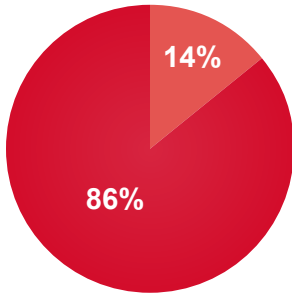


2013 Rose Parade® Statistics

Total Floats

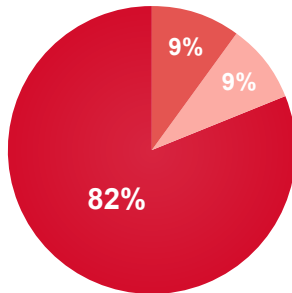
42



■ Commercial
■ Self Builts

Estimated Attendees January 1 & 2

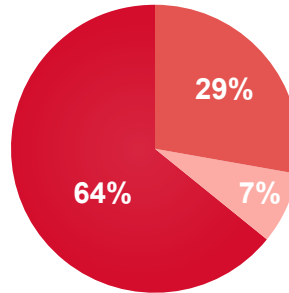
800k



■ Curbside Viewing
■ Ticket Holders
■ Post Parade

Web & Social Media Traffic on Jan 1 (Unique Visitors)

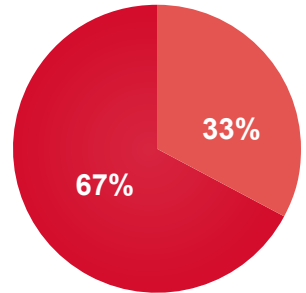
840k



■ Facebook
■ ToR Website
■ Twitter

TV Viewership (Individuals)

84M



■ National
■ International

Commercial Float Builders

**AES
Fiesta
Paradiso
Phoenix**

Estimated Design & Construction Cost

\$250k+

Rose Parade Fees

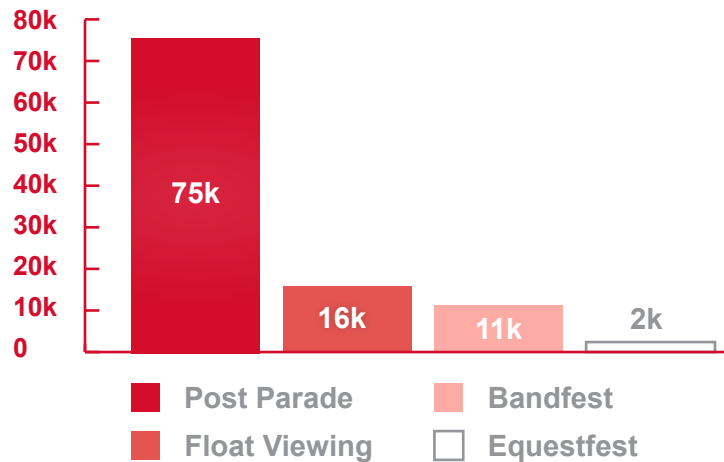
Non-Commercial Entry

\$5k

Commercial Entry

\$15k

Event Attendance



■ Post Parade
■ Float Viewing
■ Bandfest
□ Equestfest

Household Viewership (Nielsen Report, US only)

15M

Household Rating (Nielsen Report, US only)

13.4

Broadcast Partners

**ABC
Hallmark
HGTV
KTLA
NBC
RFD-TV
Sky Link TV
Univision**

2013 Float Sponsors

**AIDS Healthcare
City of Alhambra
American Honda
Beverly Hills Pet Care
City of Burbank
Cal Poly Universities
China Airlines
Delta Sigma Theta Sorority
Department of Defense
Disneyland Resort
Dole
Donate Life
City of Downey**

**Farmers Insurance
City of Glendale
HGTV
City of Hope
Republic of Indonesia
Kaiser Permanente
Kiwanis International
City of La Cañada Flintridge
Lions Clubs International
City of Los Angeles
Lutheran Layman's League
Natural Balance Pet Foods
The Nurses Float**

**Odd Fellows & Rebekahs
RFD-TV
Rotary International
City of San Gabriel
Scotts Miracle-Gro
Shriners Hospitals
City of Sierra Madre
City of South Pasadena
City of Torrance
Trader Joe's
Western Asset**