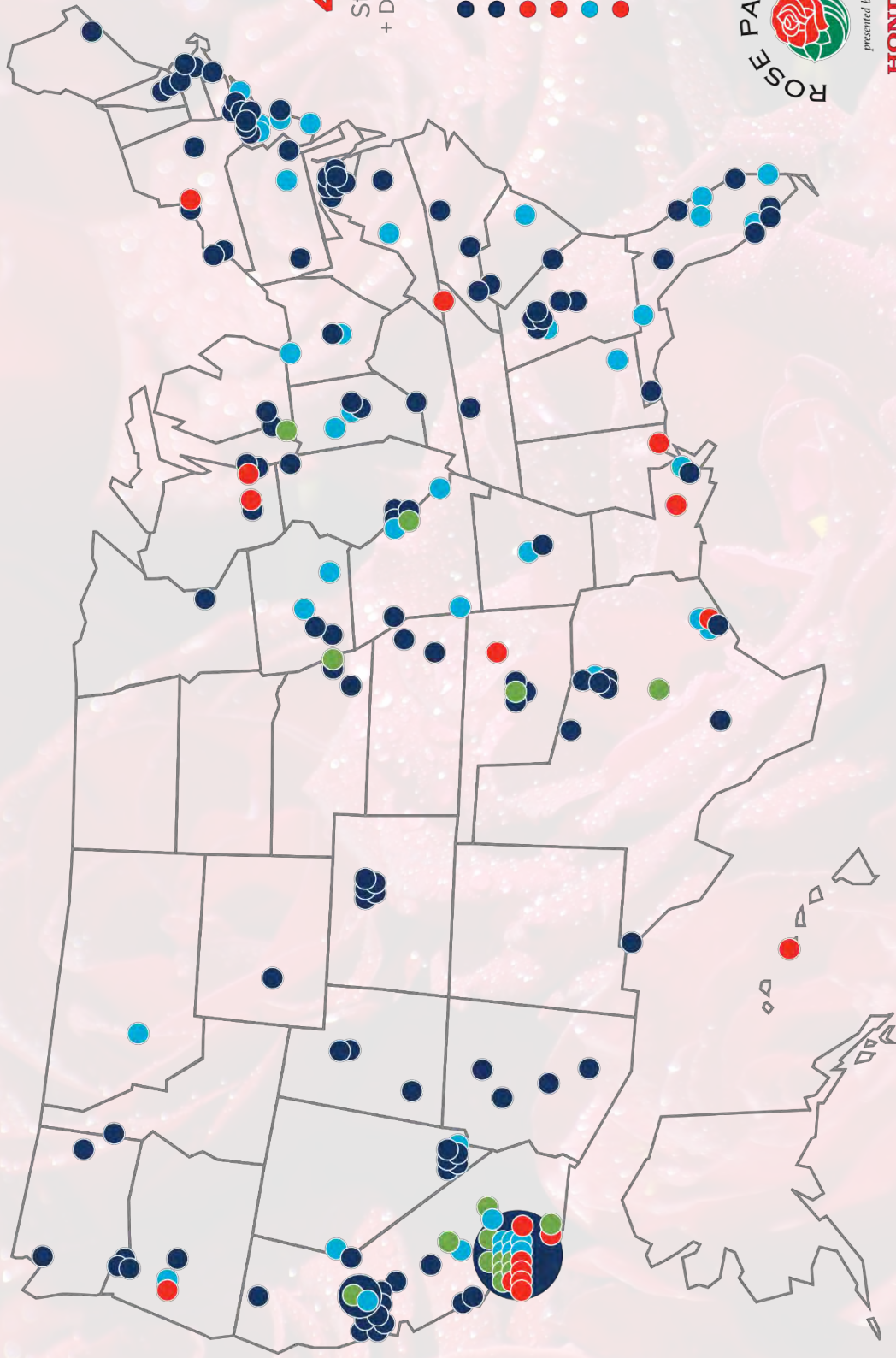


FLORAL FLOATS

Vibrant themed floats decorated by volunteers represent commercial brands, service organizations, causes and cities.



2020 ROSE PARADE® REPRESENTATION



- Bands
- Equestrians
- Float Riders & Walkers
- Float Floragraphs

45
States
+ DC & PR

11
Countries

- | | |
|--|--|
| ● BRB | ● KOR |
| ● CAN | ● LUX |
| ● CRI | ● MEX |
| ● DNK | ● PRI |
| ● ITA | ● SLV |
| ● JPN | ● TWN |



ENDURING WORLDWIDE APPEAL

Generation after generation, the Rose Parade's enduring appeal is undeniable. **Tens of millions** across the nation and around the globe make the Rose Parade a centerpiece of their New Year celebration.

 **750,000** STREETSIDE SPECTATORS*

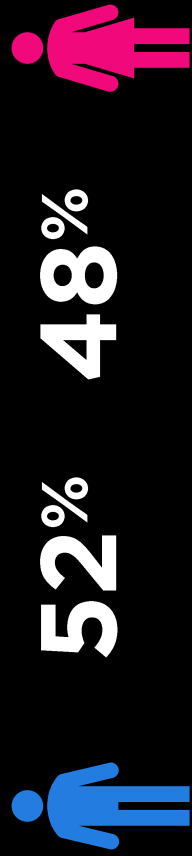
 **40.8 MILLION** U.S. TV VIEWERS**

 **TELEVIEWED IN 120** COUNTRIES



*LiveGauge study of 2019 Rose Parade **Nielsen viewers, minimum viewing time 1 minute

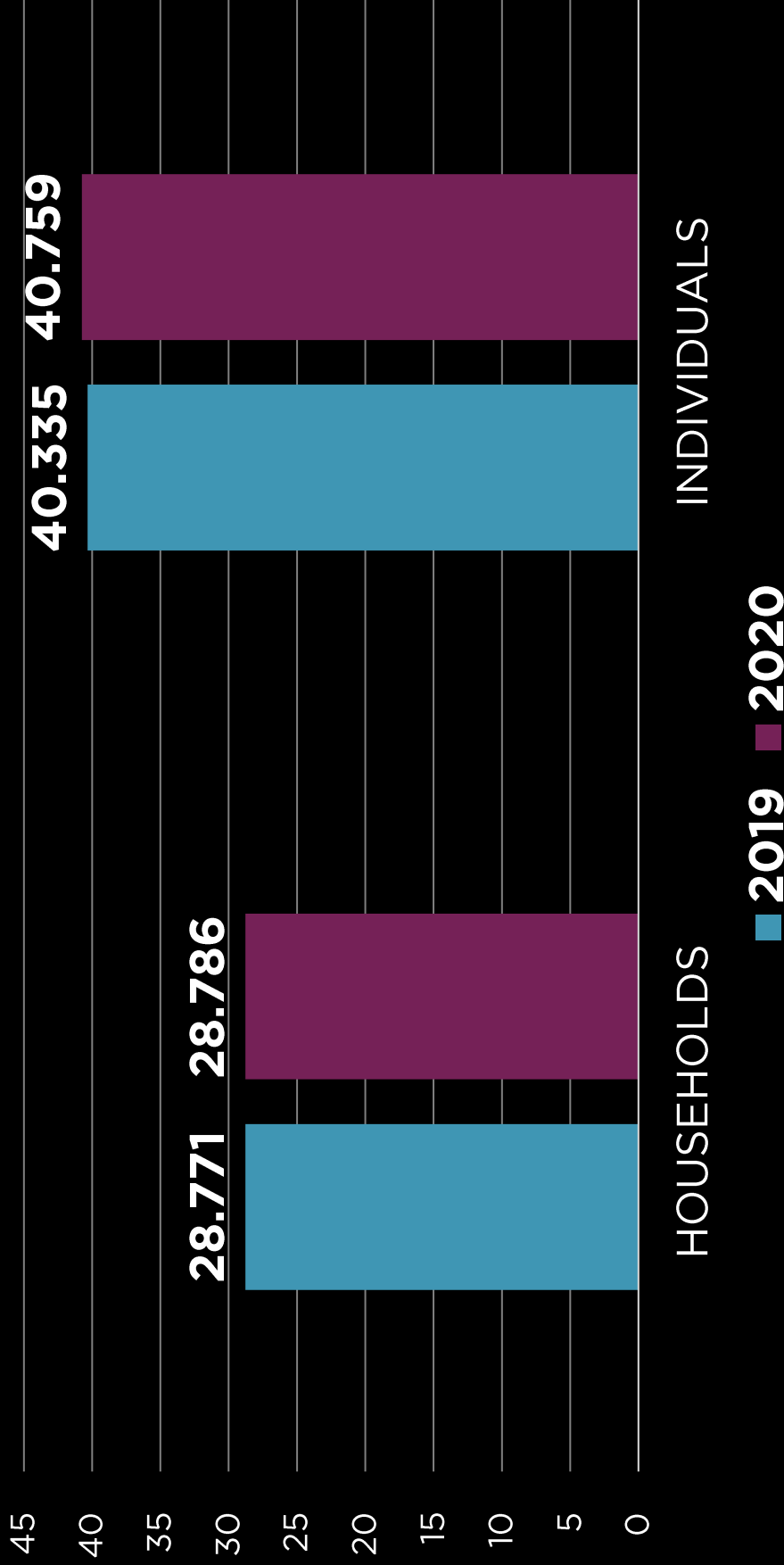
ROSE PARADE ATTENDEE DEMOGRAPHICS



Source: LiveGauge study of 2019 Rose Parade

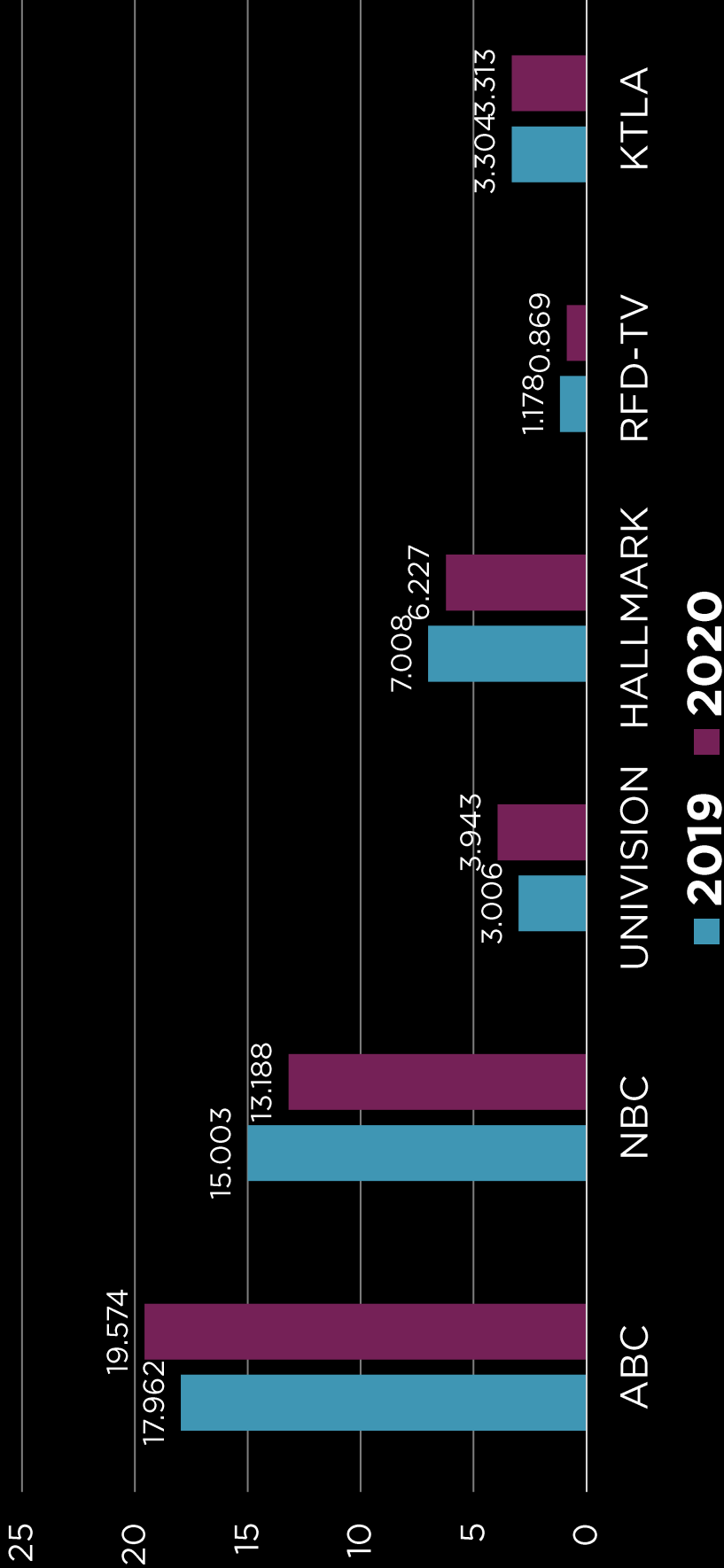
ROSE PARADE TV VIEWERSHIP, USA

(Uniques in Millions)



ROSE PARADE TV VIEWERSHIP, USA

(Broadcaster, Overall Viewers in Millions*)



*Includes minor duplication between networks



ROSE PARADE TV VIEWERSHIP DEMOGRAPHICS



ETH*



HH SIZE



HHI



HOH ED



Source: 2020 Nielsen Report, KTLA Live Telecast * Exceeds 100% due to multiple ethnic identification

ROSE PARADE FLOAT PARTICIPATION

INTEGRATION

Float Branding Platform
Mass Audience Reach
Tickets & Hospitality

ACTIVATION

TofR Event Sponsorship, Activation Area
Advertising in TofR Media

POSSIBILITIES

Earned & Social Media
Constituent Engagement



FLOAT BRANDING PLATFORM

Up to 40 floats total

Standard float lengths of 35, 55 and 70 feet

Decorated entirely with natural materials

Innovative, animated and spectacular floats engage millions

Riders and walkers energize presentation

- National broadcast reach
- Wide range of options for extending to external and internal audiences



FLOAT PARTICIPATION PLATFORM



“Premium supplier of farm-fresh fruits and vegetables grown and delivered from around the world to your table at the peak of quality, freshness and taste.”

START WITH BRAND POSITIONING



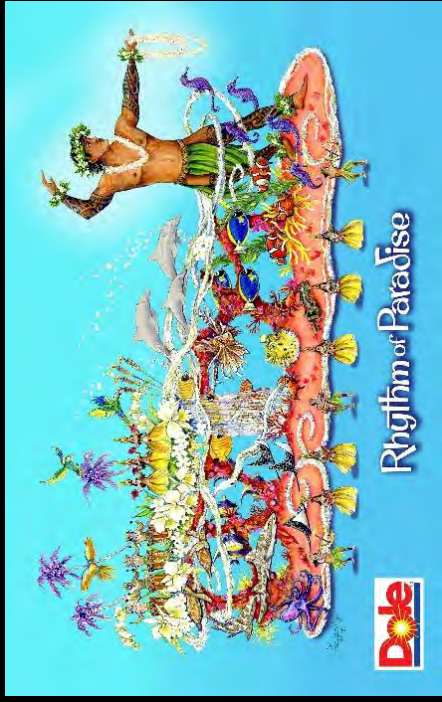
DECORATE THE BRANDED VESSEL



WEAVE IN THE PARADE THEME



IMPACT SPECTATORS & VIEWERS



RENDER FLOAT THEME & DESIGN



ENGAGE AT FLOATFEST

FLOAT PARTICIPATION PLATFORM

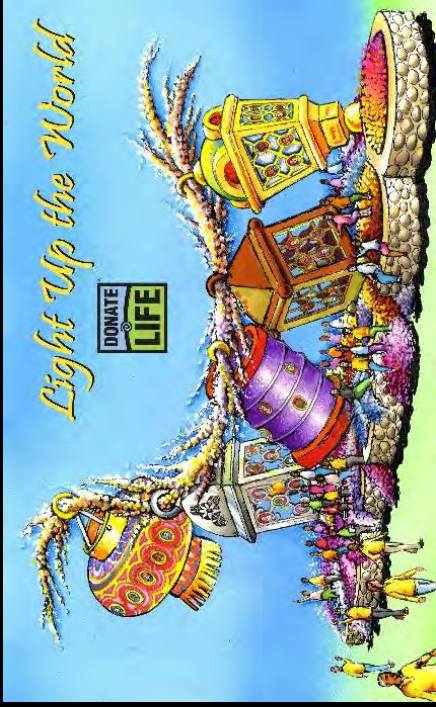


“Organ donation is life-affirming.”
“Choose to be an organ donor.
Check ‘yes’ at the DMV.”

POSITIONING & CALL TO ACTION



VIEW FROM THE STANDS



FLOAT THEME & DESIGN



FEATURED IN BROADCASTS



BRANDING ON FLOAT



ENGAGE AT FLOATFEST

LEVERAGING FLOAT PARTICIPATION



NEWS COVERAGE



RIDER SELECTION & AMBASSADORSHIP

RELATIONSHIP BUILDING

VOLUNTEER DECORATING

SOCIAL MEDIA

2022 ROSE PARADE FLOAT PARTICIPANTS

as of 5/4/21

COMMERCIAL

American Honda
China Airlines
Dole Packaged Foods
Farmers Insurance

Kaiser Permanente
Lucy Pet Foods
Medically Home
Mrs. Meyer's Clean Day

RFD-TV
Trader Joe's
The UPS Store
Western Asset

NON-COMMERCIAL

AIDS Healthcare Foundation
American Physical Therapy Association
City of Alhambra
City of Hope
City of Torrance
Donate Life

Kiwanis International
Lions International
Lutheran Hour Ministries
Odd Fellows and Rebekahs
Rotary International
Salute to America's Band Directors

San Diego Zoo Global
Shriners Hospitals for Children
The Lundquist Institute
United Sikh Mission
Underground Service Alert (DigAlert)

SELF-BUILT

Cal Poly Universities
City of Burbank

City of Downey
City of La Canada Flintridge

City of Sierra Madre
City of South Pasadena

YOU'RE IN GOOD COMPANY



The UPS Store



Mrs. MEYER'S
CLEAN DAY

Southwest

verizon



Disneyland
RESORT



KAISER
PERMANENTE

Los Angeles Times



City of
Hope

Rotary



Shriners Hospitals
for Children



Kiwanis



Proudly Featuring

SUPPORTING OUR COMMUNITY

The **Pasadena Tournament of Roses Foundation** is a non-profit organization which supports charities in the greater Pasadena area by funding programs in three priority areas:



SPORTS & RECREATION

Sports and Recreation grants support organizations that promote healthy lifestyles and youth development through sports and recreation.



EDUCATION

Education grants typically fund organizations that prioritize early childhood education, STEM and literacy.



VISUAL & PERFORMING ARTS

Visual and Performing Arts grants support organizations that inspire artistic development.

\$3.6M awarded to 200+ organizations since 1983

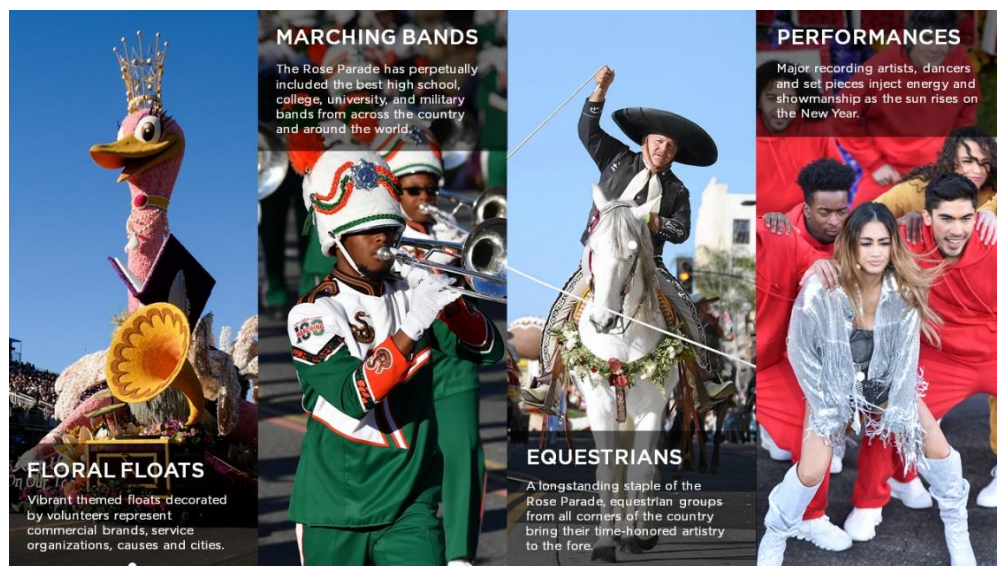


Pasadena Tournament of Roses
Parade Development Office
391 South Orange Grove Boulevard
Pasadena, CA 91184





The Rose Parade® is the culmination of a year of planning by the Tournament of Roses®, our 935 volunteers and 35 staff, and parade units whose participants and supporters are proud to make a deeply meaningful contribution to America's New Year Celebration®.



America's New Year Celebration®

PASADENA TOURNAMENT of ROSES

391 S. ORANGE GROVE BLVD. • PASADENA, CALIFORNIA 91184 • T 626.449.4100 • WWW.TOURNAMENTOFROSES.COM





INITIAL APPLICATION FOR FLOAT PARTICIPATION

This is a worksheet created to help interested parties prepare to complete the online Float Entry Application in the Tournament of Roses Participant Portal.
To start the application process, register [here](#).

Organization/Company Name*

ORGANIZATION PRIMARY ADDRESS

Country*

Address*

City, State, Zip

Contact Phone

Organization/Company Website

Referred By

PRIMARY CONTACT INFORMATION

Name*

Title*

Email*

Phone*

Address (only if different than above)

Country*

Address 1*

City, State, Zip

PARADE PARTICIPATION

Brief Overview of Company or Organization*

Objectives/Goals for Participation in the Rose Parade*

Estimated Length of Participation in Years*

☐

1 Year

☐

2+ Consecutive Years

Estimated Budget for Float Design and Construction*

\$

Estimated Budget for Entertainment Elements within Float Presentation (Live Performers, Dancers, etc.)

\$

Estimated Budget for Activation in Pasadena Area
(Event Sponsorship, Exhibiting, Program Advertising, etc.)

\$

FUNDING

Are the budget estimates above fully funded and/or budgeted at this time?

☐

Yes

☐

No

If Yes, please proceed to the Vision section. If No, please answer the following questions:

Please describe fundraising activities and the projected revenue to be raised through each activity
(e.g. sponsorship of campaign, individual contributions, fundraising events, etc.)

Please describe any value-in-kind an organization or individual will receive in exchange for their contribution (e.g. participation as a float rider or outwalker, messages affixed to flower vials, tickets and hospitality, branding on float, etc.)

--

VISION

Please share your vision of what your Rose Parade Entry would entail, including featured float elements, entertainment, float riders and outwalkers.

--

ENDURING WORLDWIDE APPEAL

Generation after generation, the Rose Parade's enduring appeal is undeniable. **Tens of millions** across the nation and around the globe make the Rose Parade a centerpiece of their New Year celebration.

 **750,000** STREETSIDE SPECTATORS*

 **40.8 MILLION** U.S. TV VIEWERS**

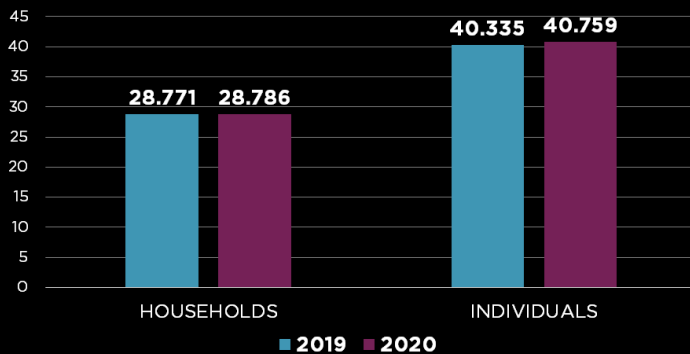
 TELEVISED IN **120** COUNTRIES



*LiveGauge study of 2019 Rose Parade **Nielsen viewers, minimum viewing time 1 minute

ROSE PARADE TV VIEWERSHIP, USA

(Uniques in Millions)



YOU'RE IN GOOD COMPANY





ROSE PARADE FLOAT PARTICIPATION

The Rose Parade represents an utterly unique branding platform that communicates viscerally to 750,000 parade spectators, over 40 million U.S. television viewers, and an international broadcast audience. The Rose Parade audience values brands whose partnership with the Pasadena Tournament of Roses rewards their desire to be entertained, charmed, and moved at America's New Year Celebration.

Rose Parade float participation offers mass audience reach, activation opportunities, and myriad opportunities to engage constituents and the media—all revolving around a one-of-a-kind, authentic storytelling canvas primed to support market position, inspire brand affinity, and motivate consumer behavior.





ROSE PARADE FLOAT PARTICIPATION

NON-COMMERCIAL ENTRY EXECUTIVE SUMMARY



INTEGRATED ELEMENTS

Float Construction

- Design, construction and decoration of a branded Rose Parade float, with logo prominent on both sides

Mass Audience

- Rose Parade Streetside (750K spectators)
- Rose Parade Broadcast (40.8 million US viewers) supported with broadcast announcer talking points and on-screen graphics

Media

- Rose Parade Souvenir Program Feature and Listing (50K circulation)
- TofR Website, Media Kit and Social Media (Facebook 85K, Twitter 20.3K, Instagram 23K)

Experiential

- Float Decorating; Floatfest Post-Parade Exhibition (75K attending)

Tickets & Hospitality

- (4) Rose Parade, (4) Rose Bowl Game, and (4) VIP Tailgate Party Tickets

OPTIONAL ELEMENTS

Media

- Advertising in Rose Parade Program, Rose Parade App and Rose Bowl Game Program
- Public relations and social media initiatives

Experiential

- Sponsorship and activation at a wide range of Tournament-produced events

Constituent Engagement

- Float rider nomination, selection, ambassadorship and participation
- Promoting parade participation via communications, campaigns and events
- Involving volunteers, employees and community partners in float decorating
- Rewarding employees and volunteers with a meaningful "pilgrimage to Pasadena"

Tickets & Hospitality – Opportunity to Purchase

- (24) Rose Parade, (24) Rose Bowl Game, and (24) the VIP Tailgate Party Tickets

INVESTMENT

- \$280,000 – Includes Rose Parade integration and high-value float presentation. Over-height or animated float elements may increase cost.
- \$25,000 – Recommended activation at affiliated events or advertising in TofR media



ROSE PARADE FLOAT PARTICIPATION

FREQUENTLY ASKED QUESTIONS



How do you enter a float in the Rose Parade?

Any organization or company may [submit an application](#) to sponsor a float in the Rose Parade. All applications are reviewed by the Tournament of Roses Float Entries Committee and Executive Committee.

How do you decide what floats to accept as part of the Rose Parade?

The Tournament seeks to maintain a balance of corporate, civic, non-profit, and international entries. New participants vary every year depending upon vacancies created by another organization's departure.

When are new applicants officially invited to participate in the upcoming Rose Parade?

Official invitations are sent to new float participants after being reviewed by the Tournament of Roses Float Entries Committee and Executive Committee, typically within 45 days of the application submission. Generally, invitations are extended to new participants in early March.

How many floats are in the Rose Parade?

The Rose Parade features 40 to 42 floats each year. The parade's two-hour live broadcast window makes it necessary to limit the number of participants.

What does float participation cost?

Float participation has two core elements: (1) design, construction and decoration of a high-value float presentation; and (2) integration into the Rose Parade, which includes organizational, broadcasting and spectator support; traditional, digital and earned media; post-parade exhibition at Floatfest; and tickets and hospitality. These costs generally begin at approximately \$350,000 for commercial entries and \$280,000 for non-commercial entries, with the actual cost dependent on the size and sophistication of the design, degree of animation, and variety of floral materials. The cost of each float is mutually agreed upon by the participating organization and a Tournament of Roses approved builder.

In addition, in order to expand reach and impact, the Tournament recommends investing an additional \$25,000 activating at affiliated events or advertising in Tournament media.

Who actually builds the floats?

There are three official Tournament of Roses float builders. After being introduced to each builder, float participants select their builder of choice. An official float builder agreement must be signed within 60 days after receipt of the official invitation.

Frequently Asked Questions (cont'd)

How are floats designed?

After the float participant chooses a builder, they are encouraged to provide input to guide the design process. Marketing objectives, brand positioning, visual cues, and story elements help designers craft float presentations that serve the float participant's goals. As the designer makes progress, the builder presents pencil sketches, then rough color concepts. Throughout the process, sketches are presented to the Tournament's Design Variance Committee.

How can I ensure my design stands out?

In early February, the Tournament conducts a "theme draft" to ensure that any primary element is represented only once. (For example, a dragon, castle, fire engine, balloons, etc.) Builders are careful to offer designs that have not been claimed by another participant.

How long does it take to build a float?

Once a design is approved by the float participant and Design Variance Committee, the float builder can begin construction. Float construction is ongoing through mid-December, as each vessel can take two to four months to build and prepare for decorating.

How are floats decorated?

Starting in mid-November, volunteers are assembled to cover all visible surfaces of each float with natural materials. Until late December, decorators focus on dry materials, such as leaves, seeds and bark. By December 27, fresh flowers are added to the mix. The most delicate flowers, including roses, are inserted into individual vials of water and placed one by one onto the floats. Floats are completed for judging by December 31.

May a float represent a company's product or service?

Float presentations are considered messages of goodwill offered by corporations and non-commercial entities. The Rose Parade historically promotes floral creativity and design ingenuity in its floats, while downplaying overt commercialism. Floats are encouraged to relate to the overall parade theme for the year. Prior to construction, the Tournament's design review committee approves each float design.

Are floats allowed to feature non-organic elements?

The Tournament of Roses prides its longstanding, iconic tradition of featuring beautiful floral floats. On occasion, float participants and their builders present high-concept designs that incorporate non-organic elements. Past examples include a swimming pool for surfing dogs; a vintage automobile; and large video screens with cameras pointed at the streetside audience. Proposed non-organic elements are evaluated by the Design Variance Committee, which conditions approval on high entertainment value.

Frequently Asked Questions (cont'd)

How are riders and walkers selected?

Float participants have complete discretion over choosing the people to be featured in their Rose Parade presentation. Floats that choose to have people on board typically feature between 4 and 20 riders, who must be at least 12 years of age. Walkers (“out-walkers” in Tournament lexicon) are occasionally incorporated to add to the float’s story, spectacle, and interaction with spectators. Float participants are encouraged to treat each rider or walker as an ambassador whose Rose Parade participation will interest news community organizations and media from their hometown, city, or state. In addition, riders and walkers with standout stories may be of interest to the approximately 300 credentialed media who cover the Rose Parade each year.

What are the benefits of Rose Parade float participation?

The Rose Parade is among the most widely seen special events in the world. The parade attracts 750,000 streetside spectators, is seen by approximately 40 million U.S. broadcast viewers, is televised internationally in more than 120 countries. Rose Parade float participation offers mass audience reach, activation opportunities, and myriad opportunities to engage constituents and the media—all revolving around a one-of-a-kind, authentic storytelling canvas primed to support market position, inspire brand affinity, and motivate consumer behavior.



ROSE PARADE FLOAT PARTICIPATION ANNUAL CALENDAR*



Date(s)	Event	Description
January	Invitations to Returning Float Participants	Float Entries Committee extends invitations to returning float participants
Early March	Invitations to New Float Participants	Float Entries Committee extends invitations to new float participants
Early May	Float Design Target Date	Maximizes time for construction, campaign planning and execution
May	Secure Hotel and Grandstand Seat Blocks	Recommend securing hotel rooms and grandstand seats as soon as possible
Mid-June	Float Design Unveiling Window Opens	Issue float design news release any time after official rendering is completed
Mid-August	Recommended Float Rider/Walker Deadline	Recommended deadline to compile float rider/walker information, bios and photos
Sept-Oct	Float Riders Unveiled	Launch website, issue news release
Sept 30	Game Ticket Order Due	Deadline to submit game ticket order form
Sept 30	Rose Parade Program Ad Insert Deadline	Deadline to submit ad insert order for Rose Parade Official Souvenir Program
October	Portal Update Deadline	Deadline to update information in portal for Official Souvenir Program
Late Oct	Float Participants' Photo Day	Photo opportunity with ToFR President and Royal Court at Tournament House, Pasadena
Oct-Dec	PR Campaign	Ongoing targeted media outreach; pitch purpose, riders' stories
Mid Nov to Dec 31	Float Decorating	Opportunity to engage volunteers in decorating; advance planning required; see builder's schedule
Dec 20	Materials Due at On-Site Media Center	Deadline to deliver materials for distribution at On-Site Media Center; recommended qty 300
Dec 29	Contingent Arrives	Arrive at BUR or LAX; decorating opportunity
Dec 29	Float Participants Reception	Up to six attendees per float
Dec 30	Special Events	Schedule breakfast, lunch, dinner and/or decorating; attend ancillary ToFR events
Dec 31	Float Judging	Official evaluation for award consideration
Jan 1	Rider Transportation	Transport riders from hotel to formation area
Jan 1	Rose Parade	8am-10am PT
Jan 1	Rose Bowl Game	Rose Bowl Game - 2pm PT
Jan 1	Pick Up & Return Riders	Transport riders from Floatfest
Jan 1-3	Floatfest	Post-parade float viewing east of parade route Jan 1: 1pm-5pm; Jan 2: 9am-5pm
Jan 2	Guests Depart	Riders, sponsors and guests depart

*Applicability varies according to float participant's campaign elements