



The Greater Riverside Chamber Foundation is pleased to announce participation in the **2018 Rose Parade** celebrating the **25th Anniversary of the Riverside Festival of Lights** and **honoring Duane and Kelly Roberts** for the difference they have made in Riverside as keepers of The Mission Inn Hotel and Spa.

The Foundation can't do this alone. Your financial support is needed in order to make this happen!

Benefit	\$100,000+	\$50,000+	\$25,000+	\$10,000+	\$5,000+	\$1,000+
Room(s) at the Mission Inn Hotel & Spa for the evening of the Festival of Lights Switch-On Ceremony	2	1				
Tickets to the 2018 Rose Parade	4	4				
Tickets to the 2018 Rose Bowl Game	4	4				
Tickets for the VIP Section of Festival of Lights Switch-On Ceremony	4	4	2			
Tickets to the Riverside City Hall Festival of Lights Opening Reception	10	10	10	10	10	4
Tickets for a VIP Tour of Float Being Constructed	10	10	10	10	4	4
Tickets for a VIP Tour Float Being Decorated	10	10	10	10	4	4
Donor Recognition Through Print and Digital Media	✓	✓	✓	✓	✓	✓

Other Donation Amount _____

Credit Card (Please provide information below) Check Enclosed

Name: _____ Company Name: _____

Mailing Address (Street, City, Zip): _____

Credit Card #: _____ Exp: _____ Signature: _____

Please address check to: Greater Riverside Chamber Foundation
3985 University Avenue, Riverside, California 92501

For more information about making a donation, please contact:
 La Wanda Roy at (951) 683-7100 x230 or LRoy@Riverside-Chamber.com



Adapted from
TournamentofRoses.com

2016 STATISTICS



presented by
HONDA

RATING* 11.13

VIEWERSHIP
HOUSEHOLDS 41.48M

INTERNATIONAL** 28M



*COMBINED RATING FROM ALL BROADCASTERS
** AS REPORTED BY BLOCK COMMUNICATIONS



presented by
Northwestern Mutual

RATING* 7.4

VIEWERSHIP
HOUSEHOLDS 13.6M



*AS REPORTED BY ESPN

PARADE PARTICIPANTS

45 FLOATS
20 BANDS
19 EQUESTRIAN
UNITS

ATTENDANCE

ROSE PARADE 700,000
ROSE BOWL GAME 94,268
DECORATING PLACES 22,357
EQUESTFEST 2,281
BANDFEST 8,645
POST PARADE 121,966

SOCIAL MEDIA FOLLOWERS

#ROSEPARADE
#ROSEBOWL



47,922
12,297



10,800
31,300



5,074
4,643

WWW.TOURNAMENTOFROSES.COM

TOTAL ANNUAL PAGEVIEWS:
(01/05/15 - 01/04/16)

2,399,438

02/2016

POTENTIAL REACH FOR ROSE PARADE / FESTIVAL OF LIGHTS

TOTAL: 79.4 M*

*Excluding Rose Bowl