



CALL FOR VIDEO SUBMISSIONS: CELEBRATE YOUR PASSION FOR THE ROSE PARADE®!

The Pasadena Tournament of Roses and Wells Fargo are pleased to inaugurate *Beyond the Flowers: The Path to Pasadena*—a new video storytelling platform enabling participants, volunteers, and fans to share their excitement, anticipation and passion for the Rose Parade® presented by Honda.



General Call for Submissions

We are pleased to extend an open invitation for individuals and organizations to submit brief testimonials or narrated footage offering viewers a special window into what makes America's New Year Celebration® magical for so many people.

Suggested Content

We encourage submissions to be brief, energetic, and along the following lines:

- **Float participants:** purpose, design, symbolism, decoration
- **Bands:** members practicing, anticipation of the march on New Year's Day
- **Equestrian units:** care for and training of horses; practicing tricks; costumes
- **Tournament entries:** vintage cars to be featured; floral decorating; logistics
- **Tournament members:** role on New Year's Day; memory from a past parade
- **Committee chairs:** motivation for longstanding commitment; committee's role; behind-the-scenes insights

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America's New Year Celebration®

PASADENA TOURNAMENT of ROSES

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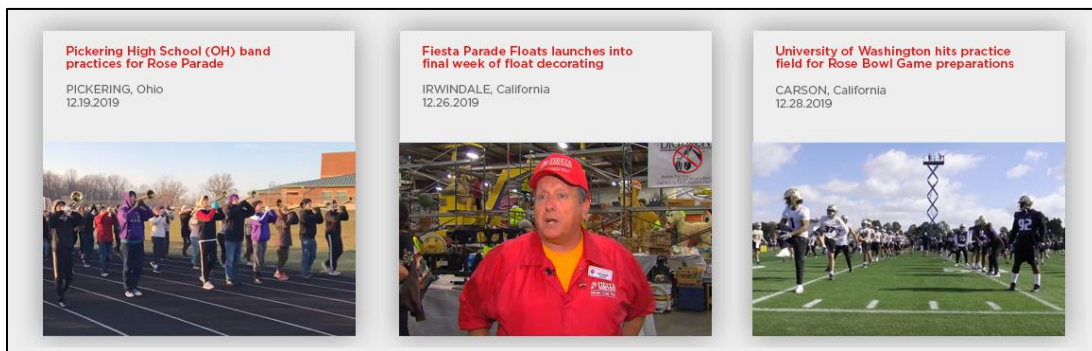
- **Float builders:** intro to flower tent; exotic materials; materials used for photorealistic or lifelike elements; driver/navigator locations
- **Volunteer float decorators:** motivation for volunteering; special skills and assignments
- **Participating schools:** messages from head coaches; greetings from athletic teams; special cheer or band performance
- **Spectators:** family tradition; viewing from same spot; what I love about Parade

Submission Requirements:

1. Duration: Maximum 45 seconds in length.
2. Format: MP4 or MOV
3. File name: Include the last name of the submitter and submission date (e.g. smith_20191030.mov)
4. Submissions must be in the form of a link to a downloadable file or an email attachment.
5. At the beginning of the video, state your and/or your organization's name, affiliation with the Rose Parade, and the number of years you have been involved, if applicable.
6. The video should not have any commercial pitch.
7. The author(s) of each video must have clear copyright of the audio and visual content. Submission of the video grants release of the copyright, name(s), and likeness(es) for promotional use (examples include Tournament website and social media channels) to the Tournament of Roses and Wells Fargo.
8. The Tournament of Roses reserves the right to edit videos as needed to fit time constraints.

Submission Process:

- Please send an email with the name of the author(s), their affiliation(s), and video file link or attachment to marketing@tournamentofroses.com. You will receive an email confirming your submission has been received.
- Submissions may be sent at any time until December 31st at 12:00 midnight Pacific Time.



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Selection and Promotion Process:

- Submitted videos will be received, evaluated, and selected solely by the Pasadena Tournament of Roses Marketing & Communications Department.
- Content that is personal, meaningful, and impactful on the viewing audience will receive the most favorable consideration.
- Video content must be suitable for all ages.
- If your video is selected for inclusion in the program, you will be contacted via email prior to posting.
- Videos will be posted to a designated landing page on the Tournament of Roses website and shared via the Tournament's and Wells Fargo's social media channels.

For more information or details on video submission, please contact marketing@tournamentofroses.com.

About the Pasadena Tournament of Roses® and The Rose Parade® presented by Honda



The Tournament of Roses is a volunteer organization that hosts America's New Year Celebration® with the Rose Parade® presented by Honda, the Rose Bowl Game® presented by Northwestern Mutual and a variety of accompanying events. The Association's 935 volunteer members supply more than 80,000 hours of manpower, which will drive the success of 131st Rose Parade, themed "The Power of Hope," on Wednesday, January 1, 2020, followed by the 106th Rose Bowl Game. For more information, visit www.tournamentofroses.com. Like us on [Facebook](#) and follow us on [Twitter](#), [Instagram](#) and [YouTube](#).