



LAS VEGAS  
EVENTS  
YOUR EVENT CONNECTION

# LVE: THE CONNECTOR

Working with Las Vegas Events is seamless. LVE's staff is responsible for efficiently connecting proven event producers, hotel properties and sponsors as well as providing all levels of support necessary for a successful event, including: marketing, event operations, venue selection and overall support of the destination. Las Vegas is not only a great destination to hold an event, but also provides an environment for a customized experience unlike anywhere else in the world.

"With the support of Las Vegas Events, we have grown the Pac-12 Men's Basketball Tournament into one of the best post-season tournaments in the country and a must-attend event. Over the last five years, LVE has been a tremendous partner as we worked to deliver a first-class experience for our fans enjoying the tournament and everything Las Vegas has to offer."

**LARRY SCOTT**

*COMMISSIONER, PAC-12 CONFERENCE*





## LVE: THE ORGANIZATION

The primary purpose of LVE is to secure events for the destination and then ensure their success. Through "Signature Events," we work closely with event producers, hotels, the Las Vegas Convention and Visitors Authority and local municipalities to assemble the necessary elements for a successful event.

Founded in 1983, LVE has grown with Las Vegas since it became one of the world's premier resort destinations. LVE is a private non-profit organization, formed by a state statute and funded by hotel room tax through the LVCVA. LVE serves as the exclusive major events agency for the destination to secure and ensure the success of events in Las Vegas and outlying areas - Laughlin, Primm and Mesquite.

Since 1991, LVE has produced and supported more than 700 events and driven more than 8.5 million visitors to Southern Nevada.

*"WE PRODUCE, SUPPORT AND ASSIST  
IN THE GROWTH OF SIGNATURE EVENTS THAT  
DRIVE TOURISM AND INCREASE AWARENESS OF  
LAS VEGAS AS THE PREMIER EVENT DESTINATION."*



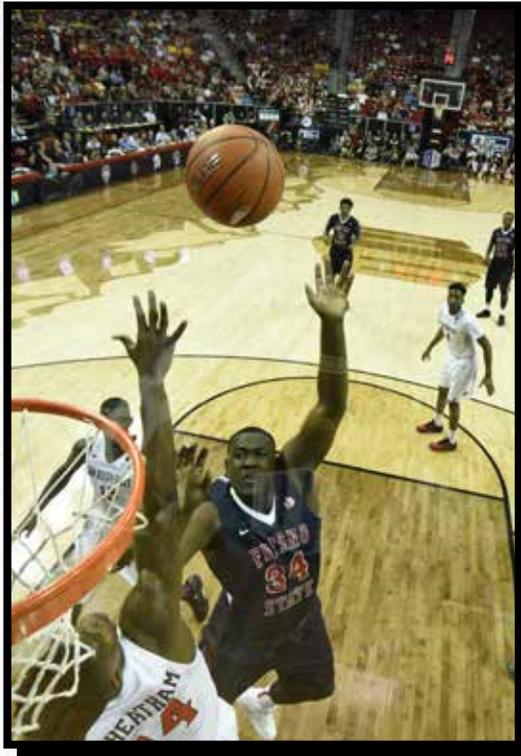
# LVE: HOW WE OPERATE

## Signature Events:

Signature Events exist to create a more defined means for evaluating and approving sponsorship of the events LVE produces, supports and assists. The initiative further ensures the success of the event by more efficiently connecting event producers, hotel properties and sponsors.

## What is a Signature Event?

A “Signature Event” is an event that is held annually, attracts a large contingent of adult out-of-town visitors, includes advanced media elements that support ticket sales, has the potential to grow and includes spin-off events that can be bundled and promoted throughout the destination.



## SIGNATURE EVENT UNIQUENESS:

- In addition to the anchor event, multiple spin-off events are created for guests, allowing them to package these experiences during their stay in Las Vegas.
- Partnerships are created with hotels to assist in the sale of tickets and the creation of spin-off events.
- A fully integrated multi-level marketing program is launched to promote all aspects of the event to their fan base via mass, direct and social media.
- Sponsors are integrated into both anchor and spin-off events.

*“With our recently-signed contract extension, our relationship with LVE is assured of moving forward into a fifth decade. The Wrangler National Finals Rodeo moved to Las Vegas in 1985 and that was the first year that the rodeo surpassed \$1 million in total prize money; in 2015 that figure will hit \$10 million for 10 days of competition at the Thomas & Mack Center. As the rodeo has grown, so too has the benefit to the Clark County community, as more and more Western-themed events have developed around the WNFR, increasing the number of visitors and the dollars spent in hotels, restaurants and casinos throughout the Las Vegas area.”*

**KARL STRESSMAN**  
COMMISSIONER, PRCA

# LVE: OUR CRITERIA

## Signature Event Criteria

All new event proposals and sponsorship applications will be evaluated on the following criteria:

- Events that take place at a neutral site or multiple hotel properties
- Established events with a strong brand following
- Events with a series sponsorship component, which culminates or holds its championship in Las Vegas
- Events that generate 30,000 incremental room nights
- Events that occur during off-peak weekends and mid-week periods
- Events that have strong growth potential (visitors and hotel partners)

## Additional criteria include:

- Media component must drive a minimum of 3-to-1 media value ROI ratio
- Minimum of 75% of out-of-town event attendees must meet the destination target demo (adults 25-54 with at \$85,000+ HHI)
- Event promoter must submit an out-of-town marketing, promotional and PR plan with the proposal for holding the event in Las Vegas
- Event promoter must submit a comprehensive recap of value of sponsorship and result in executed plans and post-event research
- Existing sponsors or partners must align with the Las Vegas brand
- Event media component must consist of 50% of inventory for destination message



*"Since the inception of the USA Sevens in Las Vegas, the staff at Las Vegas Events has helped guide our company within the local landscape. LVE understands what it takes to sustain an event in the Las Vegas market and the continued investment and partnerships needed to grow young events into world-class events. As a Signature Event, LVE continues to support our needs as we develop multiple ancillary events around the USA Sevens that require additional support and connections in the local market. In addition, the USA Sevens continues to grow on a global platform each year with the support and guidance from LVE's executives and staff."*

**ROB CORNELIUS**

*VICE PRESIDENT OF BUSINESS DEVELOPMENT, UNITED WORLD SPORTS*

# LVE: TIMELINE

In April, the Nevada Legislature approves Las Vegas Events, Inc. (LVE) as a not-for-profit corporation.



Las Vegas hosts the USBC Open Championships. The event returned to the "Entertainment Capital of the World" in 2009.



Las Vegas Silver Cup hydroplane racing takes place at Lake Mead.



The first PBR World Finals is held in Las Vegas.

In its first year, LVE presents eight events.

The inaugural Las Vegas Bowl is held at Sam Boyd Stadium.



The first WAC Football Championship draws a sellout crowd as BYU edges Wyoming by a score of 28 - 25.



1983

1984

1985

1986

1987

1990

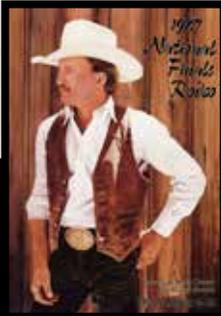
1992

1994

1995

1996

The NFR performs to a sold-out crowd for the first time



NFR attendance surpasses 170,000 for the first time, reaching a total of 171,368.

Las Vegas hosts the Miss Universe Pageant.



**RODEO CONTRACT OFFICIAL**

Officials of the Professional Rodeo Cowboys Association (PRCA) and Las Vegas Events, Inc. formally began a cooperative relationship on the production of the National Finals Rodeo.

The National Finals Rodeo is held in Las Vegas for the first time. Total attendance reaches 140,000.



LVE's first President, Herb McDonald, announces his retirement.



The first New Year's Eve fireworks display is fired off the hotel rooftops.

Las Vegas hosts the first Vegoose Music festival at Sam Boyd Stadium. The headliner is Dave Matthews and Friends.



The Life is Beautiful festival takes over downtown Las Vegas for three days.



The Wrangler NFR records its 300th consecutive sold-out performance.



The inaugural Junior NFR is held in the Wrangler Rodeo Arena at Cowboy Christmas.



The Pac-12 Men's Basketball Tournament attracts 86,910 attendees to T-Mobile Arena.

The inaugural MWC Basketball Championships are held at the Thomas & Mack Center.



The NBA Summer League makes Las Vegas its home.

The Mountain West Conference Basketball tournament attracts a record attendance of 84,475.

Las Vegas hosts the Pac-12 basketball tournament for the first time.

2000

2001

2004

2005

2009

2011

2013

2014

2016

2017



Las Vegas hosts the FEI World Cup Finals for Jumping and Dressage. The joint Finals are also held in 2007, 2009 and 2015.



Electric Daisy Carnival debuts in Vegas. More than 230,000 attend the three-day festival.

Cowboy Christmas and Cowboy Fan-Fest attract a record 196,698 fans to the Las Vegas Convention Center.



The 2016 NBA Summer League posts record attendance of 108,931 and features 24 teams.



The Monster Jam World Finals and NHRA Nationals are held in Las Vegas for the first time.



The Competitor Group introduces the inaugural Las Vegas Rock 'n' Roll Marathon. More than 44,000 runners take part in 2011.

Las Vegas Events and the PRCA agree to a ten-year extension of the Wrangler NFR. The event will remain in Las Vegas through 2024. 2014 marks the 30-year anniversary of the Wrangler NFR in Las Vegas.



# MARKETING EVENTS IN LAS VEGAS

LVE offers both marketing and corporate marketing services. The marketing department's role is to provide support for our events in all aspects of event marketing, public relations, social media and sponsorship support. In addition, the department strives to create and develop a positive brand identity for LVE within the event industry.



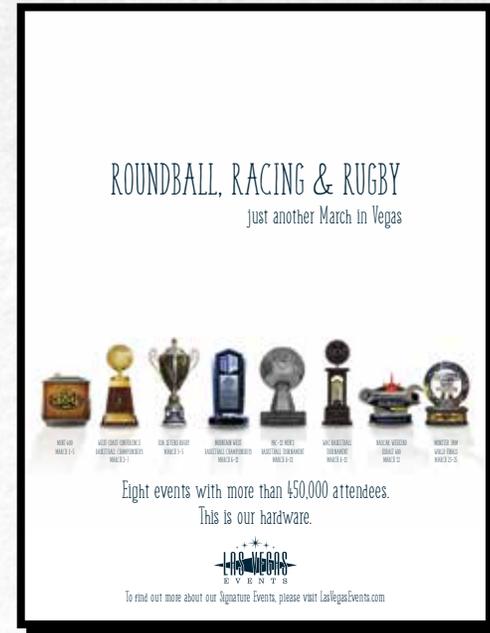
The Corporate Marketing Department's role is to secure or assist in securing sponsorships for Signature Events with hotel properties and corporate sponsors. The success of Signature Events is dependent on the involvement of hotel properties and sponsors through the activation of spin-off events and the full integration of comprehensive marketing initiatives.

## ADVANTAGES OF WORKING WITH LAS VEGAS EVENTS

Through the power of partnership, the Las Vegas Convention and Visitors Authority and LVE will serve to implement all of your requirements from start to finish. Las Vegas Events' expertise lies in establishing the necessary connections to secure and ensure the success of world-class events.

In order to ensure the success of your event, LVE can offer an array of services including:

- Hotel partner database;
- Corporate sponsorship and support;
- Event production and operations;
- Marketing, public relations and social media planning and development;
- Graphic design;
- Venue selection;
- Coordination of hotel partnerships; and
- Integration of LVCVA database.



*"Working with LVE gives us the local experts to turn to for marketing guidance and local relationships to make Rock 'n' Roll Las Vegas Marathon and 1/2 Marathon a world-class event. Being the international destination that Las Vegas is, the city offers a one-of-a-kind experience that you can't get from any other city in the world. Where else can you run on the Las Vegas Strip at night!"*

**JOSH FURLOW**  
LAS VEGAS ROCK 'N' ROLL MARATHON

# LVE: MARKETING EVENTS IN LAS VEGAS

As the Entertainment Capital of the World, Las Vegas has both a variety of venues and event producers at our fingertips to be able to host some of the most successful events around the globe. It is important to stay connected in order to find the right event and sponsorship to suite your needs. Las Vegas Events continually provides timely updates on what is going on in and around Las Vegas and can be accessed in three ways:

- Website – showcases all events throughout the city with photo galleries, videos and event information;



- E-lert – gives monthly updates on all upcoming events in Las Vegas and surrounding destinations;



- LinkedIn and Facebook – keeps event producers, hotels, and sponsors connected while also educating you on new opportunities, trends in the industry and relevant stories.



“Las Vegas Events is not only a true partner with the Mountain West Conference on our event, but a tremendous resource to ensure our event is highly successful. Mountain West Conference staff work directly with Las Vegas Events to successfully market our men’s and women’s basketball championships locally, regionally and nationally. LVE also serves as our direct contact with the first-class hotel properties in which our teams, administrators, media and fans reside during championship week. Our partnership with Las Vegas Events and their great staff is vital to the success of the Mountain West Men’s and Women’s Basketball Championships in Las Vegas.”

**CRAIG THOMPSON**

*COMMISSIONER, MOUNTAIN WEST CONFERENCE*



# WELCOME LAS VEGAS STADIUM

*\*\*OPENING IN 2020*



## POTENTIAL EVENTS TO BE HELD:

Collegiate Football

- Regular Season
- Bowl Games

International Soccer

International Rugby

Major Concerts and Music Festivals

Motorsports Events



# BOARD OF TRUSTEES



**MAURICE WOODEN**  
Vice Chairman  
President  
Wynn Las Vegas & Encore



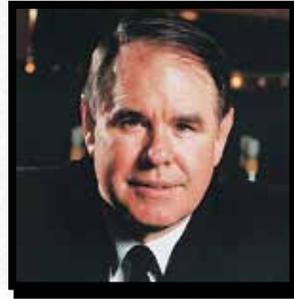
**SCOTT SIBELLA**  
Chairman  
President & COO  
MGM Grand



**CAM WALKER**  
Secretary/Treasurer  
Councilman & Mayor Pro-Tem  
Boulder City



**RICKI BARLOW**  
Trustee  
Councilman  
City of Las Vegas



**MICHAEL GAUGHAN**  
Trustee  
Owner  
South Point Hotel and Casino



**TOM JENKIN**  
Trustee  
Global President of Destination Markets  
Caesars Entertainment



**WILLIAM MCBEATH**  
Trustee  
President & CEO  
The Cosmopolitan of Las Vegas



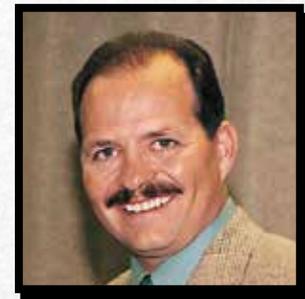
**BERLYN MILLER**  
Trustee  
President  
Berlyn Miller and Associates



**LORI NELSON**  
Trustee  
Vice President, Corporate Communications  
Station Casinos



**BRUCE SPOTLESON**  
Trustee  
Director of Corporate Partnerships  
Vegas PBS



**STEVE THOMPSON**  
Trustee  
Executive Vice President, Operations  
Boyd Gaming Corporation

A white silhouette of the Las Vegas skyline is positioned at the bottom of the page. It includes various buildings, a Ferris wheel on the left, and palm trees. The background of the entire page is a light gray, textured surface that resembles crumpled paper.

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***LASVEGASEVENTS.COM***

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