

## BEHIND THE SCENES WITH THE TOURNAMENT



Experience the pageantry of flowers, music, equestrians and the sportsmanship of championship football with the Tournament of Roses. Bringing together the legacy of the Grand Marshal, Rose Queen® and Royal Court and showcasing the merriment of beginning a new year, the 123<sup>rd</sup> Rose Parade and 98<sup>th</sup> Rose Bowl Game delight audiences around the world.

The celebration begins with float decorating - an opportunity to get up close and personal with the beautiful floral floats. Then experience the spirit of the Rose Parade bands and equestrians with their show-stopping skills on display at Bandfest and Equestfest. Witness history as the 2011 class is welcomed into the Rose Bowl Hall of Fame at the Hall of Fame Induction Ceremony. Then cheer along to your team's fight songs as the Kickoff Luncheon sets the stage for the excitement of the Rose Bowl Game presented by VIZIO. Wrap it all up with a tour of the floats after they've made their Rose Parade debut on display at Post Parade. Don't miss the opportunity to experience the magic of the Tournament of Roses®!

# HONDA

Presenting Sponsor of the Rose Parade

# VIZIO

Presenting Sponsor of the Rose Bowl Game



Presenting Sponsor  
of Float Decorating



Presenting Sponsor  
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WELLS  
FARGO

Presenting Sponsor  
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Opening Ceremony,  
Presenting Sponsor  
of Equestfest,  
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of Hall of Fame  
Induction Ceremony

usbank

Presenting Sponsor  
of the Rose Bowl Game  
Kickoff Luncheon



PASADENA TOURNAMENT of ROSES

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@ROSEPARADE @ROSEBOWLGAME

## AMERICA'S NEW YEAR CELEBRATION



## A VISITOR'S GUIDE TO AMERICA'S NEW YEAR CELEBRATION®



presented by

HONDA



presented by

VIZIO

## CALENDAR OF EVENTS

DECEMBER 29, 2011  
THROUGH JANUARY 3, 2012  
PASADENA, CALIFORNIA



On Monday, January 2, the world will turn to Pasadena, California, for the 123<sup>rd</sup> Rose Parade® presented by Honda themed "Just Imagine..." Festivities feature a spectacular display of magnificent floral floats, spirited marching bands and high-stepping equestrian units. The celebration dates back to 1890 when members of Pasadena's Valley Hunt Club covered their horse-drawn carriages with fresh-cut flowers from their gardens in celebration of the mild winter weather of the West. Today, the Rose Parade's breathtaking floats tout the world's rare and exotic flowers and showcase the best in animated technology.

For football enthusiasts of all ages, going to the Rose Bowl Game® presented by VIZIO represents college football at its finest. Since 1902, the Rose Bowl Game has brought together two of the nation's top programs to showcase their talents on the most elite stage. Players, coaches, fans and alumni journey from near and far to experience the Passion, Strength, Tradition and Honor synonymous with the historic game. From the majestic backdrop of the San Gabriel Mountains, the thrilling pageantry unique to college football and the hard-hitting action on the field, the Rose Bowl Game creates life-long memories for all those who experience its grandeur.





## EQUESTFEST PRESENTED BY WELLS FARGO



**DECEMBER 30:** 11:00 a.m. - 3:00 p.m.  
Show begins at "High Noon." *Rain or Shine*  
**ADMISSION:** \$15; free for children five and under  
**PARKING:** \$5 per car  
*Advance tickets are available through Sharp Seating Company at (626) 795-4171. Box office opens at 10:30 a.m. on day of event.*

**LOCATION:** Los Angeles Equestrian Center, 480 Riverside Drive, Burbank (Main and Riverside Drive)

Enjoy a family friendly afternoon with equestrians of the 2012 Rose Parade presented by Honda. Horses and riders will entertain you in the covered Equidome at the LA Equestrian Center as they display their abilities in drills and trick riding. After the show, get up close and personal with the participants as you stroll through the stables and meet the performers and their horses, weather permitting. Music, food, beverages and exhibits will provide a fun-filled day for the entire family.



## BANDFEST PRESENTED BY REMO USA



**DECEMBER 30:** 1:30 p.m. - 4:30 p.m.  
**DECEMBER 31:** 9:00 a.m. - 12:00 p.m. (1st show)  
1:30 p.m. - 4:30 p.m. (2nd show)

*For a band show schedule, please visit:  
www.tournamentofroses.com.*

**PRESHOW PROVIDED BY REMO**

**ADMISSION:** \$15; free for children 5 and under  
**PARKING:** Parking Structure Lot 4. (Enter from Del Mar Avenue, near the corner of Hill and Colorado)  
**LOCATION:** Robinson Stadium at Pasadena City College, 1570 E. Colorado Blvd., Pasadena  
*Advance tickets are available through Sharp Seating Company at (626) 795-4171.*

Bandfest features the award-winning bands of the 2012 Rose Parade presented by Honda performing the field shows that made them famous. Three shows over two days give everyone a chance to see these talented musicians, dancers and auxiliary performers in action.



## FLOAT DECORATING PRESENTED BY BAYER ADVANCED



**PLEASE SEE SCHEDULE BELOW.**

**ADMISSION:** \$10; free for children 5 and under  
*Advance tickets are available through Sharp Seating Company at (626) 795-4171.*

Experience the magic of the floats before they make their debut in the 2012 Rose Parade presented by Honda. Get a backstage glimpse of the floral floats in their final stages of preparation at any of our three locations. You will see a variety of fruit, seeds, bark, grasses and of course, flowers being applied to the floats by experienced professionals as well as hard working volunteers.

**LOCATIONS AND SCHEDULE (RAIN OR SHINE):  
ACROSS FROM THE ROSE BOWL STADIUM:**

- **Rosemont Pavilion:** 700 Seco Street., Pasadena
- **Brookside Pavilion (accessible to disabled visitors):** Lot I, south side of Rose Bowl Stadium

December 29 and 30: 9 a.m. - 5 p.m.  
December 31: 11:00 a.m. - 5:00 p.m.  
January 1: 11:00 a.m. - 1:00 p.m.

**IN PASADENA:**

- **Rose Palace:** 835 South Raymond Avenue

December 29 - 31: 9 a.m. - 5:00 p.m.  
January 1: 9:00 a.m. - 1:00 p.m.

*Ticket sales may stop when venues reach capacity.*



## POST PARADE: A SHOWCASE OF FLOATS

**JANUARY 2:** 1:00 p.m. - 5:00 p.m. (general)  
**JANUARY 3:** 7:00 a.m. - 9:00 a.m.  
(senior citizens and disabled visitors)

**JANUARY 3:** 9:00 a.m. - 5:00 p.m. (general)  
**ADMISSION:** \$10, free for children five and under  
**Ticket sales end at 2:30 p.m.; venue closes at 5:00 p.m.**

*Advance tickets are available through Sharp Seating Company at (626) 795-4171.*

**PARKING:** Use of the Park-n-Ride shuttle is strongly recommended (see map on back for details) as street parking is extremely limited.

**LOCATION:** Approximately at Sierra Madre Boulevard and Washington Street.

Post Parade is a unique opportunity to get up close to the majestic beauty and splendor of the Rose Parade floats after they have made their appearance on Colorado Boulevard. Please allow two hours for this breathtaking display and don't forget your camera! Comfortable walking shoes are suggested. Due to the popularity of this event, early arrival is suggested. **NO PETS OR BIKES ALLOWED.**

*Please see map on back for information on Post Parade Park-n-Ride.*



## ROSE BOWL HALL OF FAME INDUCTION CEREMONY SUPPORTED BY WELLS FARGO



**DECEMBER 31:** Noon - 1:30 p.m.

**ADMISSION:** \$60

*Please visit [www.tournamentofroses.com](http://www.tournamentofroses.com) for information on how to purchase tickets.*

**LOCATION:** Pasadena Convention Center, Ballroom 'C,' 300 East Green Street, Pasadena

The Pasadena Tournament of Roses will honor the Rose Bowl Hall of Fame Class of 2011 during a mid-day luncheon. Attendees will witness history as the three newest members join a group of legendary football greats during the induction ceremony and press conference that will follow.



## ROSE BOWL GAME KICKOFF LUNCHEON PRESENTED BY US BANK



**JANUARY 1:** Noon

**ADMISSION:** \$90

*Tickets are available through Ticketmaster ([www.ticketmaster.com](http://www.ticketmaster.com)) and participating universities.*

**LOCATION:** Pavilion tent at the Rose Bowl Stadium, Lot K  
**PARKING:** Free in Lot K

The Kickoff Luncheon presented by US Bank is a dynamic, mid-day pep rally featuring ESPN sportscasters as they introduce the university coaches, athletes, marching bands, and the pep squads of the teams participating in the 98th Rose Bowl Game presented by VIZIO. Honored guests include the 2011 Rose Bowl Hall of Fame inductees and the Rose Queen and her Royal Court. You won't want to miss a single second of this spirited luncheon!



## THE 123<sup>RD</sup> ROSE PARADE PRESENTED BY HONDA



**JANUARY 2:** 8:00 a.m.

*\*No charge for curbside viewing in designated areas.  
Grandstand tickets available through Sharp Seating Company (626) 795-4171.*

The 123<sup>rd</sup> Rose Parade presented by Honda, themed "Just Imagine..." will feature majestic floats, high-stepping equestrians and spirited marching bands. Enjoy the sites, smells and sounds in person as the units parade down the five and-a-half-mile route entertaining families all around the world.



## 98<sup>TH</sup> ROSE BOWL GAME PRESENTED BY VIZIO



**JANUARY 2:** 1:30 p.m. (Pre-Game Activities)

**ADMISSION:** *Please visit our website at:  
[www.tournamentofroses.com](http://www.tournamentofroses.com) for current information.*

In another timeless football tradition, the Rose Bowl Game will feature an exciting match-up between two of the top teams in the nation, showcasing the best of collegiate football in *The Granddaddy of Them All*®.



All information is subject to change. For the most current information on Tournament of Roses events, visit our website at [www.tournamentofroses.com](http://www.tournamentofroses.com) or call (877) 793-9911.

Follow the Rose Parade and Rose Bowl Game on Facebook and Twitter for all of the latest information!

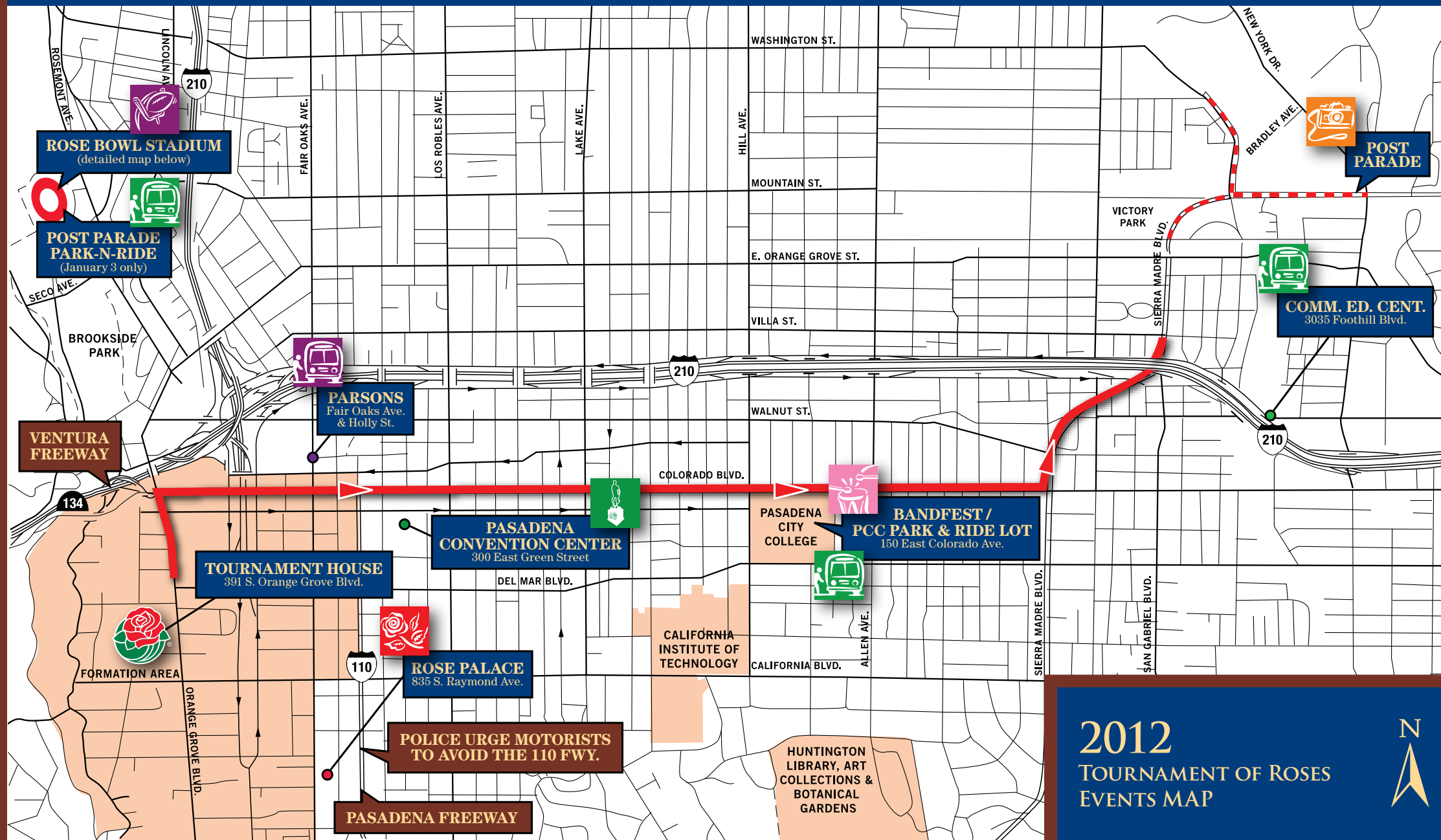


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**TWITTER.COM/ROSEBOWLGAME**

# TOURNAMENT OF ROSES EVENTS



**2012**  
TOURNAMENT OF ROSES  
EVENTS MAP

## MAP LEGEND

-  **BANDFEST (DEC. 30 & 31)**
-  **EQUESTFEST (DEC. 30)**
-  **FLOAT DECORATING SITES (DEC. 29 - JAN. 1)**
-  **ROSE BOWL HALL OF FAME INDUCTION CEREMONY (DEC. 31)**
-  **ROSE BOWL GAME KICKOFF LUNCHEON (JAN. 1)**
-  **POST PARADE (JAN. 2 - 3)**
-  **POST PARADE PARK-N-RIDE (JAN. 2 - 3)**
-  **ROSE PARADE ROUTE**
-  **ROSE BOWL GAME PRESENTED BY VIZIO (JAN. 2)**
-  **ROSE BOWL GAME PRESENTED BY VIZIO SHUTTLE (JAN. 2)**

## TRANSPORTATION

-  **ROSE BOWL GAME PRESENTED BY VIZIO SHUTTLE**

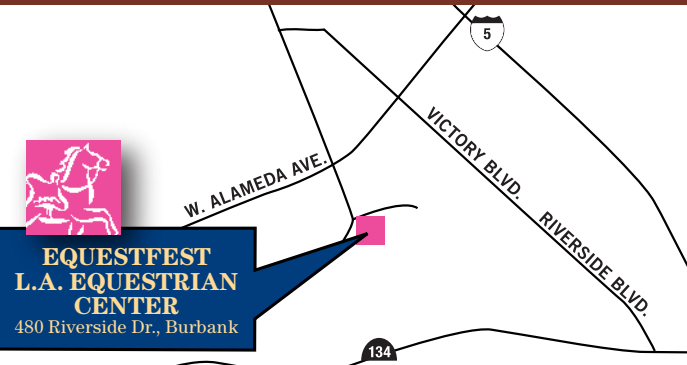
On January 2, free shuttle buses will be provided courtesy of VIZIO and are available at Parsons, at the corner of Fair Oaks Avenue and Holly Street, in Pasadena. The shuttle runs continuously from 10 a.m. until approximately two hours after the end of the game. Please visit the Tournament of Roses web site for the most current information regarding parking prices at Parsons.

-  **POST PARADE PARK-N-RIDE**

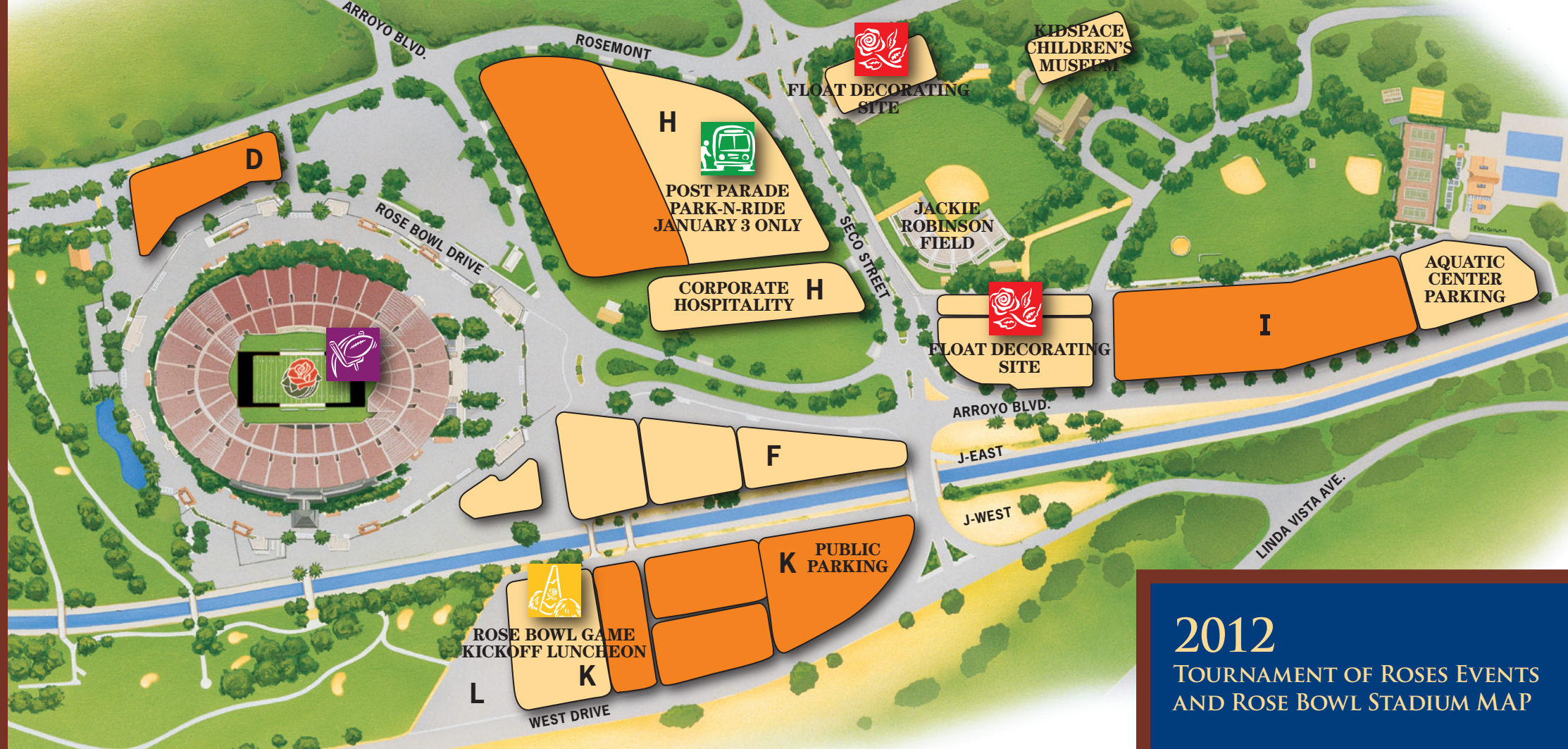
Street parking near the event is extremely limited. Shuttle service will be available from three locations in Pasadena. Guests using shuttles enter the event through a priority line. Shuttle fare is \$3 per person, round trip and children five and under ride free. Ticket sales at Park-n-Ride locations end at 2:30 p.m.

- SHUTTLE LOCATIONS:**
- **Pasadena City College**, 1570 E. Colorado Boulevard (enter off Del Mar Blvd. or Bonnie near corner of Hill Avenue.)
  - **Community Education Center**, 3035 E. Foothill Boulevard (enter off Foothill Blvd. West of Sierra Madre Villa)
  - **Rose Bowl Stadium Lot H (JANUARY 3 ONLY)**

## EQUESTFEST



## ROSE BOWL STADIUM



**2012**  
TOURNAMENT OF ROSES EVENTS  
AND ROSE BOWL STADIUM MAP