

A vibrant collage of Las Vegas events. The top left shows fireworks exploding over a city skyline. Next to it is a parade float featuring a person in a cowboy hat riding a horse. To the right, a basketball player in a black jersey is shown in action. Below the fireworks, a triathlete in a white and blue jersey is riding a bike. In the center, a large owl sculpture is visible. To the right of the owl, a golfer is captured mid-swing on a golf course. The bottom left shows a basketball game with players in green and white jerseys. In the bottom center, a triathlete in a yellow jersey is running. To the right, a car race is shown with a Toyota truck and a sign for '400'. The text 'LAS VEGAS EVENTS YOUR EVENT CONNECTION' is centered in the middle of the collage.

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.





LVE: The Organization

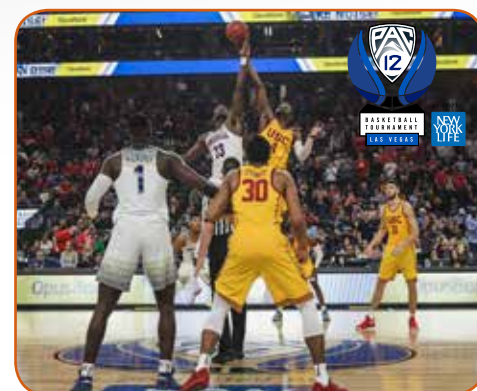
The primary purpose of LVE is to secure events for the destination and then ensure their success. Through “Signature Events,” we work closely with event producers, hotels, the Las Vegas Convention and Visitors Authority and local municipalities to assemble the necessary elements for a successful event.

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 750 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.



“The Wrangler National Finals Rodeo is the premier rodeo event in the world. It is the dream of every young cowboy and cowgirl growing up to compete at the NFR. This world-class production is the result of tireless work by many people, including PRCA staff, Las Vegas Events and the City of Las Vegas, who have been instrumental in building the NFR to unprecedented heights. The \$10 million in prize money paid to competitors over the 10 nights of the NFR is a testament to the strong, successful relationship between the PRCA and Las Vegas Events.”

George Taylor

CEO, Professional Rodeo Cowboys Association

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 \$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

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



The first PBR World Finals is held in Las Vegas.

The inaugural NASCAR Las Vegas 400 is held at Las Vegas Motor Speedway. Mark Martin takes the checkered flag.



The Monster Finals and NHR are held in Las Vegas for the first time.



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

In its first year, LVE presents eight events.

Las Vegas hosts the Supercross finals at Sam Boyd Stadium for the first time.



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.



Ty Murray becomes the youngest all-around world champion, winning the first of his seven all-around gold buckles.



1983

1984

1985

1987

1989

1990

1992

1994

1995

1996

1998

2000



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.

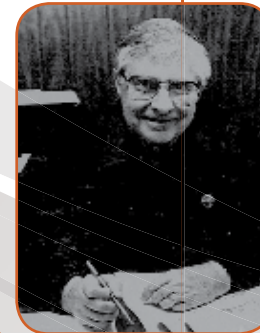
The National Finals Rodeo is held in Las Vegas for the first time. Total attendance reaches 140,000.



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.



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



The inaugural MWC Basketball Championships are held at the Thomas & Mack Center. The West Coast Conference brings their basketball tournament to the Orleans Arena in 2009.

Las Vegas hosts the Miss Universe Pageant.



Las Vegas hosts the Hoofbeats & Handclaps event, featuring horse jumping and dressage, in 2005, 2007, and 2009.

Jam World
RA Nationals
s Vegas for



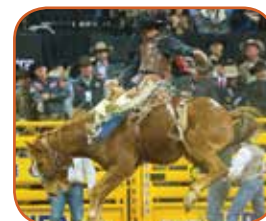
Electric Daisy
Carnival debuts in
Vegas. More than
230,000 attend
the three-day
festival.



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



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



The Pac-12, Mountain West
and West Coast Conference
basketball tournaments attract
165,934 attendees in March.



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

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

The USBC Open Championships are held in
Las Vegas for the first time since 1986.

LVE secures an agreement
with the USBC through
2027, bringing multiple
events to Las Vegas for
the next decade.



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



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

the NBA Summer
League makes Las
Vegas its home.



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



Las Vegas
welcomes
Rock in Rio.

The 2017 NBA Summer
League posts record at-
tendance of 127,843 and
features 24 teams.



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.



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

Las Vegas hosts USA Basketball's sum-
mer training camp and exhibition games
for the first time. The partnership contin-
ues today.



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



hosts the FEI World Cup™
for the first time; joint
dressage Finals are held
in 2007, 2009 and 2015.



2001

2004

2005

2006

2009

2011

2013

2014

2015

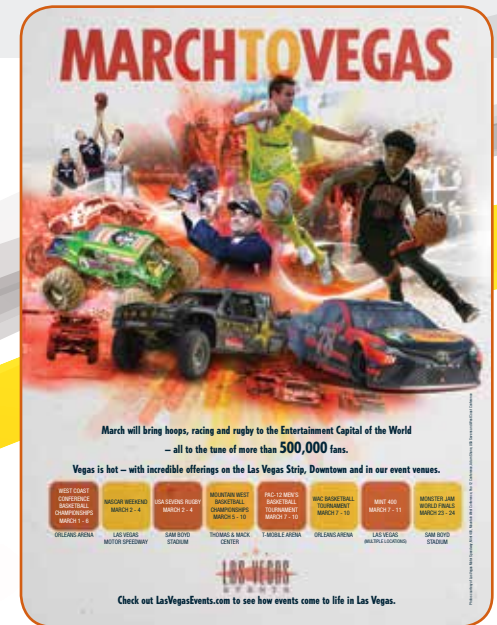
2016

2017

2018

LVE: 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.



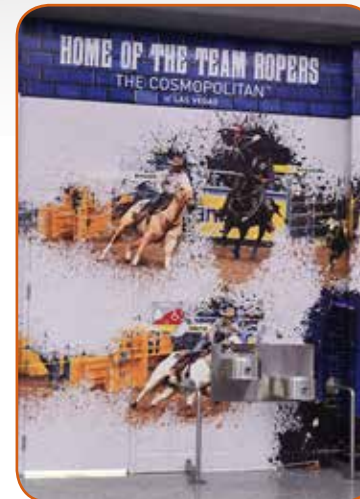
The Corporate Marketing Department's role is to secure or assist in securing sponsorships for Signature Events with hotel properties and corporate sponsors. The success of Signature Events is dependent on the involvement of hotel properties and sponsors through the activation of spin-off events and the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

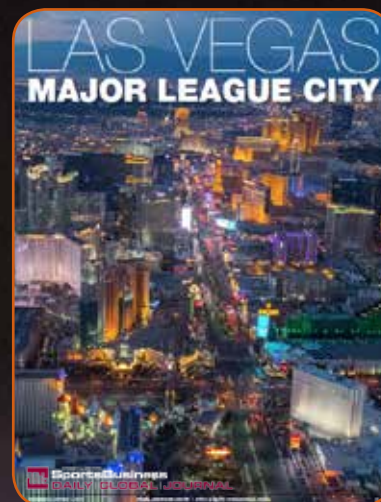
- Website – showcases all events throughout the city with photo galleries, videos and event information;
- E-let – The Merge provides monthly updates on our event partners, industry news and more;
- LinkedIn and Facebook – keeps event producers, hotels, and sponsors connected while also educating you on new opportunities, trends in the industry and relevant stories.



LVE's B-to-B website keeps relevant dates and info at your fingertips.



Microsites provide details on event partners.



LVE coordinates special sections with prominent partners to showcase Las Vegas' ability to host special events.

"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



BOARD OF TRUSTEES



Steve Thompson
Vice Chairman
Executive Vice President, Operations
Boyd Gaming Corporation



William McBeath
Chairman
President & CEO
The Cosmopolitan of Las Vegas



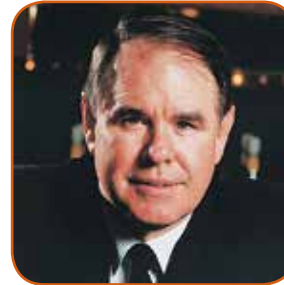
Tom Jingoli
Secretary/Treasurer
Executive Vice President/CCO
Konami Gaming



Michael Bolognini
Trustee
Vice President &
Las Vegas Marketing Leader
Cox



Larry Brown
Trustee
Clark County Commissioner



Michael Gaughan
Trustee
Owner
South Point Hotel and Casino



Betsy Fretwell
Trustee
Senior Vice President
Switch CITIES



Carolyn Goodman
Trustee
Mayor
City of Las Vegas



Gary Selesner
Trustee
Regional President
Caesars Palace



Derek Stevens
Trustee
CEO
The D Hotel



Scott Sibella
Trustee
President & COO
Resorts World Las Vegas





LasVegasEvents.com

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