

Amendment to the Operating Agreement with the RBOC

One of the primary challenges of the Rose Bowl in seeking a base of supporting donors is that, while it is essentially the premier college football stadium, it does not have alumni who would traditionally contribute to a capital campaign. As a result, the RBOC has been exploring ways to create a philanthropic support effort for the renovation of the stadium.

A feasibility study was completed by Andrea Van de Kamp in March, 2010; the findings recommended that a civic philanthropic organization could be formed to provide community leaders an opportunity to support the renovation efforts as well as other potential future civic projects of interest. The recommendation was to establish an independent organization to organize, manage, and coordinate the philanthropic effort. The model for this recommended approach is Heritage Services, in Omaha, Nebraska, which has successfully raised over \$400 million for “legacy” projects in Omaha over the past 20 years. It also should be noted that, as in Omaha, there are plans to integrate the Pasadena community and develop ways for small contributions to be recognized as part of the overall campaign.

An amendment to the Operating Agreement would enable the RBOC to recognize the philanthropic efforts and allow the RBOC to assist in the efforts as well as to receive contributions made to Rose Bowl related projects. Attached hereto is a list of Rose Bowl features which the amendment to the Operating Agreement would allow the RBOC to offer for various levels of donor participation. The RBOC would propose to return to City Council, or to a designated Council Committee, for approval of the specific features of the stadium to be named, a methodology for establishing the value of the features for donor opportunity, and the terms and conditions of naming rights that would enhance and protect the rights of the Stadium. The specific features to be named along with recommended valuations of such, including terms and conditions will be presented to the RBOC and either the City Council or Council Committee for approval and implementation in the near future. *(Refer to attached DRAFT list of anticipated Naming Opportunities)*



DRAFT
Proposed Naming Opportunities
Rose Bowl Stadium Campaign

Court of Champions	Big Ten Coaches Booth
UCLA Locker Room	Big Ten AD Suite
Big Ten Locker Room	Pac 10 Radio Booth
Large South End Tunnel (2)	Big Ten Radio Booth
East & West Tunnels (16)	Control Booth
Field Lounges (2)	Audio Visual Booth
North & South End Tunnels (12)	Replay Booth
Large North End Tunnels (2)	Stats Booth
Legacy Endowment (22)	Media Area (near locker rooms)
Media Operations Level G	Training Area
Pac 10 Coaches Booth	Brick Campaign
Media Area (2) (in press box)	
Television Network Booth	Coaches Corner
Historic Bridge (2)	Field
	Museum/Retail Store

*Exception of January 1 ~ Pac 10 Locker Room

***Timing ~ may correlate with brick campaign. The endowment concept is an idea based on the need for developing a long-term source of funding for the Rose Bowl, possibly for an annual building fund. The 22 endowments symbolize the total number of offensive and defensive positions on the football field. The donor is endowing the future of the Rose Bowl by contributing to a fund that will grow over time and along the way provide income to offset annual building expenses for the Rose Bowl.