

SPONSORSHIP & BRANDING GUIDE



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EXTERIOR LED SPECS

West Tower LED

- Screen Image Resolution: 2069 wide x 1788 high (340' x 294')
 - Pixel Pitch: 50mm
 - Frame Rates: 30p, 24p
 - Codec: H264
 - File container: MP4
 - Orientation: Top Left
 - Color: REC 709
 - Dynamic Range: SDR
 - Note: Text usage must take the window cutouts into consideration
- **1 week** with (1): **\$30,000**
15 second spot per 10 minute loop
 - **1 week** with (1): **\$51,100**
30 second spot per 10 minute loop
 - 1 week with (1): **\$90,000**
60 second spot per 10 minute loop

East Tower LED

- Dimensions: 64' W x 300' H
 - Image Resolution: 784 W x 3648 H @ 25mm Pitch
 - Frame Rates: 30p, 24p
 - Codec: H264
 - File container: MP4
 - Orientation: Top Left
 - Color: REC 709
 - Dynamic Range: SDR
- **1 week** with (1): **\$12,500**
15 second spot per 10 minute loop
 - **1 week** with (1): **\$21,250**
30 second spot per 10 minute loop
 - 1 week with (1): **\$37,500**
60 second spot per 10 minute loop

Marquee LED

- Dimensions (three-sided):
- Total pixel count: 2944pixels high by 3912pixels wide
- North face: 2944pixels high by 1826pixels wide
- South face: 2944pixels high by 1826pixels wide
- East face: 2944pixels high by 260pixels wide
- Resolution: 2944 H x 3912 W + 2 seamless corners @ 10mm Pitch
- Frame Rates: 30p, 24p
- Codec: H264
- File container: MP4
- Orientation: Top Left
- Color: REC 709
- Dynamic Range: SDR
- 15 second video spot or 8 second static image *Included on our marquee calendar on a rotational basis*



INTERIOR LED SPECS

GLOBE LED

- Dimensions: 50'wide x 40'high
- LED Square Feet: 6,000
- Pixel Pitch: 6mm
- Image Resolution: TBD
- Content development template(s): TBD, custom
- **1 week** with (1): **\$15,000**
15 second spot per 10 minute loop
- **1 week** with (1): **\$22,500**
30 second spot per 10 minute loop
- **1 week** with (1): **\$45,000**
15 second spot per 10 minute loop

ON-PROPERTY DIGITAL SIGNAGE

- Dimensions: 1080 x 1920 and 1920 x 1080
(horizontal and vertical formats) **\$10,000**
- **1 week** with (1): **\$17,000**
15 second spot per 10 minute loop
- **1 week** with (1): **\$30,000**
30 second spot per 10 minute loop
- **1 week** with (1):
60 second spot per 10 minute loop

NORTH DISTRICT RETAIL MAIN WALL

- Dimensions: 40.5' x 22.5'
- LED Square Feet: 911
- Image Resolution: 3456w*1920h
- Pixel Pitch: 3.63mm
- **1 week** with (1): **\$10,000**
15 second spot per 10 minute loop
- **1 week** with (1): **\$17,000**
30 second spot per 10 minute loop
- **1 week** with (1): **\$30,000**
60 second spot per 10 minute loop

DIGITAL SIGNAGE LOCATIONS

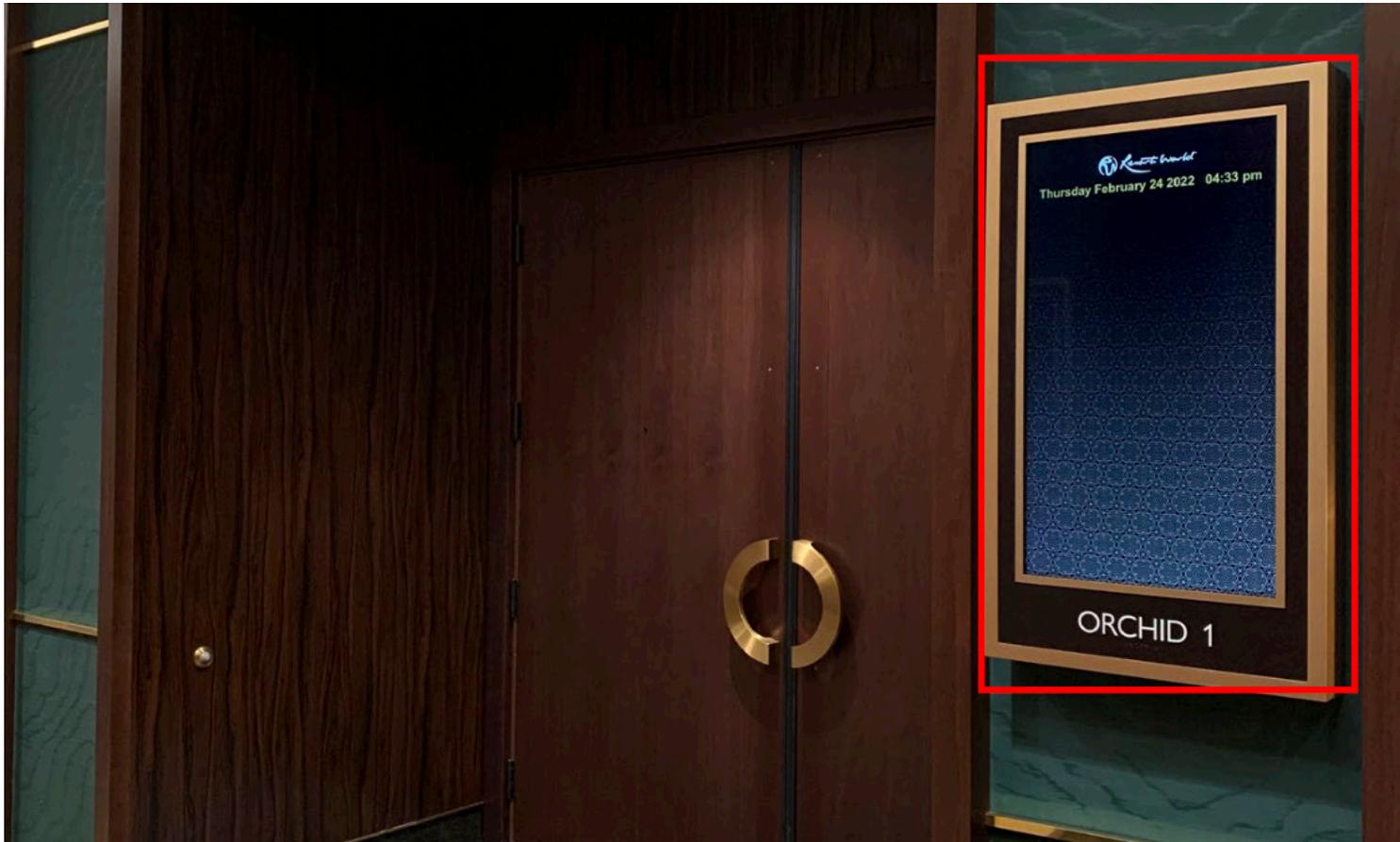
LEVEL 1



LEGEND/KEY

- Small Freestanding Digital Directory @ Escalator (3)
- 2 x 7 LCD Panel Video Wall (1)
- 16.79' x 9.45' LED Video Wall (1)
- 43" Digital Signage Display Portrait (15)
- 43" Digital Signage Display Menu Portrait (15)
- 49" Digital Signage Display Landscape (21)
- 49" Digital Signage Display Menu Portrait (1)
- 55" Digital Signage Display Portrait (5)
- 55" Digital Signage Display Portrait (3)
- 55" Digital Signage Display Landscape (17)
- 55" Digital Signage Display Pole MTD. (1)
- 65" Digital Signage Display Portrait (4)
- 65" Digital Signage Display Landscape (12)
- 75" Digital Signage Display Portrait (8)
- Custom 31.9' x 13.23' LED Video Wall (1)
- LED Panel Video Wall (1)

 Meeting Space	 Pantry/Kitchen	 Sales/Business
 Exterior	 Pre-Function	 Special Meeting Space
 Casino	 Retail	Freight Elevators
 Dining	S.F. Square Footage	Elevators
		Restrooms
		Escalators



MEETING ROOM MONITORS

- Starts at \$150 per monitor, per day

Pixel Size: 1080w x 1920h

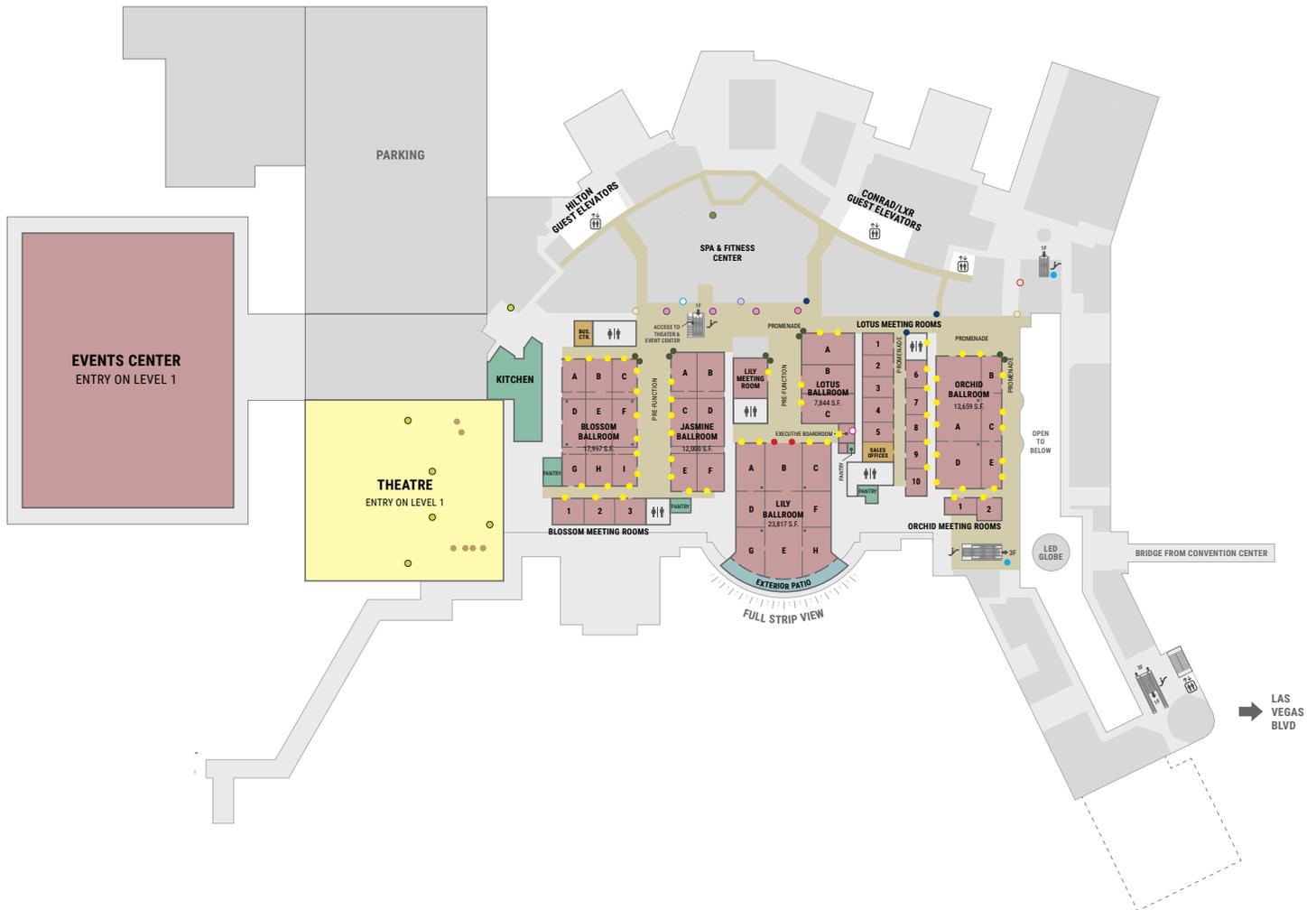
Photo & Video Capable

**FedEx and Encore Production and Installation Fees are NOT included in the Sponsorship Fees*

DIGITAL SIGNAGE
INTERIOR LEVEL 2

DIGITAL SIGNAGE LOCATIONS

LEVEL 2

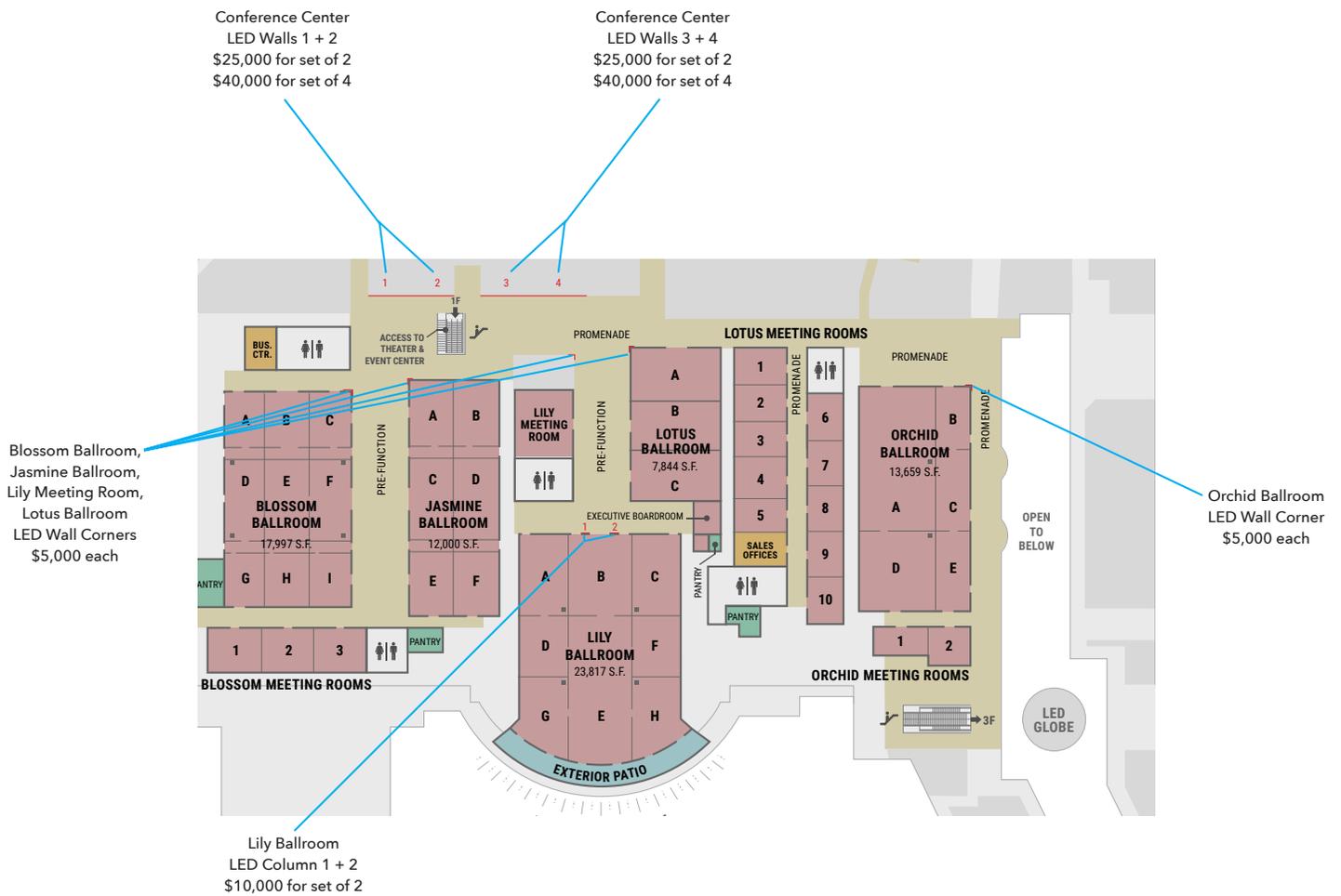


LEGEND/KEY

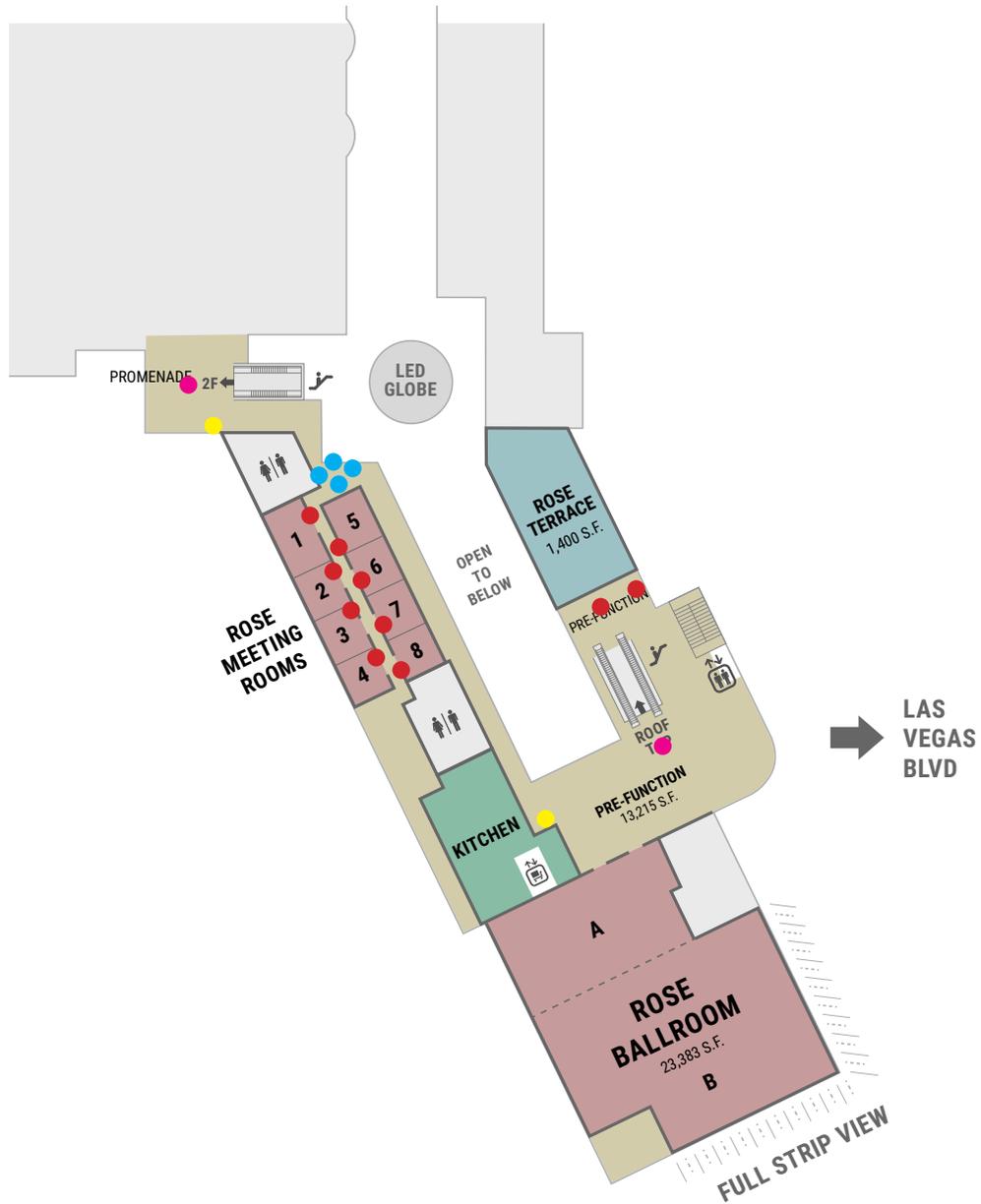
- 6.72' x 17.25' LED Video Wall (2)
- Small Freestanding Digital Directory @ Escalator (2)
- 32" Video Signage Monitor Room Sign (56)
- 40.3' x 8.5' LED Video Wall (1)
- 43" Digital Signage Display Menu Portrait (1)
- 45.35' x 8.5' LED Video Wall (1)
- 49" Digital Signage Display Landscape (6)
- 55" Digital Signage Display Portrait (3)
- 55" 2x2 Video Wall Monitor (2)
- 55" Digital Signage Display Landscape (6)
- 65" Wall Mounted Digital Directory Landscape (1)
- 75" LG Display Landscape (1)
- 86" Ultra Stretch Display Portrait (4)
- Corner/Column Wrap LED Display (10)

 Meeting Space	 Pantry/Kitchen	 Sales/Business
 Exterior	 Pre-Function	 Special Meeting Space
 Casino	 Retail	Freight Elevators
 Dining	S.F. Square Footage	Elevators
		Restrooms
		Escalators

CONFERENCE CENTER VIDEO WALL MAP LEVEL 2



DIGITAL SIGNAGE LOCATIONS LEVEL 3



LEGEND/KEY

- 32" Video Signage Monitor Room Sign (10)
- Corner/Column Wrap LED Display (11)
- Freestanding Digital Directory (2)
- LCD Panel Video Wall (2)

 Meeting Space	 Pantry/Kitchen	 Sales/Business
 Exterior	 Pre-Function	 Special Meeting Space
 Casino	 Retail	Freight Elevators
 Dining	S.F. Square Footage	Elevators
		Restrooms
		Escalators



LED WALLS 1 & 2

- Pixel Size: 3120w x 1314h Per Screen



LED WALLS 3 & 4

- Pixel Size: 7020w x 1314h Per Screen

CONFERENCE CENTER LED WALLS



BLOSSOM CORNER LED WALL

- Pixel Size: 1040w x 1314h



JASMINE CORNER LED WALL

- Pixel Size: 1040w x 1314h



LOTUS CORNER LED WALL

- Pixel Size: 1040w x 1314h



LILY CORNER LED WALL

- Pixel Size: 1040w x 1314h



ORCHID CORNER LED WALL

- Pixel Size: 1040w x 2868h

LED WALL CORNERS

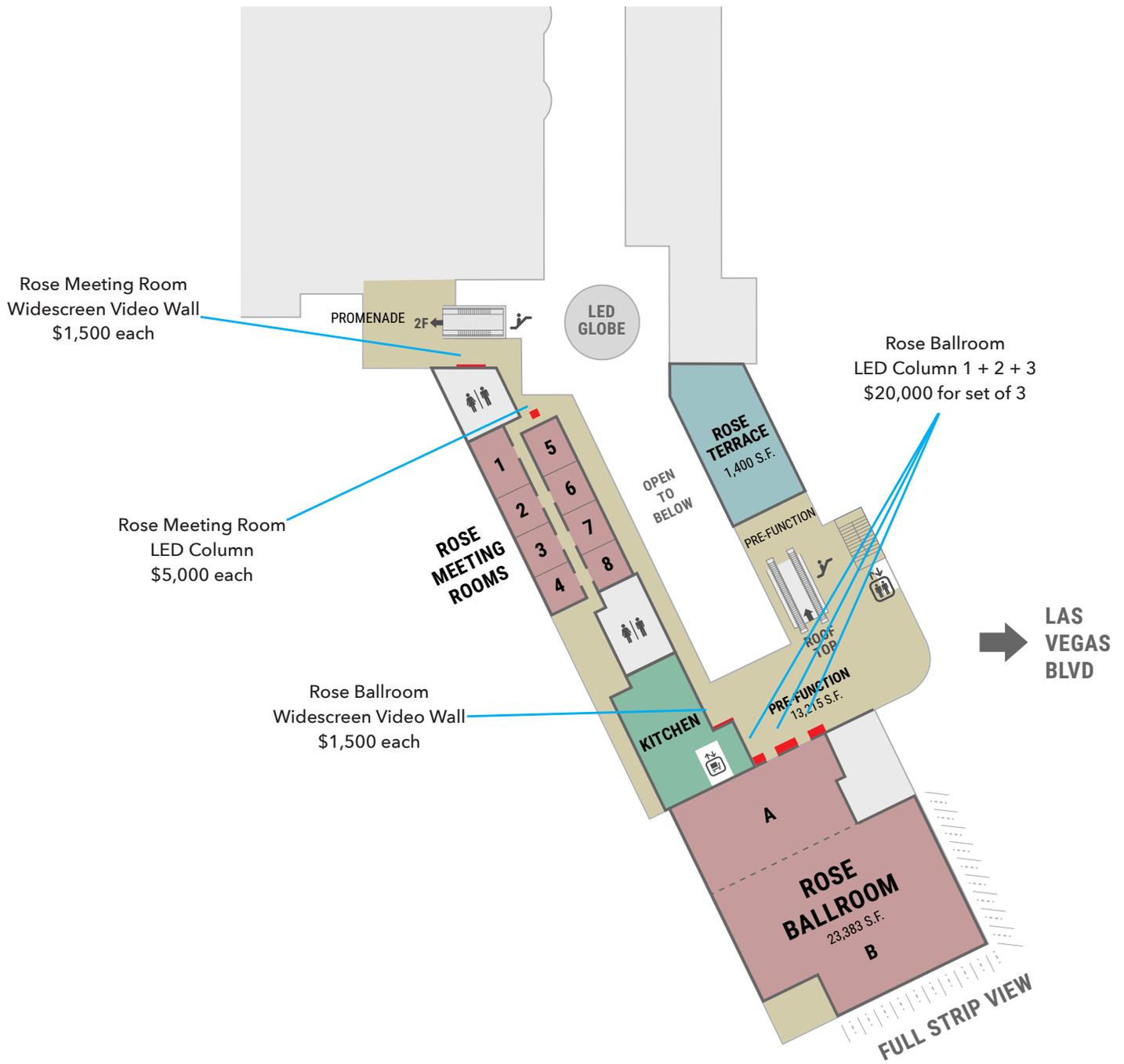


PANEL VIDEO WALL DISPLAYS

- Pixel Size: 780w x 2824h

LILY BALLROOM
LED COLUMN

CONFERENCE CENTER VIDEO WALL MAP LEVEL 3





COLUMN 1

Left Side: 780w X 1898h
Center Front: 1040W X 1898h
Right Side: 780w X 1898h
2600w x 1898h Total
Built as (1) Image

COLUMN 2

Left Side: 780w X 1946h
Center Front: 650W X 1946h
Right Side: 780w X 1946h
2304w x 1946h Total
Built as (1) Image

COLUMN 3

Left Side: 780w X 1898h
Right Side: 620w X 1898h
2600w x 1898h Total
Built as (1) Image

ROSE BALLROOM LED COLUMN



ROSE MEETING ROOM LED COLUMN

Pixel Size Per Side:

520w x 1606h

2080w x 1606h Total

Built as (1) image

ROSE MEETING ROOM LED COLUMN



Pixel Size: 5760w x 3240h

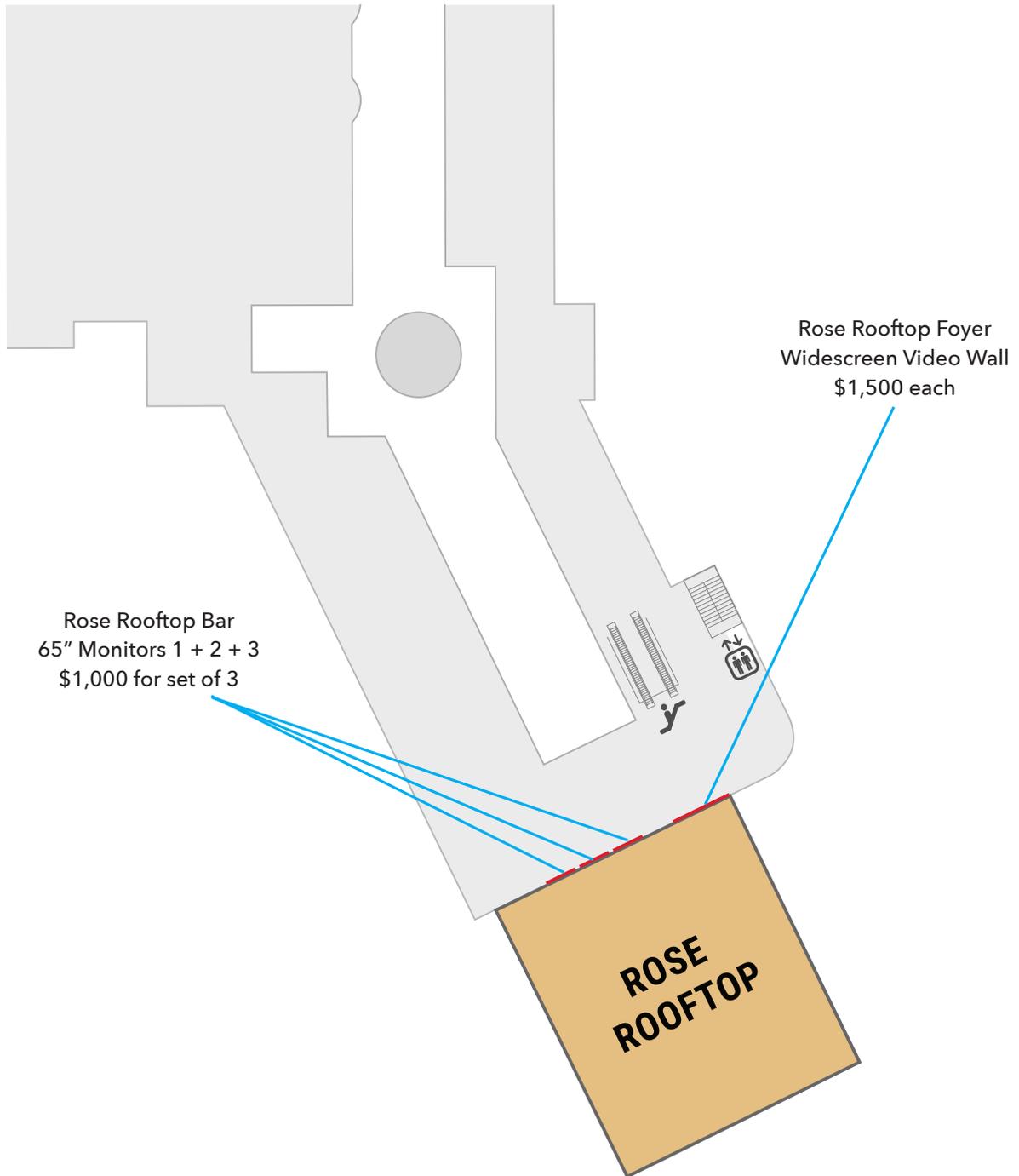
ROSE MEETING ROOM WIDESCREEN VIDEO WALL



Pixel Size: 9600w x 3240h

ROSE BALLROOM WIDESCREEN VIDEO WALL

CONFERENCE CENTER VIDEO WALL MAP LEVEL 5





Pixel Size: 5760w x 3240h

ROSE ROOFTOP FOYER WIDESCREEN VIDEO WALL



65" MONITORS

Pixel Size: 1920w x 1080h

ROSE ROOFTOP BAR
WIDESCREEN VIDEO WALL



MEETING ROOM ENTRY WAY

- Sponsorship fee: \$500 per area
FedEx to Produce and Install

**FedEx and Encore Production and Installation Fees are NOT included in the Sponsorship Fees*

WALLS & SURFACES



LARGE FOYER WALL SURFACES

- Sponsorship fee: Starts at \$1,000 per area
FedEx to Produce and Install

**FedEx and Encore Production and Installation Fees are NOT included in the Sponsorship Fees*

WALLS & SURFACES



GLASS SURFACES

- Sponsorship fee: Starts at \$1,000 per area
FedEx to Produce and Install

**FedEx and Encore Production and Installation Fees are NOT included in the Sponsorship Fees*

WALLS & SURFACES



TABLETOP BRANDING

- Sponsorship fee: \$50 per table
- FedEx to Produce and Install



BAR BRANDING

- Sponsorship fee: \$100 per bar
- FedEx to Produce and Install

SURFACES

ADDITIONAL OPPORTUNITIES

IN-ROOM DELIVERY

\$4.50 per item, per room

GUESTROOM KEY

Hotel exclusive vendor must produce custom keys and artwork must be approved by Resorts World Client responsible for all costs associated with production of keys.

Customized Sponsorship Fee at \$3.50 per key (2) keys per room based on group contracted peak night. Keys are only distributed to guests within group room block.

See CSM for details.

CARPET CLINGS

See CSM for details.

CATERED LOGO ITEMS/LOGO STICKERS

To include bottled water, menu cards, ice carvings and dessert.

22" X 28" POSTERS

Fee: Starts at \$75 each

Additional sizes available.

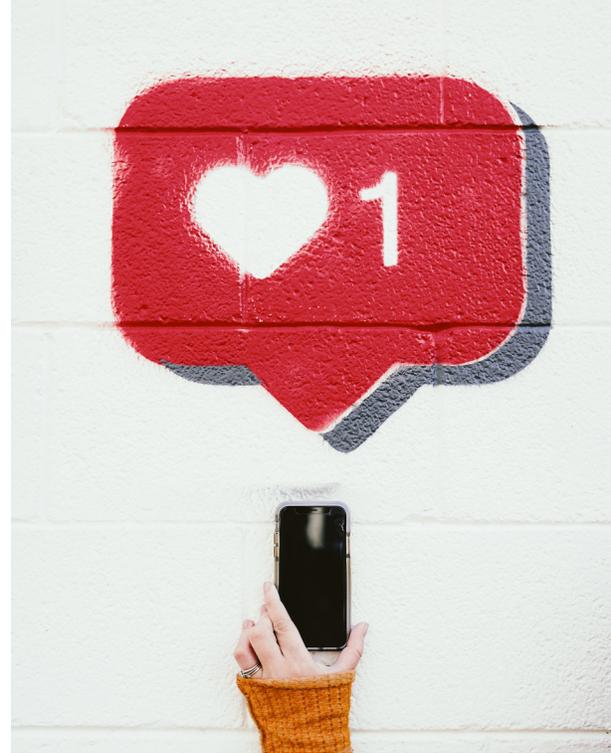
See CSM for details.

2' X 6' SIGNS

Fee: Starts at \$300 each

Additional sizes available.

See CSM for details.



UNIQUE BRANDING ACTIVATIONS

SOCIAL MEDIA

Inclusion in our social media calendar on a rotational basis

Facebook/Instagram: 1080x1080

Instagram Story: 1080x1920

Twitter: 1080x1080 | Twitter static: 1200x627

LinkedIn: 1080x1080

WEBSITE LISTING

Included on the rwlasegas.com website

File Specifications: Video

Under 2GB, Type: mp4, flv, avi, msvideo, quicktime, mpeg, mp2t, vnd.dlna.mpeg, mp2t, vnd.dlna.mpeg-tts, Resolution: 1280x720 pixels

VISUAL LIMITS TABLE GAMES SCREENS

1280x800

SLOT END CAPS

Specs: 1920x1080 & 1080x1920

PRE-ARRIVAL EMAIL (LIMITED)/ PASS KEY (OFFER)

Inclusion in email marketing opportunities targeting incoming hotel guests

Deliverable: promotional offer and copy points to be discussed with Resorts World Brand Team

TEAM MEMBER COMMUNICATIONS

Inclusion in internal employee outreach (special offers / announcements)

PR SUPPORT

Inclusion and announcement opportunities
To be discussed with PR Team

IN-ROOM TV

Inclusion on the in-room TV on a rotational basis
Video, 1920x1080

MOBILE APP (LISTING/STANDING OFFER)

Inclusion with listing and/or offer



MARKETING OPPORTUNITIES

WEST TOWER LED

EAST TOWER LED

ZOUK CORNER LED

**MARKETING OPPORTUNITIES ARE SUBJECT TO CHANGE AND AVAILABILITY.
MANAGEMENT RESERVES ALL RIGHTS.**

INSTRUCTIONS TO DELIVER YOUR CREATIVE ASSETS

Please email hotelsales@rwlasvegas.com for any questions about various partner marketing opportunities regarding asset delivery and planning tactics.

