



BIA Southern California GAME ON, LA



Saturday, November 19, 2022

Rose Bowl in Pasadena

First Round Sponsor [Limit 2] - \$7,000

- UCLA v USC Rivalry Game
- 8 Private Pre-Party Tickets
- 8 Game Tickets
- 2 VIP Parking Passes
- 134th Tournament of Roses Parade + 109th Rose Bowl Game – January 2, 2023
- 12 Invitations to exclusive summer event at Tournament of Roses House featuring football legends of UCLA and USC and Tournament of Roses representatives
- 2 VIP tickets to Tournament of Roses parade
- 2 VIP tickets to Tournament of Roses corporate hospitality pregame tent
- 2 Tickets to Rose Bowl game
- BIASC Magazine UCLA/USC and Tournament of Roses Editions: Alumni feature profile of individual or company
- Logo placement on all marketing materials, event page and pre-party video

Starting Lineup Sponsor - \$5,000

- UCLA v USC Rivalry Game
- 8 Private Pre-Party Tickets
- 8 Game Tickets
- 1 VIP Parking Pass
- 8 Invitations to exclusive summer event at Tournament of Roses House featuring football legends of UCLA and USC and Tournament of Roses representatives
- BIASC Magazine UCLA/USC Edition: Alumni feature profile of individual or company
- Logo placement on all marketing materials, event page and pre-party video



Register at biasc.org/gameonla

For more information, contact Laura Barber at lbarber@biasc.org or 949-777-3861



BIA Southern California GAME ON, LA

USC vs **UCLA**
TROJANS **BRUINS**

Saturday, November 19, 2022

Rose Bowl in Pasadena



Walk-On Sponsor - \$2,500

- UCLA v USC Rivalry Game
- 4 Private Pre-Party Tickets
- 4 Game Tickets
- 4 Invitations to exclusive summer event at Tournament of Roses House featuring football legends of UCLA and USC and Tournament of Roses representatives
- Logo placement on all marketing materials, event page and pre-party video

Cheer Sponsor - \$1,500

- UCLA v USC Rivalry Game
- 4 Private Pre-Party Tickets
- 4 Game Tickets
- Logo placement on all marketing materials, event page and pre-party video



VIP Package - Individual - \$399

- UCLA v USC Rivalry Game
- 1 Private Pre-Party Ticket
- 1 Game Ticket

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