THE OPPORTUNITY

On New Year’s Day, the Donate Life community participates in America’s New Year Celebration, seen by over 33 million television viewers nationwide and over 30 million viewers internationally with news coverage inspired by the deeply meaningful purpose of our parade participants:

- Share the real stories of organ, eye and tissue donors and recipients on a world stage
- Sponsorship of float participants including 16 float riders, 44 floragraph honorees, and 8 walkers
- Promotion of organizations nationwide and their participant stories
- More than 40 floragraph finishing events held across the nation rally communities to remember and honor donors, and their living legacies
- 1,500 volunteer float decorators bring the float to life while honoring those who gave and received the gift of life.

To learn more, visit us at DonateLifeFloat.org or send your questions to roseparade@onelegacy.org.

“Thank you so much for all of the hard work and for making the family feel extra special at a very emotional time.”

- Lori Malkin
  Sponsor, JJ’s Legacy
VALUE TO SPONSORS

• National recognition of donor stories to celebrate and promote the Donate Life mission
• The influence of tailored social media plans
• Stronger relationships with audiences leading to higher donor registration rates
• An effective national supported campaign spotlighting the hundreds of life-changing stories from your area
• Special events for float participants and sponsor representatives
  
  Sponsor Meet & Greet
  Rider/Walker Dinner
  Floragraph Family Brunch
  New Year’s Eve Celebration
• Support for floragraph honoree families with ceremonies nationwide

GOALS

• Increase new donor registrations
• Inspire organ, eye, and tissue donor participation
• The greatest local, regional, and national coverage of float participants

“Thank you for going the extra mile to make their trip of a lifetime unforgettable…”

- Tony Hakes
2017 Sponsor, Iowa Donor Network
Ways to Participate

- Rider
- Walker
- Floragraph Honoree Family
- Sponsor Organization
- Corporate Sponsorship
- Guest of one of the above

Purchase a Package

All packages include:

- Float participants featured on campaign materials and online
- Opportunity to purchase Rose Bowl Game® tickets (while supplies last)
- Transportation from hotel to float decorating site
- Opportunity to purchase additional event and/or parade tickets
-Courtesy packets upon check-in
- Float decorating
- Rose Dedication Garden
- Floragraph Brunch
- Rider/Walker Dinner
- New Year’s Eve Celebration
- Volunteer Opportunities

Sponsors of the 2017 campaign have first right to renew their participation for the 2018 campaign.

*Decorating: Sponsors have priority status for float decorating registration. Limitations apply.
MARKETING OBJECTIVES & INITIATIVES

• Encourage the public to register to be an organ, eye and tissue donor
• Celebrate stories of lives enhanced and saved
• Measure audience interactions with online analytics tools
• Highlight local stories to inform and encourage donor designation
• Provide measurable engagement points for supporters

REAL RESULTS

• Be a part of global coverage that receives over 560 million media impressions annually
• Successful special events to unveil float and introduce honorees
• Effective social media campaign with a 2.5+ million reach

“Thank you for the amazing work you do with the coordination of the Rose Parade Float, events and participants, especially the care of the donor families!”  -New Mexico Donor Services 2017 Sponsor
2018 DONATE LIFE Rose Parade® Float

SPONSORSHIP OPPORTUNITIES

Participant Package - $10,000

• 1 Parade Participant (Rider, Walker or Floragraph Honoree)
• 1 Hotel Room
• 4 Parade Tickets
• 4 New Year’s Eve Celebration Tickets
• 4 Rider/Walker Dinner Tickets or Floragraph Brunch Tickets
• 4 Decorating Slots
• 4 Float Judging Slots
• Entrance to Sponsor Meet and Greet
• Merchandise Bag

*Basic package price for ONE participant

The Following included with all package

• Limited license to use event logo, images and/or trademarks for the sponsor’s promotion of participation
• Company logo on website
• Tailored social media campaign highlighting sponsor’s parade participant stories
• Venue signage with company name display at check-in
• Company mention in press releases
• Company name in official 2018 campaign yearbook
• Press release templates to highlight participants and sponsors
• Custom b-roll ending for floragraphs, riders and walkers
• Partnership with OneLegacy media specialist and public relations team
2018 Donate Life Rose Parade Commitment Form

Price          Package                              Quantity

• $10,000   Floragraph Participant Package ________
• $10,000   Rider Participant Package            ________
• $10,000   Walker Participant Package           ________

Total Amount Due: ________

Name of organization: ____________________________________________________
Contact name: ____________________________________________________________
Title: ___________________________________________________________________
Address: _________________________________________________________________
Phone number: ___________________ Fax: _________________________________
Email address: ___________________________________________________________
Signature: _______________________ Date: ________________________

The Donate Life Rose Parade Float campaign is a program of the OneLegacy Foundation, a 501(c)3 non-profit organization, Tax ID #45-2936915. Donations are tax-deductible to the maximum extent allowed by the law. This commitment form can be mailed to:

Donate Life Rose Parade C/O OneLegacy Foundation
Attention: Kathleen Hostert
761 W. Kimberly Ave
Placentia, CA 92870

For more information please contact Kathleen Hostert at (714) 264-5030 or khostert@onelegacy.org.
2018 Donate Life Rose Parade Additional Sponsorships Form

<table>
<thead>
<tr>
<th>Price</th>
<th>Package</th>
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</thead>
<tbody>
<tr>
<td>☐ $10,000</td>
<td>Floragraph Brunch Sponsor</td>
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<tr>
<td>☐ $10,000</td>
<td>Rider/Walker Dinner Sponsor</td>
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<tr>
<td>☐ $10,000</td>
<td>New Year’s Eve Celebration Sponsor</td>
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<tr>
<td>☐ $7,000</td>
<td>Entertainment Sponsor</td>
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<td>☐ $5,000</td>
<td>Gary’s Gateway/Founder Sponsor</td>
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<td>☐ $5,000</td>
<td>Transportation Sponsor</td>
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<tr>
<td>☐ $4,500</td>
<td>Photo Booth Sponsor</td>
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<td>☐ $4,500</td>
<td>Yearbook Sponsor</td>
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<td>☐ $4,000</td>
<td>Rider/Walker Float Judging and Parade Day Meal Sponsor</td>
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<tr>
<td>☐ $3,500</td>
<td>Apparel Sponsor</td>
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<tr>
<td>☐ $3,000</td>
<td>Participant Sticker Sponsor</td>
</tr>
<tr>
<td>☐ $2,000</td>
<td>Sand Jar Sponsor</td>
</tr>
</tbody>
</table>

Total Amount Due: __________________________

Name of organization: __________________________________________________________

Contact name: _________________________________________________________________

Title: _________________________________________________________________

Address: _________________________________________________________________

Phone number: ___________________________ Fax: ___________________________

Email address: _____________________________________________________________

Signature: _________________________________________________________________

The Donate Life Rose Parade Float campaign is a program of the OneLegacy Foundation, a 501(c)3 non-profit organization, Tax ID #45-2936915. Donations are tax-deductible to the maximum extent allowed by the law. This commitment form can be mailed to:

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Additional Sponsorship Opportunities

Floragraph Brunch Sponsor $10,000

The Floragraph Brunch is an emotional gathering of families whose loved one is being honored on the Donate Life Float as a memorial floragraph because of their life changing gifts. The Brunch includes inspirational speakers, a video tribute to the honorees, meet and greet of floragraph families and decorators and a sensational sand ceremony.

Sponsorship includes:

• 4 tickets to Floragraph Brunch
• 4 tickets to the Rose Parade
• Opportunity to speak at the Brunch
• Acknowledgement by event Master of Ceremonies
• Company acknowledged and logo featured on the following:
  Donate Life Rose Parade Float Yearbook
  Floragraph Brunch tickets
  Donate Life Rose Parade Float website
  Lobby of the Pasadena Hilton Hotel, the official hotel of the Donate Life Rose Parade

Rider/Walker Dinner Sponsor $10,000

The Rider/Walker Dinner is a gathering of living donors and organ and/or tissue recipients, celebrating those who gave and those whose lives were saved or enhanced by the selfless gift of donation. The dinner includes inspirational speakers, Gary Foxen rider honoree announcement and a moving sand ceremony.

Sponsorship includes:

• 4 tickets to Rider/Walker Dinner
• 4 tickets to the Rose Parade
• Opportunity to speak at the Dinner
• Acknowledgement by event Master of Ceremonies
• Company acknowledged and logo featured on the following:
  Donate Life Rose Parade Float Yearbook
  Rider/Walker Dinner tickets
  Donate Life Rose Parade Float website
  Lobby of the Pasadena Hilton Hotel, the official hotel of the Donate Life Rose Parade
New Year’s Eve Celebration Sponsor  $10,000

The New Year’s Eve Celebration is a Donate Life community gathering to celebrate the stories of lives that have been enhanced and saved through the gift of donation as well as honor those who gave the gift of life. The celebration honors the Donate Life Rose Parade Float Riders, Walkers and Floragraphs featured on the Float bringing all guests together to celebrate and ring in the new year.

Sponsorship includes:

• 4 tickets to New Year’s Eve Celebration
• 4 tickets to the Rose Parade
• Opportunity to speak at Celebration
• Acknowledgement by event Master of Ceremonies
• Company acknowledged and logo featured on the following:
  Donate Life Rose Parade Float Yearbook
  New Year’s Eve Celebration tickets
  Donate Life Rose Parade Float website
  Lobby of the Pasadena Hilton Hotel, the official hotel of the Donate Life Rose Parade

Entertainment Sponsor  $7,000

Sponsorship provides entertainment for Floragraph Brunch, Rider/Walker Dinner and New Year’s Eve Celebration.

Sponsorship includes:

• 4 tickets to Rose Parade
• 4 tickets to the New Year’s Eve Celebration
• Acknowledgement by event Master of Ceremonies
• Company acknowledged and logo featured on the following:
  Donate Life Rose Parade Float Yearbook
  Donate Life Rose Parade Float website
  Lobby of the Pasadena Hilton Hotel, the official hotel of the Donate Life Rose Parade
2018 DONATE LIFE Rose Parade® Float

SPONSORSHIP OPPORTUNITIES

Gary’s Gateway/Founder Sponsor $5,000
Sponsorship provides an opportunity to honor the founder of the float as well as highlight the history of the Donate Life Rose Parade Float.

Sponsorship includes:

• 2 tickets to the Rose Parade
• Company acknowledged and logo featured on the following:
  Donate Life Rose Parade Float Yearbook
  Donate Life Rose Parade Float website
  Lobby of the Pasadena Hilton Hotel, the official hotel of the Donate Life Rose Parade

Transportation Sponsor $5,000
Sponsorship provides transportation for all guest to and from the decorating site as transportation for participant on parade day.

Sponsorship includes:

• 2 tickets to Rose Parade
• Company acknowledged and logo featured on the following:
  All official Donate Life Rose Parade transportation vehicles used during “Gary’s Week”
  Donate Life Rose Parade Float Yearbook
  Donate Life Rose Parade Float website
  Lobby of the Pasadena Hilton Hotel, the official hotel of the Donate Life Rose Parade

Yearbook Sponsor $4,500
Sponsorship provides the opportunity to honor our Riders, Walkers and Floragraphs in a commemorative yearbook.

Sponsorship includes:

• Full page ad/recognition in official Donate Life Rose Parade Yearbook
• Company acknowledged and logo featured on the following:
  Donate Life Rose Parade Float Yearbook
  Donate Life Rose Parade Float website
  Lobby of the Pasadena Hilton Hotel, the official hotel of the Donate Life Rose Parade
SPONSORSHIP OPPORTUNITIES

Photo Booth Sponsor $4,500

Create cherished memories at the Donate Life Rose Parade as a Sponsorship to provide a photo booth opportunity.

Sponsorship includes:

• Company acknowledged and logo featured on the following:
  the Photo Booth at Brookside Pavilion
  Donate Life Rose Parade Float website
  Lobby of the Pasadena Hilton Hotel, the official hotel of the Donate Life Rose Parade

Rider/Walker Float Judging and Parade Day Meal Sponsor $4,000

Sponsor the lunches for our riders and walkers as they make their way to Float Judging on January 1, 2017 as well as their “welcome back” lunch that takes place on Parade Day.

Sponsorship includes:

• Company acknowledged and logo featured on the following:
  Donate Life Rose Parade Float Yearbook
  Donate Life Rose Parade Float website
  Parade Day boxed lunches
  Welcome Back Reception
  Lobby of the Pasadena Hilton Hotel, the official hotel of the Donate Life Rose Parade

Participant Sticker Sponsor $3,500

Participant Sticker Trading is a unique event where stickers of all the 2018 Donate Life Rose Parade Participants are exchanged and collected in the official Yearbook. Help create the experience of a lifetime as participants meet up and share stories.

Sponsorship includes:

• Company acknowledged and logo featured on the following:
  Donate Life Rose Parade Float Yearbook
  Donate Life Rose Parade Float website
  A Company Logo Sticker featured in the trading section of the yearbook

The World’s Greatest Donate Life Celebration   •   DonateLifeFloat.org
Apparel Sponsor

Provide Donate Life Rose Parade apparel for Riders and Walkers to be worn at Float Judging and on Rose Parade day.

Sponsorship includes:

• Company acknowledged and logo featured on the following:
  Donate Life Rose Parade Float Yearbook
  Donate Life Rose Parade Float website
  Lobby of the Pasadena Hilton Hotel, the official hotel of the Donate Life Rose Parade

Sand Jar Sponsor

Provide a commemorative sand jar to all Riders, Walkers and Floragraph families as a way to remember this once in a lifetime experience.

Sponsorship includes:

• Company logo on commemorative sand jars
• Company acknowledged and logo featured on the following:
  Donate Life Rose Parade Float Yearbook
  Donate Life Rose Parade Float website

Sponsorship Opportunities

Apparel Sponsor $3,500
Sand Jar Sponsor $2,000
"I wanted to say thank you for ALL you did to make the whole Rose Parade experience unforgettable... The whole experience was such a donorful way to honor and recognize my daughter, Paige. It was neat to meet so many great people and hear everyone’s stories."

- Sandi Gerwin, 2017 Float Rider

"The Rose Parade experience was amazing. The entire week was full of emotions, gratefulness, and hope. Meeting the other families and living donors as well as the survivors, gave me a look into what others live and what they have gone through. Before, when I worked on the float, I felt feeling like I’ve done something good for my community and carrying on my daughter’s legacy, but this was entirely more. Spending quality time, listening to what others have gone through, their sacrifice and struggle, to their will to not just survive but to live, left me blessed beyond what I expected."

- Tani, Floragraph Family & Ambassador

“It is truly a life-changing opportunity for them!”

- Marti Cooper, 2017 Sponsor, Indiana Donor Network
Donate Life Rose Parade® Float
2018 General Participant Guidelines

The Donate Life Rose Parade® Float’s Riders, Walkers and Floragraph Honorees represent millions of people touched by organ, eye and tissue donation. As participants, they become family members of the most inspiring float in one of the most-watched events in the world. Last year’s Donate Life float was seen by an estimated 700,000 parade spectators and over 70 million U.S. television viewers. Millions more heard about the Donate Life mission in broadcast and print news stories about the float and its participants. The 129th Rose Parade®, themed *Making A Difference*, will take place on **Monday, January 1, 2018** at 8:00am PST.

The following participant guidelines are designed to ensure a great Donate Life float experience.

Riders must be recipients of an organ, eye, or tissue transplant and comfortable with heights. Walkers must be living organ donors and comfortable with walking the five mile parade route. Riders or Walkers must be at least 12 years of age (per Tournament of Roses Parade® rules), in good physical condition, comfortable with media interviews and able to travel to Pasadena, California from December 29 to January 2.

Floragraph Honorees depicted in the float’s memorial Floragraph portraits are required to be deceased organ, eye or tissue donors. The opportunity for a loved one to be honored with a Floragraph comes with several expectations. In particular, Floragraph families are commonly the subject of media stories in the weeks leading up to the parade. Thus, all Floragraph families are expected to be available for media interviews as opportunities arise. On occasion, between December 26 and January 2, television morning shows require reporting to the studio or locations at a very early hour.

The Donate Life Rose Parade Float program offers the opportunity for Transplant Recipients, Living Donors and Deceased Donors from around the country to be honored on the Donate Life Rose Parade Float. We partner with Organ Procurement Organizations (OPOs), Transplant Centers, Tissue and Eye Banks as well as foundations to sponsor honorees who have made an impact in their local community by spreading the message of the importance of organ, eye and tissue donation.

If you would be interested in being a walker, rider or having a loved one as a Floragraph, please reach out to one of your local organizations to see if they participate in the Donate Life Rose Parade Float and what the criteria for selection might be. You can find your local OPO by following this link: http://www.aopo.org/find-your-opo.
Donate Life Rose Parade® Float
2018 General Participant Guidelines (continued)

If you do not have a connection with any affiliated local organizations and would like to seek out a sponsorship from your workplace, corporate affiliate or other organization, please provide the following in addition to the completed sponsorship forms:

• **Letter of Recommendation**
  - Secure at least one letter of recommendation from your local Organ Procurement Organization, Transplant Center, Tissue or Eye Bank

• **Community Outreach**
  - Please provide a list of the events you have participated in in your community to spread the word of organ, eye and tissue donation
  - Please include the total number of hours you have volunteered

All Floragraph, Rider and Walker Participants are featured in the official Donate Life Rose Parade Website under the Participants Tab (http://www.donatelifefloat.org/wp/float-participants/) and Yearbook. A **photograph** and **biography** is required for every honoree. Rider, Walker, and Floragraphs should aim to find a photo that meets the guidelines below:

  - Clear Focus
  - Good Lighting
  - High Quality Headshot
  - Minimum Size for Floragrams: 4” x 6” at 300 dpi

*Good Quality Photo*  
*Poor Quality Photo*
In addition, please submit an honoree biography. The full biography will be featured on each individual honoree page in addition to an edited and shortened capsule version when featured with other honorees. Please aim for 40-350 words.

Here is an example of a great biography:

“John Patrick O’Laughlin was passionate about life. His family recalls a hardworking, honest, loyal man with a fun sense of humor ... the trickster and firecracker in the family. Anything he did became a passion, including serving the USA, enjoying his Ford trucks and Mustangs, teaching sailors and Marines how to care for F14 and F18 jets, dancing competitive country western, and just having fun with family. This devoted father and husband loved it all.

During nearly 34 years of active duty in the Navy and then the reserves, John saw the world stationed aboard ships including the USS Enterprise, Ranger and Forrestal. His numerous awards included the Navy Humanitarian Service Medal and recognition for tours of duty in Desert Storm and liberating Kuwait.

Despite having open heart surgery several years earlier, John continued to make a difference as a Naval contractor. Three days after returning from a routine 6-month deployment to Saudi Arabia, this active 61-year-old died suddenly and unexpectedly from a stroke. His family knew his wishes. He had always said, "When I go, donate my organs to those who need them. When I am gone I won’t need them and someone else will."

While he wouldn’t consider himself a hero, John’s family and friends do. So do the two people who can see because he was a cornea donor, the nearly 50 people he helped heal as a tissue donor, and the three people whose lives he saved as an organ donor, including a kidney recipient at Walter Reed National Military Medical Center in Bethesda, MD. (Through the Department of Defense Share Program, military donors in San Diego can designate a kidney to save the life of someone on the waiting list who is active duty military, a retiree or dependent.)

John O’Laughlin’s family also knows this long-time mariner would have loved sailing on the Donate Life Rose Parade float catamarans dedicated to teammates.”
Here is an example for what to avoid when submitting a biography and the reasons why:

“His name was John Doe and was born 1943 my family will miss him dearly. He was full of life, and accomplished much. He swims. He went on to donate and will be remembered. He was important in my life, and will never forget him. There isn’t a day that goes by where I don’t think about him. I look forward to seeing him honored at the 2018 Rose Parade.”

- Shorter than a capsule
- Grammatical errors
- Not in third person
- Not in past tense
- Vague description
- No quotes
- Focus on writer rather than honoree
- Few details on connection to donation

Once finished, please submit a confirmed honoree biography and photo to roseparade@onelegacy.org.

Sponsorship forms and payment must be submitted by October 14, 2017. All participant information, including biography and photo must be submitted by August 16, 2017 (those looking to be on the float through a non-affiliated Letter of Recommendation must have their biography and photo by June 16, 2017).
Donate Life Rose Parade® Float

2018 Floragraph Honoree Participant Guidelines

The 2018 Donate Life Rose Parade® Float will honor 44 deceased donors as Floragraph Honorees as it makes its five-mile journey down Colorado Boulevard on January 1, 2018. The float will also feature 8 living donors as Walkers and 16 recipients as Riders. The Donate Life float’s participants represent millions of people touched by organ, eye and tissue donation. As participants, they become family members of the most inspiring float in one of the most-watched events in the world. Last year’s Donate Life float was seen by an estimated 700,000 parade spectators and 70 million U.S. television viewers. Millions more heard about the Donate Life mission in broadcast and print news stories about the float and its participants. The 129th Rose Parade, themed *Making A Difference*, will take place on **Monday, January 1, 2018** at 8:00am PST. The following participant guidelines are designed to ensure a great Donate Life float experience.

**Selection Process**

Float participants are individually sponsored by organizations. Sponsors are responsible for determining the process by which participants are selected. Some have specific individuals in mind, while others choose to stage an open application or nomination process to identify as many candidates as possible. In most cases, local organizations select participants from their service area, while national organizations may select participants from all regions of the country.

**Expectations**

Floragraph Honorees depicted in the float’s memorial Floragraph portraits are required to be deceased organ, eye or tissue donors. The opportunity for a loved one to be honored with a Floragraph comes with several expectations. In particular, Floragraph Families are commonly the subject of media stories in the weeks leading up to the parade. Thus, all Floragraph Families are expected to be available for media interviews as opportunities arise. On occasion between December 29 and January 2, television morning shows require reporting to the studio or locations at a very early hour. **Please note that transportation and additional hotel nights will be the sole responsibility of the donor family and/or sponsor,**
Donate Life Rose Parade® Float
2018 Floragraph Honoree Participant Guidelines (continued)

Requirements

- Families applying for the Floragraph opportunity must have been approached for and authorized donation on behalf of their loved ones or supported their loved one’s donor designation at least one year prior to the application being completed. This will allow the family to be better equipped to handle media opportunities and the multiple commitments that go along with the Floragraph sponsorship.
- Families applying for the Floragraph opportunity must have the Consent For Use of Name and Likeness form signed by any and all next of kin who authorized donation prior to selection.
- Floragraph family members should be comfortable speaking to the media and must report to media opportunities on a timely basis.
- The family must provide a high-quality headshot photograph of the Honoree to serve as original artwork for the Floragraph (min. size 4” x 6” at 300dpi). The image will be enlarged to fill the 12” x 16” Floragraph canvas, so the highest quality original image is necessary for best results.
- Families are required to stay in official Donate Life Rose Parade® Hotel during designated dates as well as attend all Floragraph related events.
- Floragraph sponsor will obtain signed authorization for Use of Name and Likeness for all legal next of kin who authorized donation so that all next of kin of the same legal standing are aware of the donor being honored on the Donate Life Float.
- Floragraph sponsor will explain to the legal next of kin that there will be one finished Floragraph shipped to the sponsor after the parade and the sponsor and family must decide how to distribute/issue the finished Floragraph.
The 2018 Donate Life Rose Parade® Float will carry 24 Riders as it makes its five-mile journey down Colorado Boulevard on January 2, 2018. The float will also feature 12 living donors as Walkers and honor 60 deceased donors as Floragraph Honorees. The Donate Life float’s participants represent millions of people touched by organ, eye and tissue donation. As participants, they become family members of the most inspiring float in one of the most watched events in the world. Last year’s Donate Life float was seen by an estimated 700,000 parade spectators and 70 million U.S. television viewers. Millions more heard about the Donate Life mission in broadcast and print news stories about the float and its participants. The 129th Rose Parade, themed Making a Difference, will take place on Monday, January 1, 2018 at 8:00am PST.

Selection Process

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Expectations

Riders must be recipients of an organ, eye, or tissue transplant and comfortable sitting for the duration of the parade.

Riding on the float and participating in related activities is physically demanding. Riders must be able to handle a very high level of physical activity, which includes the following:

- Riders must be recipients of an organ, eye, or tissue transplant and comfortable sitting for the duration of the parade.

- Walking distances of up to 1/2 mile, standing or sitting for long periods of time, and enduring cold temperatures. We recommend you consult your physician to ensure your health is not compromised by your participation.

- Speaking to the media and reporting to scheduled media opportunities on time. On occasion TV morning shows require very early arrival to studios or other locations.
Donate Life Rose Parade® Float

2018 Float Rider Participant Guidelines (continued)

- Departing the hotel at 5am the morning of the Parade for transport to the parade area.

- From the time Riders are seated on the float, they must remain seated for approximately three hours until the float arrives in the Post-Parade off-loading area.

- Donate Life Float Riders must be recipients of organs, tissues or corneas who are at least 12 years of age on New Year’s Day 2018.

- Arrive in Pasadena by 3pm on December 29 for a stay at the Hilton Pasadena Hotel through January 2. Participants may arrive earlier and stay later than these required dates.

- Participate in the Float Rider/Walker Dinner, Float Judging and the Rose Parade. Participation in other Donate Life events is optional.

- Riders are required to wear black pants and will be given a jackets provided by the Donate Life Rose Parade® Float Committee to be worn during the parade.

- If the Rider so wishes, he or she may carry an 8x10 framed photo of their organ/tissue donor on float judging day ONLY.

- Riders will be transported from the hotel to the parade formation area, then picked up after the parade and reunited with family and friends at the Hilton Pasadena Hotel.
Donate Life Rose Parade® Float
2018 Float Walker Participation Guidelines

The 2018 Donate Life Rose Parade® Float will carry 8 living donors as Walkers as it makes its five-mile journey down Colorado Boulevard on January 1, 2018. The float will also feature 16 recipients as Riders and honor 44 deceased donors as Floragraph Honorees. The Donate Life float’s participants represent millions of people touched by organ, eye and tissue donation. As participants, they become family members of the most inspiring float in one of the most-watched events in the world. Last year’s Donate Life float was seen by an estimated 700,000 parade spectators and 70 million U.S. television viewers. Millions more heard about the Donate Life mission in broadcast and print news stories about the float and its participants. The 128th Rose Parade, themed *Making A Difference*, will take place on **Monday, January 1, 2018** at 8:00am PST.

**Selection Process**

Float participants are individually sponsored by organizations. Sponsors are responsible for determining the process by which participants are selected. Some have specific individuals in mind, while others choose to stage an open application or nomination process to identify as many candidates as possible. In most cases, local organizations select participants from their service area, while national organizations may select participants from all regions of the country.

**Expectations**

Walkers must be living organ donors and comfortable with walking the five-mile parade route, they must also be at least 12 years of age (per Tournament of Roses Parade® rules) and in good physical condition.

*Walking alongside the float and participating in related activities is physically demanding. Walkers must be able to handle a very high level of physical activity,* including the following:

- Walking the entire 5-mile parade route, walking distances of up to 1/2-mile, standing or sitting for long periods of time, and enduring cold temperatures. We request you consult your physician to ensure your health is not compromised by your participation.

- Speaking to the media and reporting to scheduled media opportunities on a timely basis. On occasion TV morning shows require reporting to the studio or locations at a very early hour.

- Departing the hotel at 5am the morning of the Parade for transport to the parade lineup area.

- From the time Walkers are positioned alongside the float, they must remain in position relative to the float for approximately three hours until the float arrives in the Post-Parade off-loading area.
Donate Life Rose Parade® Float
2018 Float Walker Participant Guidelines (continued)

- Arrive in Pasadena by 3pm on December 29 for a stay at the Hilton Pasadena Hotel through January 2nd.

- Participate in the Float Rider/Walker Dinner, Float Judging and the Rose Parade. Participation in other Donate Life events is optional.

- Walkers are required to wear black pants, shirt and shoes, jackets will be provided by the Donate Life Rose Parade® Float Committee to be worn during the parade.

- Walkers will be transported from the hotel to the parade formation area, then picked up after the parade and reunited with family and friends at the Hilton Pasadena Hotel.
CONTACT

General Inquiries email: roseparade@onelegacy.org

Kathleen Hostert
Donate Life Rose Parade Float Manager
OneLegacy Foundation
213.663.1544
khostert@onelegacy.org

Mailing Address
Donate Life Rose Parade
761 W. Kimberly Avenue
Placentia, CA 92870
2018 DONATE LIFE
Rose Parade® Float

THE WORLD’S GREATEST DONATE LIFE CELEBRATION
CAMPAIGN SPONSORSHIP OPPORTUNITIES