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.

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**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 acknowledge that Member Brian Wursten was attending telephonically.

The Pledge of Allegiance was performed.

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

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**COMMENTS FROM THE FLOOR BY THE PUBLIC**

There were no comments on the floor or telephonically by the public.
APPROVAL OF 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.
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 (dba 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.
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,

Silvia Perez
Executive Assistant to the Board

Date Approved:  June 8, 2021

John Marz
Chair
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.
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.
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Tournament of Roses Royal Court</td>
<td>Aug-Dec 2021</td>
</tr>
<tr>
<td>presented by Citizens Business Bank</td>
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<tr>
<td>Rose Parade Float Decorating</td>
<td>Nov-Dec 2021</td>
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<tr>
<td>Float Decorating Experience</td>
<td>Dec 28-30, 2021</td>
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<tr>
<td>Bandfest</td>
<td>Dec 29-30, 2021</td>
</tr>
<tr>
<td>presented by Remo</td>
<td></td>
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<tr>
<td>Equestfest</td>
<td>Dec 29, 2021</td>
</tr>
<tr>
<td>Rose Bowl Hall of Fame Induction Ceremony</td>
<td>Dec 31, 2021</td>
</tr>
<tr>
<td>Rose Bowl Bash</td>
<td>Dec 31, 2021</td>
</tr>
<tr>
<td>VIP Tailgate</td>
<td>Jan 1, 2022</td>
</tr>
<tr>
<td>Floatfest</td>
<td>Jan 1, 2022</td>
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</tbody>
</table>
133rd Year

5.5-Mile Parade Route

85+ Units
FLORAL FLOATS
Vibrant themed floats decorated by volunteers represent commercial brands, service organizations, causes and cities.

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.

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

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

TELEVISIONED IN 120 COUNTRIES

*LiveGauge study of 2019 Rose Parade  **Nielsen viewers, minimum viewing time 1 minute
ROSE PARADE ATTENDEE DEMOGRAPHICS

Source: LiveGaige study of 2019 Rose Parade

- 52% White (incl. Hispanic)
- 48% Other
- 64% Non-Family
- 61% Family
- 39% Bk
- 30% API
- 7% 1 Person
- 15% 2 People
- 14% 3
- 12% 4+
- 16% Grad
- 20% Some Coll
- 25% AA
- 20% BA
- 18% HS Grad
- 13% <HS Grad
- 16% Oth
- 21% Span
- 63% English
ROSE PARADE TV VIEWERSHIP, USA

(Uniques in Millions)

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
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<tr>
<td>HOUSEHOLDS</td>
<td>28.771</td>
<td>28.786</td>
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<tr>
<td>INDIVIDUALS</td>
<td>40.335</td>
<td>40.759</td>
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ROSE PARADE TV VIEWERSHIP, USA

(Broadcaster, Overall Viewers in Millions*)

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<td>NBC</td>
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<td>UNIVISION</td>
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<tr>
<td>HALLMARK</td>
<td>7.008</td>
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<td>RFD-TV</td>
<td>1.178</td>
<td>0.869</td>
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<tr>
<td>KTLA</td>
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<td>3.313</td>
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*Includes minor duplication between networks
# Rose Parade TV Viewership Demographics

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<th>ETH*</th>
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<th>65%</th>
<th>6%</th>
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<tr>
<th>HH SIZE</th>
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<th>22%</th>
<th>5%</th>
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<td>1-2, HOH 55+</td>
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<tr>
<th>HOH ED</th>
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<th>24%</th>
<th>13%</th>
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<th>18%</th>
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<td>HS Grad</td>
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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

WEAVE IN THE PARADE THEME

RENDER FLOAT THEME & DESIGN

DECORATE THE BRANDED VESSEL

IMPACT SPECTATORS & VIEWERS

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

POSITIONING & CALL TO ACTION

FLOAT THEME & DESIGN

BRANDING ON FLOAT

VIEW FROM THE STANDS

FEATURED IN BROADCASTS

ENGAGE AT FLOATFEST
LEVERAGING FLOAT PARTICIPATION

RIDER SELECTION & AMBASSADORSHIP

NEWS COVERAGE

RELATIONSHIP BUILDING

SOCIAL MEDIA

VOLUNTEER DECORATING
## 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
- RDF-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
- Sarners 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

Proudly Featuring

Dole
FTD
Farmers Insurance
Trader Joe's
Nike
Gatorade
Macy's
The UPS Store
Mrs. Meyer's
Southwest
Verizon
China Airlines
Disneyland
Citizens Business Bank
Kaiser Permanente
Los Angeles Times
San Diego Zoo Wildlife Alliance
Lions
City of Hope
Rotary
Shriners Hospitals for Children
Kiwanis
Donate Life
San Diego Zoo Global
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
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®.

**133rd Year**  
**5.5 Mile Parade Route**  
**85+ Units**

**Marching Bands**  
The Rose Parade has perpetually included marching bands from community and school organizations nationwide and embassies around the world.

**Floral Floats**  
Enchanting floats decorated by volunteers represent commercial brands, service organizations, causes and cities.

**Equestrians**  
Magicians, animal acts and a cavalcade of horses highlight the Rose Parade.

**Performances**  
Music, dance and color bring the celebrating community together.

America’s New Year Celebration®  
Pasadena Tournament of Roses

391 S. Orange Grove Blvd. • Pasadena, California 91104 • T 626.449.4100 • www.tournamentofroses.com

/ROSEPARADE  
/ROSEBOWLGAME  
@ROSEPARADE  
@ROSEBOWLGAME
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**

TELEVISIONED IN 120 COUNTRIES

* Live Gateway study of 2019 Rose Parade ** Nielsen viewers minimum viewing time 1 minute

ROSE PARADE TV VIEWERSHIP, USA

(Undiques in Millions)

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<td>40.759</td>
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</table>

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.
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)
• ToR 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 ToR 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*

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

*Applicability varies according to float participant's campaign elements*