

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING**

**SPECIAL MEETING OF THE BOARD OF DIRECTORS**

**Friday, May 6, 2022, at 9:30 a.m.**

**Reno-Sparks Convention and Visitors Authority  
4065 S. Virginia Street, Board Room  
Reno, Nevada**

**BOARD OF DIRECTORS:**

**Commissioner Bob Lucey, Chair**

Mayor Hillary Schieve  
Councilwoman Charlene Bybee  
Mr. Stephen Ascuaga  
Mr. Andy Chapman

Ms. Shannon Keel  
Mr. Rick Murdock  
Ms. Ann Silver  
Ms. Jessica Sferrazza

---

THIS NOTICE AND AGENDA HAVE BEEN POSTED AT OR BEFORE 9 A.M. ON MAY 3, 2022, AT LEAST THREE BUSINESS DAYS BEFORE THE MEETING, IN ACCORDANCE WITH NRS 241.020, AT THE MEETING LOCATION AND AT THE FOLLOWING PUBLIC LOCATIONS:

Evelyn Mount Northeast Community Center  
Reno Municipal Court  
Reno-Sparks Convention & Visitors Authority (RSCVA)  
Washoe County Reno Downtown Library  
RSCVA Website: [www.rscva.com/public-meetings](http://www.rscva.com/public-meetings)

Reno City Hall  
Sparks City Hall  
Washoe County Administration Bldg.  
Online at <http://notice.nv.gov/>

---

Items on the agenda are for possible action by the Board of Directors unless stated otherwise. Items will not necessarily be considered in the order listed. The Board may combine two or more agenda items for consideration, may remove an item from the agenda, or may delay discussion relating to an item on the agenda at any time. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Lisa Farmer, 4065 South Virginia Street, Suite 100, Reno, NV (775) 827-7618 or [lfarmer@renotahoeusa.com](mailto:lfarmer@renotahoeusa.com).

---

## **AGENDA**

**A. OPENING CEREMONIES**

Call to Order  
Pledge of Allegiance  
Roll Call

**B. COMMENTS FROM THE FLOOR BY THE PUBLIC**

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period or on "action" items immediately before board discussion of such "action" items. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the RSCVA clerk at the meeting. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken. Public comments may not be accepted after the Chairman closes any period for public comment.

**C. APPROVAL OF THE AGENDA OF THE MAY 6, 2022, SPECIAL MEETING OF THE BOARD OF DIRECTORS**

For possible action.

**D. APPROVAL OF THE MINUTES OF THE APRIL 15, 2022 SPECIAL MEETING OF THE BOARD OF DIRECTORS**

For possible action.

**E. BOARD MATTERS**

**E1. REVIEW, DISCUSSION, AND POSSIBLE ACTION TO PROVIDE SPECIAL EVENT FUNDING FOR THE MISS USA PAGEANT**

The Board of Directors is being asked to review, discuss, and possibly take action to approve a request by The MISS Brand Corporation, owners of the Miss USA Organization, to provide special event funding for the 2022 Miss USA & Miss Teen USA Pageants to take place in Reno/Sparks in an amount not to exceed \$250,000.

For possible action.

**F. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS**

This is an information item. Not an action item.

**G. COMMENTS FROM THE FLOOR BY THE PUBLIC**

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken.

**H. ADJOURNMENT**

For possible action.

For information or questions regarding this agenda please contact:  
The RSCVA Executive Office  
P.O. Box 837, Reno, NV 89504  
775-827-7618

**Reno-Sparks Convention & Visitors Authority  
Special Meeting of The Board of Directors  
Friday, April 15, 2022, at 10:00 a.m.  
Reno-Sparks Convention and Visitors Authority  
4065 S. Virginia Street, Board Room, Reno, Nevada**

The Reno-Sparks Convention & Visitors Authority board of directors met at 10:00 am on Friday, April 15, 2022. The meeting was properly noticed & posted in compliance with the Nevada Open Meeting Law.

---

**A. OPENING CEREMONIES**

**A1. Call to Order**

Chair Bob Lucey called the meeting to order at 10:00 am.

**A2. Pledge of Allegiance**

Chair Bob Lucey asked Art Jimenez, Executive Director of Tourism Sales, to lead the Pledge of Allegiance.

**A3. Roll Call**

The Clerk of the Board took roll call.

---

**Board Members Present:**

Commissioner Bob Lucey, RSCVA Chair  
Stephan Ascuaga, RSCVA Board Member  
Councilwoman Charlene Bybee, RSCVA Board Member  
Andy Chapman, RSCVA Board Member **[Via Zoom Call]**  
Shannon Keel, RSCVA Board Member  
Rick Murdock, RSCVA Board Member  
Mayor Hillary Schieve, RSCVA Board Member  
Jessica Sferrazza, RSCVA Board Member **[Logged on Via Zoom Call at 11:10 a.m.]**  
Ann Silver, RSCVA Vice Chair

**Board Members Absent:**

**RSCVA Executive Staff Present:**

Charles Harris, President & CEO  
Mike Larragueta, Vice President of Sales  
Christina Erny, Vice President of Marketing  
Trent LaFerriere, Vice President of Facilities

**RSCVA Legal Counsel:**

Benjamin Kennedy, Dickson Wright

---

**B. COMMENTS FROM THE FLOOR BY THE PUBLIC**

**Public Comments: 2/Two "Request to Speak" forms submitted.**

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period or on "action" items immediately before board discussion of such "action" items. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the RSCVA clerk at the meeting. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken. Public comments may not be accepted after the Chairman closes any period for public comment.

**B1. TEDxReno – Kaya Stanley**

**Name:** [Kaya Stanley](#)

**Address:** 5815 Flowery Sage Trail, Reno, NV 89511

**I represent:** [TEDxReno](#) (independently organized TED event)

**I am in attendance concerning** TEDxReno Title Sponsorship - \$20,000

**Statement from Kaya Stanley:** I am here representing TEDxReno with about 100 strong volunteers/team, including Ann Silver. I wanted to tell you a little bit about the event. TEDx has been around but this is the first year I am involved with the new organization. We have a high quality of production. We attract some of the best speakers in the country because of the quality of our productions. The TEDx YouTube Channel has over 35 million subscribers, and the TEDxReno videos uploaded to the TEDx YouTube Channel have had over 90 million hits. Because of that, we are one of the most competitive events for speakers to come. We received 100 applications for speakers and out of those we accepted 20. This year for the first time we are making it a 3-day event. It starts on May 21<sup>st</sup> and the day before we've partnered with The Biggest Little Pass, where businesses in Reno-Sparks Tahoe can offer discounts to ticket holders. Our event will be about 2,000 people. On the day of the event will host 20 curated talks about 12 minutes or less for each. The day after we are working on putting together a round table with Mayor Hillary Schieve and President Brian Sandoval. We want the energy created on the date of the event to transcend all year. We missed the application deadline, and we are soliciting the Title Sponsorship of \$20,000. My apologies for missing the deadline, I am new to the role.

**B2. TEDxReno – Frances Weiner**

**Name:** [Frances Weiner](#)

**Address:** 2020 Red Drive #503, Reno, NV 89511

**I represent:** [TEDxReno](#) (independently organized TED event)

**I am in attendance concerning** TEDxReno Funding

**Statement from Frances Weiner:** I moved to Reno about 7 years ago. The first Reno event I attended was TEDx and it made me feel connected to Reno. This event has not only been a catalyst for me but other renoites. I am here seven years later, advocating as the treasurer, and as the treasurer, I can tell you we need the funds to not only help make the transition from UNR to Reno but to help Reno's next growth phase as we become a smarter and business innovative city.

**C. APPROVAL OF THE AGENDA OF THE APRIL 15, 2022, SPECIAL MEETING OF THE BOARD OF DIRECTORS**

**Motion:** Move to approve April 15, 2022, agenda presented.

**Moved by:** Member Councilwoman Bybee

**Seconded by:** Member Silver

**Aye:** Member Lucey, Ascuaga, Chapman, Keel, Murdock, Silver, and Mayor Schieve

**No:**

**Absent:** Member Sferrazza

**Abstain:**

**Vote:** Motion Passed unanimously.

Chair Lucey stated that unfortunately, we are not stylized today under our special events funding committee to make a motion on any specific special event and fund that special event, unfortunately, however, we will discuss special events and anything that's going to come back we will potentially we will bring that back in the May meeting for consideration. That May meeting will probably end up being sooner in the month due to budgets because our budgets are due to the state sooner than our meeting usually falls.

Member Mayor Schieve asked for clarification on the date of the May BOD Meeting to accommodate the Special Event Funding Request from TEDxReno. Chair Lucey responded on Thursday, May 19, right before the May 21<sup>st</sup> TEDxReno Event.

Charles Harris responded that the folks at TEDxReno did apply this week. The subcommittee will be meeting Wednesday, April 20, right before the May 21<sup>st</sup> TEDxReno Event. So, we have that application, and we will be addressing that internally with our RSCVA staff. We do have \$66,000 in the current budget that we left for opportunity funds, and if TEDxReno qualifies we could make that decision at the upcoming subcommittee meeting on April 20. We could have a response for you as soon as next week.

Member Chapman asked Charles Harris if there had been any outreach to the community like in the second round of application or if it was kind of a first come first served for the \$66,000 opportunity funds?

Chair Lucey responded that this would be a discussion that we can have later in the agenda under E2.

**D. APPROVAL OF THE MINUTES OF THE MARCH 24, 2022, REGULAR MEETING OF THE BOARD OF DIRECTORS**

**Motion:** Move to approve minutes from March 24, 2022, Board of Directors Meeting as Presented

**Moved by:** Member Mayor Schieve

**Seconded by:** Member Silver

**Aye:** Member Lucey, Ascuaga, Chapman, Keel, Murdock, Silver, and Councilwoman Bybee

**No:**

**Absent:**

**Abstain:**

**Vote:** Motion Passed unanimously.

Member Silver stated a question came up during the last meeting as to whether the Sparks Chamber of Commerce had paid for its participation in Bandwango, and she wanted to confirm that they were billed for \$1,500 and paid that amount.

Chair Lucey answered meeting minutes would be amended to include Member Silvers clarification.

**E. BOARD MATTERS**

**E1. Review, discuss, and possible action regarding the new Food Service Provider**

The Board of Directors is being asked to review, discuss, and take possible action to approve the staff's recommendation to award Request for Proposal 2022-01 for the Food Service Provider of the National Bowling Stadium, Reno Events Center, Reno-Sparks Convention Center, and Reno-Sparks Livestock Events Center. The Board will review and discuss the bids provided by Aramark and Sodexo and may take action to award the food service contract to one of the foregoing proposed providers. If approved, the staff is seeking direction to work with RSCVA Legal Counsel and the Chairman of the Board of Directors to negotiate a final written agreement for the foregoing provider, as well as direction regarding the execution of the final written agreement.  
For possible action.

**Motion:** Move towards the contract for Food Service Provider under request for proposal 2022 to 01 to Aramark under the terms presented and set forth in Aramark's formal proposal and direct the CEO working with the Board Chair and Legal Counsel to negotiate the final form of agreement and authorize the CEO to execute the final agreement as approved by the CEO, Board Chair and Legal Counsel.

**Moved by:** Member Councilwoman Bybee

**Seconded by:** Member Murdock

**Aye:** Member Ascuaga, Bybee, Silver, Lucey, Murdock, Keel, and Mayor Schieve.

**No:**

**Absent:** Member Sferrazza

**Abstain:**

**Vote:** Motion Passed unanimously.

Charles Harris stated that they went to RFP for a new food service provider earlier this year, compliments to Mr. Larragueta for owning and running that. The last time we went through this process we had one provider that had been in that process, when we went through it this time, we had three great national providers. Our internal team of seven met and reviewed the 600 pages of RFPs in collaboration with our consultant, Chris Bigelow, who provided us with a matrix to evaluate the three different proposals that came through. The internal team declared who they were in favor of, we then turned that over to Mr. Bigelow who also independently went through his evaluation and came up with the same recommendation.

Chris Bigelow presented his recommendations to the BOD with a PowerPoint presentation where he detailed the reasoning behind the recommendation. Chair Lucey requested clarification from Mr. Bigelow regarding who operates the Las Vegas Convention Center, Sodexo, or Aramark. Chris Bigelow responded Sodexo operates the Las Vegas Convention Center. Member Keel asked Chris Bigelow if these were the first proposals from them and if we've already negotiated with them? Chris Bigelow responded that this was the first proposal received from them. He stated that once you select the company, you'd sit down and negotiate to come up with an operating agreement based on the RFP and what they offered. Legal Counsel Ben Kennedy stated for clarification that if we can't negotiate an agreement with Aramark that we're happy with then we can move on.

Member Mayor Schieve asked Mr. Bigelow if any of the three contracts require the RSCVA to have a certain number of events in the facilities? Chris Bigelow responded no to Member Mayor Schieve's question. He stated that it is very rare that would happen, but in the Sodexo proposal, they did require certain bowling events for all seven years, which right now are not under contract, but the feeling is that we will have these events.

Councilwoman Bybee gave public thanks to Chris Bigelow for his presentation, and to the committee and RSCVA Staff for all their efforts. She stated Aramark made sense to her because of the net profit value and its quality.

Member Murdock asked Chris Bigelow if seven years was common practice in this arena. Chris Bigelow responded by stating seven to ten years is common practice. Charles Harris stated the following for clarification, the proposal was seven years with three one-year agreements so on that mutual side we do get to ten but it's three one-year mutuals.

## **E2. Special Events Funding Committee**

The Board of directors is being asked to review, discuss, and take possible action to rename the Special Events Funding Committee to the Marketing and Special Events Funding Committee and to further identify the objectives of the Committee and the items under its purview. Items which the Board of Directors may take action to delegate to the Committee include, but are not limited to: (i) review of the current annual application process and criteria used to allocate special events funding; (ii) implementation of a process and criteria to be utilized in analyzing requests for special events funding outside of the existing annual application process; and (iii) the process and criteria to be utilized in considering the recruitment of special events to the area. For possible action.

**Motion:** Move to re-install the Marketing Committee under the new name of the Marketing Special Events Funding Committee with four representatives from the Board of Directors to sit on that committee and potentially three public members, one representing the University of Nevada Reno,

one representing the Arts, and one representing both sports and business within the community to make a seven-member subcommittee board to discuss issues pertaining to special events and marketing within the region. Currently, those members the outside members would not be either elected or current board members or directors for if they sat on a certain board those would be more staff representative positions i.e., Miss Tina Iftiger at the Airport Authority or President Sandoval at the University of Nevada Reno, or somebody from Art Town, that would be my recommendation to this board and that would be a motion that I would make.

**Moved by:** Member Keel

**Seconded by:** Member Silver

**Aye:** Member Ascuaga, Bybee, Lucey, Murdock, Chapman, Murdock, Sferrazza, and Mayor Schieve.

**No:**

**Absent:**

**Abstain:**

**Vote:** Motion Passed unanimously.

Councilwoman Bybee asked for clarification on the addition of Marketing to the title of Special Events Funding Committee. Christina Erny responded by stating that it was to elaborate on those involved, but that it was still a Special Event Funding Committee.

Member Murdock requested for the Special Events Funding Committee to focus on looking at creating/scouting new special events in the region by promoting funding opportunities. Member Mayor Schieve echoed Member Murdock's request to have the Special Events Funding Committee focus on scouting/creating new special events for our region by promoting funding opportunities.

Charles Harris shared his thoughts on comparing the Reno DMO to Las Vegas DMO, and he shared some of the progress made in Marketing and Sales promoting the region to acquire new M&C and Events, i.e. USA vs. Colombia Davis Cup Matches (March 4 & 5).

Member Chapman gave his thoughts on event productions and event acquisitions in the world of Destination Marketing Organizations. He stated these discussions are convoluted and perhaps it would be more fit to create a separate agenda item.

Chair Lucey reminded the BOD of the existence of the two operating acting committees which are a Finance Facilities Committee comprised of Member Chapman, Member Ascuaga, Member Murdock, and Councilwoman Bybee. We also have the RSCVA Executive Legislative Committee which is comprised of Chair Lucey, Vice-Chair Silver, Member Murdock, and Councilwoman Bybee.

Member Silver stated she recognizes the great job the RSCVA is doing with filling facilities. She requested clarification on the difference between "Special" Events and just Events. Member Ascuaga interjected and stated that the committee would work on definitions and further identify the objectives of the Committee. Chair Lucey echoed Member Ascuaga's statement and emphasized with additional duties of the committee. Chair Lucey stated the upcoming meeting next week would not be impacted regarding the Special Events Funding.

Member Sferrazza recommended including members outside of the BOD on the Special Events Funding Committee who are better versed in Arts/Culture and Sporting Events. Chair Lucey responded to Member Sferrazza by stating four BOD Members would be mandatory and he does see a value in including no more than two members of the public on the Special Event Funding Committee. He emphasized no more than seven members on the Special Event Funding Committee.

### **E3. Extension of Marketing Agreement**

The Board of Directors is being asked to review, discuss, and take possible action to approve the

extension of the current Agreement for Integrated Marketing Agency with Birdsall, Voss & Associates for an additional twelve (12) months at a cost not to exceed Three Hundred Forty Thousand Dollars (\$340,000). If approved, the extended-term would commence May 1, 2022, and run through and including April 30, 2023.  
For possible action.

**Motion:** Move to approve the extension of the current agreement for Integrated Marketing Agency Birdsall, Voss & Associates for an additional 15 months.

**Moved by:** Member Mayor Schieve

**Seconded by:** Member Murdock

**Aye:** Member Ascuaga, Bybee, Lucey, Keel, Chapman, Murdock, Sferrazza, and Silver.

**No:**

**Absent:**

**Abstain:**

**Vote:** Motion Passed unanimously.

#### **F. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS**

This is an information item. Not an action item.

Member Mayor Schieve would like to requested the following items:

- Miss USA, including a review of the deck
- Presentation on ASM retention bonuses
- Bring Your Convention Home campaign

Member Keel requested moving forward to have the BOD be presented with all information to make an educated decision on matters related to approving large sums of money. Chair Lucey echoed Member Keel's request and stated he has requested a comprehensive document from Courtney Jaeger. He suggested the reintroduction of the score sheet into the BOD packets.

Legal Counsel, Ben Kennedy, placed an emphasis on the importance of Board Members not sitting on too many subcommittees than they can handle.

#### **G. COMMENTS FROM THE FLOOR BY THE PUBLIC**

**Public Comments:** 0/Zero "Request to Speak" forms submitted.

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken.

#### **H. ADJOURNMENT**

Chair Bob Lucey adjourned the meeting at 11:58 am.

To view the full meeting recording, please visit the RSCVA Board of Director Meeting YouTube page at:  
<https://youtu.be/RSz-Ayhix5g>



P.O. Box 837  
Reno, NV 89504 USA  
t: 775.827.7600  
[VisitRenoTahoe.com](http://VisitRenoTahoe.com)

To: Reno Tahoe Board of Directors  
From: Charles Harris  
Date: April 6, 2022  
Subject: Review, Discussion and Possible Action to Provide Special Event Funding for the Miss USA Pageant

---

### Executive Summary

The Board of Directors is being asked to review, discuss and possibly approve a request by The Miss USA Organization® (MUO) to provide special event funding that would bring the 2022 Miss USA and Miss Teen USA pageants to Reno Tahoe this Fall.

### Background/Analysis

On April 12, 2022, the RSCVA received a partnership proposal from MUO, stating that they had received a bid from a local hotel, and indicating their desire to bring the 2022 Miss USA and Miss Teen USA pageants back to Northern Nevada. The partnership proposal provided by MUO detailed funds and amenities to be provided by the host hotel and the host city/CVB, including but not limited to: complimentary hotel rooms, complimentary meals, complimentary event space, and an unspecified "financial contribution."

On March 28, 2019, the Board of Directors approved funding, for the 2019 version of these events, to be awarded to MUO in the amount of \$350,000. That event was held in May 2019. Included in this packet are deliverables received by the RSCVA in 2019 compared to deliverables currently being offered by MUO for its upcoming events in Fall 2022. The 2019 marketing deliverables show strong results in viewership and social media impressions, and the promoted perception of the destination was determined by staff to be overwhelmingly positive, though it is unclear whether the 2019 investment generated room nights outside of the event.

### Fiscal Impact

The Miss USA Organization® is requesting funding not to exceed \$250,000.

### Recommendation

Staff recommends that the 2022 Miss USA and Miss Teen USA pageants are funded at a level commensurate with the marketing deliverables given (\$150,000 to \$250,000), related to those received by the greater Reno Tahoe area when this event was last held here in 2019.

RENO

THE BIGGEST LITTLE CITY IN THE WORLD

MISS \* USA  
MISSTEEN \* USA



VisitRenoTahoe.com

PRESENTATION



## *Table of Contents*

ABOUT THE MISS USA ORGANIZATION®	3
YEAR IN REVIEW	4
MISS USA EVENT WEEK 2022	5
MISS USA DELIVERABLES	6
CONTACT	8



## *About the MISS USA Organization®*

The Miss USA Organization®, under the helm of Crystle Stewart, is the new and improved leading national platform for young female entrepreneurs to build and curate their futures. As a former titleholder, Stewart went on to cultivate and further her own entrepreneurial dreams of being an actress, along with becoming the first black female President of the original influencer brand, MISS USA® and MISS TEEN USA®. Under this new leadership, Stewart will nurture the contestants and titleholders each year to use their star power by growing their role model status within their communities and beyond along with formulating a winning recipe to ensure their success. "Pageantry Reimagined" is more than just a new approach. It's a redefining moment and a generational shift. Not just for the contestants, but for the industry. It's an actual, one-of-a-kind Gen Z and Millennial life experience that can catapult them to future stardom. The Miss USA Organization is independently owned by The MISS Brand Corp.



## First year of ownership for the 70<sup>th</sup> Anniversary of MISS USA

- Miss USA was coined the most "woke" pageant in the 70-year history
- The most diverse class, including the first trans-gender to compete
- Contestants are employed as: aerospace engineer, heiress to an NFL team, US Air Force veteran, nurses, educators, reporters, owner of tech start-ups and investment bankers to name a few
- Miss USA was televised on FYI and HULU Live TV
  - Miss USA Telecast was FYI's #2 Show for 2021
    - Median Income of Viewers
    - \$81k was up 15% from 2020 ratings
  - Miss USA increased Viewers from Previous Years
    - Up 410% in the 25-54 age range
    - Up 311% in the 25-64 age range
    - Up 329% in the misc age range category
    - Overall Viewership was 75% higher than 2020
  - Press Hits: Over 4 Billion Media Impressions Earned
  - Press Hits Local (Tulsa): 4 Million Media Impressions Earned
- Social Media: Up 99% from previous year's, including 4.6 Mil views on the "crowning moment" on TikTok. Highest viewership in the history of TikTok.
- Show Week Social Analytics Utilizing Creative and Curating Unique Content
  - TikTok Videos Created: 32
    - TikTok Views: 16 Mil
  - TikTok New Followers: 29k
  - IG Posts, Including Reels: 68
    - IG Impressions: 17 Mil
    - IG New Followers: 120k
    - IG Reel Views: 213k
  - IG Story Views Show Day: 80k
  - Shares and Saves: 700k - 10k Shares
- Social Media Following:
  - Instagram
    - @missusa: 630k 83% following are female and 44% in the 18-24 age range
    - @officialellesmith 98k 71% following are female and 40% in the 18-24 age range
  - TikTok
    - @missusa: 73k Following 2.5 Mil Likes
    - @officialellesmith: 71k Following 2.2 Mil Likes
  - Facebook
    - @missusa 1.5 Mil Followers
  - Twitter
    - @missusa 184k Followers



# Live Telecast MISS USA 2022 (A+E Network, HULU Live TV)

Monday , October 3, 2022

**hulu fyi,**

**PREFERRED DATES Miss USA Event Week 2022**

• September 25-October 5

## **REQUEST FOR CONTRACT CONCESSIONS**

- Financial Contribution (your financial contribution will be considered part of your bid proposal)
- 900-1000 Complimentary room nights for Staff and Contestants from Sept 25- Oct 5
- Complimentary Double Queen rooms (26) for Miss USA Contestants: arrival on Sept 25, departure on Oct 4, 2022
- Complimentary Double Queen Rooms (26) for Miss Teen USA Contestants: arrival on Sept 27, departure on Oct 2, 2022
- Complimentary Suites for Judges from Sept 28 - Oct 4, 2022
- Complimentary rental of Convention and Meeting Space from Sept 25 - Oct 5, 2022
- Complimentary rental of theater from 'load in date' of Sept 25 to 'move out date' of Oct 5, 2022
  - Contestant Meals and Chaperones (Chaperone Staff of 20) to be provided by host hotel
  - Miss USA and production staff (75) meals to be provided by host hotel
- Use of Outdoor Digital Marquees and Indoor Digital Marketing Screens throughout host Resort during dates above for content pre-approved by host hotel Marketing Team



## MISS USA to provide

DETAIL	DELIVERABLES (minimum)
Live Audience to stay and dine in Reno Tahoe during pageant week.	2,500 +
With 2M+ followers across our social media platforms, Miss USA 2022 Reno Tahoe will be a viral hit across the internet.	8 Posts 4 Video Posts (20+ million impressions)
Our state pageants have 8M+ followers combined! One post by all of the states on their Miss and Teen social media platforms can create a massive marketing outreach.	2 Posts (mandatory for all State Titleholders)
1M+ visitors will access our website and see your logo featured alongside top tier brands.	Homepage Main Slider Image (3 days during high traffic season) Logo featured on Homepage (3 months prior to pageant)
Reno Tahoe featured in a national commercial during the pageant live broadcast highlighting your beautiful city for the viewing audience.	30 seconds
Highlight the glamor, excitement, and amenities of your Reno Tahoe through verbal and video integration in the live telecast.	4
Reno Tahoe to possibly present specific award on stage during live broadcast show.	Negotiable
To add glam, excitement, and celebrity to any occasion include a personal appearance by Miss USA and Miss Teen USA.	3
Take pictures, receive signed autograph cards with Miss USA during the pageant week! The photos taken will definitely be a keepsake and a great opportunity to personally mingle with Miss USA.	Included
Tickets to each Preliminary Show.	(up to 25)



## MISS USA to provide (cont.)

Tickets to Miss USA Finals	(up to 25)
Tickets to Miss Teen USA Finals.	(up to 50)
Reno Tahoe to be listed as Official Host City and visible on all marketing material	Included
Sold to our live audience, the Miss USA/Teen USA Program Book will create extra visibility to our live audience.	Feature Written Article
The Reno/Tahoe logo will be featured on our Step and Repeat Banner for media to snap pictures of our celebrity panel of judges, performing talent, and titleholders that walk the red carpet.	Included
Be invited to Miss USA's exclusive ticketed events during the pageant week. Between the Awards Show, Costume Presentation, and After Party, you and your guests will have VIP access.	2 VIP Tables



MISS USA ORGANIZATION®

## Contact

**DOHN DYE**

*Director of Partnerships*  
**Miss USA® Organization**

205-826-2992  
partnerships@missusa.com



### Reno Tahoe Partnership Perks

BENEFITS	2019	2022
<b>Reno Tahoe designated as Title Sponsor of Miss USA &amp; Miss Teen USA</b>	Included	Included
<b>Guaranteed social media impressions</b>	70 million	70 million
<b>Live stream of preliminary competition and Miss Teen USA finals</b>	Included	Included
<b>3 Minutes of Reno Tahoe destination exposure during telecast</b>	Included	Included
<b>6 Additional Reno Tahoe integrations within the telecast</b>	Included	Included
<b>3, 30 Second commercials aired during live streams</b>	Included	Included
<b>1, 30 Second commercial aired during Telecast</b>	Not Included	Included
<b>6 Short forms (60 second infomercials) to air throughout the A&amp;E Networks (Lifetime, History,FYI)</b>	Not Included	Included
<b>Miss USA &amp; Miss Teen USA social media posts prior to pageant week</b>	2 Twitter, 2 Facebook, 2 Instagram	4 Twitter, 4 Facebook, 4 Instagram
<b>102 Miss USA &amp; Miss Teen USA State Titleholder social media posts prior to pageant week</b>	Not Included	2 Facebook, 2 Instagram

# MISS \* USA

## MISSTEEN \* USA

BENEFITS	2019	2022
<b>Miss USA &amp; Miss Teen USA social media posts during pageant week</b>	1 Instagram, 1 Facebook, 1 Twitter	1 Instagram, 1 Facebook, 1 Twitter
<b>Miss USA &amp; Miss Teen USA social media posts during pageant week</b>	1 post, Miss only	1 post, Miss & Teen
<b>Visit Reno Tahoe social media giveaway</b>	Not Included	Included
<b>Reno Tahoe logo/link, destination video &amp; digital travel guides included on Miss USA &amp; Miss Teen USA websites</b>	Included	Included
<b>Miss USA &amp; Miss Teen USA Official Magazines, inside cover &amp; 2 page ad</b>	Included	Included
<b>50 VIP tickets to Miss USA &amp; Miss Teen USA finals</b>	Included	Included
<b>Unlimited tickets to preliminary shows</b>	Included	Included
<b>Secure &amp; promote room blocks &amp; discount codes</b>	Included	Included
<b>2,000 or more trackable room nights in Reno Tahoe</b>	Included	Included