



Dear Friend of America's Stadium,

Since its gates opened in 1922 the Rose Bowl Stadium has provided countless inspirational moments to entertain guests locally, nationally and globally. This historic venue has hosted unforgettable events, such as, "The Granddaddy of the All" the Rose Bowl Game, UCLA football, numerous National Championship and Playoff games, two Olympics (a third coming in 2028), two World Cups (3rd possibly 2026), concerts, charity events, and many others.

For each of us, these different moments have authored generational stories that have bonded families for a lifetime. As the Stadium approaches its 100th birthday in 2022, it is up to us to protect the venue's heritage that is uniquely special for each of us.

**On April 18, 2020, the Rose Bowl Legacy Foundation will host "The Party of the Century" that will launch a multi-year birthday celebration for the venue.** It will be the first and only event in its history to celebrate the life and moments of the beloved Rose Bowl Stadium. The proceeds from the event will directly benefit the preservation, protection and enhancement of the Rose Bowl Stadium's future as a National Historic Landmark.

As community members, donors and volunteers, we have been drawn to the positive emotion of America's Stadium over the years. **We are now respectfully requesting your help and support** in this endeavor so future generations will share in the experience and memories that the Rose Bowl has provided to millions over the past near-century.

**On behalf of the Legacy Foundation's Planning Committee, its Board of Directors and Advisory Board, we respectfully request your support of this event through sponsorship, auction item donation, and the early purchasing of tickets to the event. We look forward to your support of the "2020 Party of the Century". Your participation will impact the Stadium and preserve its future.**

All contributions to the Party are tax deductible, minus any benefits received, and will directly support capital improvements at the venue. By preparing for our centennial birthday now, we are supporting the spirit of the millions of visitors and providing unifying momentum for the campaign as we engage fans across the country.

Thank you in advance for your consideration of contributing to the Party of the Century and this historic effort to further solidify our Stadium's future. It is inspiring to all. Let's do our part.

With gratitude and friendship from America's Stadium.

Darryl Dunn  
CEO and General Manager  
Rose Bowl Operating Company

Angel Throop and Angie Miller  
Co-Chairs & Advisory Board  
Rose Bowl Legacy Foundation

Mickey Segal  
President, Board of Directors  
Rose Bowl Legacy Foundation

