

# SELECT SPECIAL EVENTS IN LAS VEGAS:\* FY2016 - FY2018

as of October 8, 2018

|                                      | Fiscal Year 2016   |                             |                                 |                            | Fiscal Year 2017   |                             |                                 |                            | Fiscal Year 2018   |                             |                                 |                            |
|--------------------------------------|--------------------|-----------------------------|---------------------------------|----------------------------|--------------------|-----------------------------|---------------------------------|----------------------------|--------------------|-----------------------------|---------------------------------|----------------------------|
|                                      | Sponsorship Amount | Total Est. Event Attendance | Total Est. Out-of-Town Visitors | Total Est. Economic Impact | Sponsorship Amount | Total Est. Event Attendance | Total Est. Out-of-Town Visitors | Total Est. Economic Impact | Sponsorship Amount | Total Est. Event Attendance | Total Est. Out-of-Town Visitors | Total Est. Economic Impact |
| <b>Equestrian</b>                    |                    |                             |                                 |                            |                    |                             |                                 |                            |                    |                             |                                 |                            |
| Downtown Hoedown (FSE)               | \$125,000          | 5,500                       | 4,725                           | \$9,344,416                | \$125,000          | 5,225                       | 4,750                           | \$8,896,220                | \$125,000          | 4,675                       | 4,325                           | \$10,802,992               |
| Wrangler National Finals Rodeo       | \$1,727,614        | 172,650                     | 46,700                          | \$116,010,954              | \$1,989,071        | 170,650                     | 46,325                          | \$99,223,670               | \$1,559,507        | 170,750                     | 40,350                          | \$113,001,396              |
| PBR Built Ford Tough World Finals    | \$1,811,483        | 67,075                      | 16,450                          | \$33,166,215               | \$2,259,350        | 71,875                      | 17,200                          | \$41,458,077               | \$2,246,046        | 68,625                      | 16,950                          | \$37,850,420               |
| PBR World Cup - Last Cowboy Standing |                    | 25,700                      | 8,925                           | \$14,187,082               |                    | 10,950                      | 2,600                           | \$4,075,057                |                    | 13,975                      | 3,700                           | \$6,321,112                |
| Senior National Finals Rodeo         | \$25,000           | 2,350                       | 1,250                           | \$1,453,131                |                    |                             |                                 |                            |                    |                             |                                 |                            |
| <b>Subtotal: Equestrian</b>          | <b>\$3,689,097</b> | <b>273,275</b>              | <b>78,050</b>                   | <b>\$174,161,799</b>       | <b>\$4,373,421</b> | <b>258,700</b>              | <b>70,875</b>                   | <b>\$153,653,024</b>       | <b>\$3,930,553</b> | <b>258,025</b>              | <b>65,325</b>                   | <b>\$167,975,920</b>       |

## Sports

|                                             |                    |                |                |                      |                    |                |                |                      |                    |                |                |                      |
|---------------------------------------------|--------------------|----------------|----------------|----------------------|--------------------|----------------|----------------|----------------------|--------------------|----------------|----------------|----------------------|
| NBA Summer League (Reserved)                | \$75,000           | 103,900        | 22,025         | \$29,488,514         | \$100,000          | 108,925        | 26,125         | \$34,741,151         | \$100,000          | 132,800        | 33,525         | \$57,052,597         |
| PAC 12 Conference Men's Basketball          | \$500,000          | 78,925         | 10,400         | \$19,983,090         | \$500,000          | 88,400         | 10,525         | \$23,515,855         | \$500,000          | 82,250         | 12,025         | \$26,689,967         |
| Mountain West Conf Basketball Championships | \$461,295          | 49,075         | 6,100          | \$8,750,585          | \$767,800          | 39,700         | 5,425          | \$7,866,914          | \$483,038          | 47,375         | 6,625          | \$9,445,536          |
| West Coast Conference                       | \$300,000          | 37,275         | 4,850          | \$6,193,284          | \$300,000          | 38,400         | 4,900          | \$7,838,842          | \$300,000          | 36,325         | 4,375          | \$6,587,679          |
| USA Basketball Showcase                     | \$150,000          | 12,700         | 5,250          | \$6,586,890          |                    |                |                |                      |                    |                |                |                      |
| Rock 'n' Roll Las Vegas Marathon            | \$150,000          | 67,100         | 62,900         | \$99,094,938         | \$150,000          | 60,125         | 54,975         | \$88,752,866         | \$150,000          | 57,200         | 54,225         | \$89,723,156         |
| USA Sevens (Rugby)                          |                    |                |                |                      | \$250,000          | 67,950         | 26,050         | \$41,654,242         | \$250,000          | 55,025         | 21,750         | \$39,282,980         |
| Big League Weekend                          | \$375,000          | 17,900         | 5,100          | \$6,971,158          | \$375,000          | 22,950         | 6,200          | \$8,225,006          | \$300,000          | 21,550         | 5,200          | \$7,916,563          |
| Las Vegas Bowl (Royal Purple)               | \$855,614          | 35,150         | 29,025         | \$20,182,370         | \$898,395          | 20,500         | 15,900         | \$15,394,085         | \$898,388          | 25,325         | 21,100         | \$27,368,928         |
| World Wrestling Championships               | \$175,000          | 20,975         | 6,975          | \$10,004,302         |                    |                |                |                      |                    |                |                |                      |
| LV USBC Men Gold championships              |                    |                |                |                      | \$516,825          | 99,925         | 96,125         | \$141,302,836        |                    |                |                |                      |
| Mexican Natl Soccer                         |                    |                |                |                      |                    | 26,525         | 20,275         | \$19,804,662         |                    |                |                |                      |
| <b>Subtotal: Sports</b>                     | <b>\$3,041,909</b> | <b>423,000</b> | <b>152,625</b> | <b>\$207,255,131</b> | <b>\$3,858,020</b> | <b>573,400</b> | <b>266,500</b> | <b>\$389,096,460</b> | <b>\$2,981,426</b> | <b>457,850</b> | <b>158,825</b> | <b>\$264,067,406</b> |

## Automotive/Motor Sports

|                                          |            |                |               |                      |                 |                |               |                      |                    |                |                |                      |
|------------------------------------------|------------|----------------|---------------|----------------------|-----------------|----------------|---------------|----------------------|--------------------|----------------|----------------|----------------------|
| NHRA Toyota Nationals                    |            |                |               |                      |                 |                |               |                      |                    | 108,300        | 44,325         | \$76,699,239         |
| NASCAR - Spring Race                     |            | 114,100        | 96,400        | \$139,166,463        | \$29,469        | 111,950        | 93,050        | \$179,060,882        | \$1,279,818        | 85,575         | 72,875         | \$146,027,751        |
| Lucas Oil Off-Road Race                  | \$0        | 6,475          | 2,400         | \$1,617,353          |                 |                |               |                      |                    |                |                |                      |
| <b>Subtotal: Automotive/Motor Sports</b> | <b>\$0</b> | <b>120,575</b> | <b>98,800</b> | <b>\$140,783,816</b> | <b>\$29,469</b> | <b>111,950</b> | <b>93,050</b> | <b>\$179,060,882</b> | <b>\$1,279,818</b> | <b>193,875</b> | <b>117,200</b> | <b>\$222,726,990</b> |

## Music

|                                           |                  |                |               |                      |                  |                |               |                      |                  |                |               |                     |
|-------------------------------------------|------------------|----------------|---------------|----------------------|------------------|----------------|---------------|----------------------|------------------|----------------|---------------|---------------------|
| Rock of Vegas Summer Concert Series (FSE) | \$160,000        | 43,075         | 32,050        | \$51,544,816         | \$130,518        | 44,825         | 33,925        | \$56,623,082         | \$160,000        |                |               |                     |
| Life is Beautiful                         |                  | 131,550        | 37,175        | \$34,946,147         | \$152,740        | 137,350        | 34,775        | \$43,612,781         | \$150,000        | 153,025        | 37,300        | \$46,223,487        |
| ACM Experience (Party for a Cause)        | \$250,000        | 54,375         | 16,100        | \$30,973,099         |                  |                |               |                      |                  |                |               |                     |
| Las Rageous                               |                  |                |               |                      |                  | 16,275         | 5,225         | \$6,051,824          |                  |                |               |                     |
| <b>Subtotal: Music</b>                    | <b>\$410,000</b> | <b>229,000</b> | <b>85,325</b> | <b>\$117,464,061</b> | <b>\$283,258</b> | <b>198,450</b> | <b>73,925</b> | <b>\$106,287,687</b> | <b>\$310,000</b> | <b>153,025</b> | <b>37,300</b> | <b>\$46,223,487</b> |

## Other Events

|                               |            |               |               |                     |            |                |                |                     |            |                |                |                     |
|-------------------------------|------------|---------------|---------------|---------------------|------------|----------------|----------------|---------------------|------------|----------------|----------------|---------------------|
| Cowboy Christmas Gift Show    |            | 90,450        | 82,550        | \$39,741,568        |            | 111,000        | 98,875         | \$60,300,232        |            | 117,675        | 105,050        | \$51,096,846        |
| Vegas Uncork'd                |            | 5,050         | 2,200         | \$5,392,808         |            | 5,425          | 2,400          | \$7,018,489         |            | 4,975          | 1,825          | \$5,609,418         |
| <b>Subtotal: Other Events</b> | <b>\$0</b> | <b>95,500</b> | <b>84,750</b> | <b>\$45,134,376</b> | <b>\$0</b> | <b>116,425</b> | <b>101,275</b> | <b>\$67,318,722</b> | <b>\$0</b> | <b>122,650</b> | <b>106,875</b> | <b>\$56,706,264</b> |

|                                    |                     |                  |                |                      |                     |                  |                |                      |                     |                  |                |                      |
|------------------------------------|---------------------|------------------|----------------|----------------------|---------------------|------------------|----------------|----------------------|---------------------|------------------|----------------|----------------------|
| <b>SPONSORSHIP AMOUNT SHOWN</b>    | <b>\$7,141,006</b>  | <b>1,141,350</b> | <b>499,550</b> | <b>\$684,799,183</b> | <b>\$8,544,168</b>  | <b>1,258,925</b> | <b>605,625</b> | <b>\$895,416,775</b> | <b>\$8,501,797</b>  | <b>1,185,425</b> | <b>485,525</b> | <b>\$757,700,068</b> |
| <b>TOTAL SPONSORSHIP AMOUNT **</b> | <b>\$11,665,284</b> |                  |                |                      | <b>\$12,196,297</b> |                  |                |                      | <b>\$14,190,100</b> |                  |                |                      |

\* Not an exhaustive listing of all events; reflects only those events where intercept surveys were conducted to capture visitor characteristics, spend per trip, etc.

\*\* Does not include advertising/media sponsorships

Source: Las Vegas Convention and Visitors Authority and Las Vegas Events