



The Greater Riverside Chamber Foundation is pleased to announce participation in the **2018 Rose Parade** celebrating the **25<sup>th</sup> 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  47,922  10,800  5,074  
#ROSEBOWL  12,297  31,300  4,643

[WWW.TOURNAMENTOFROSES.COM](http://WWW.TOURNAMENTOFROSES.COM)

**TOTAL ANNUAL PAGEVIEWS:** 2,399,438  
(01/05/15 - 01/04/16)

02/2016

**POTENTIAL REACH FOR ROSE PARADE / FESTIVAL OF LIGHTS**

**TOTAL: 79.4 M\***

\*Excluding Rose Bowl