

# 2024 Rose Parade



**Cal***fest*  
CALIFORNIA/NEVADA FESTIVALS & EVENTS ASSOCIATION



# 2024 Rose Parade Backstage Experience

## December 29, 2023 – January 1, 2024

Join us for one of the most fun, exciting, and unique experiences of the  
**World-famous Rose Parade!**

### TOUR INCLUDES

- VIP Tour at Fiesta Parade Floats
- VIP Seating and Lunch and BandFest
- Guest breakfast Tournament of Roses House
- Tour of the Tournament House
- Tour of Phoenix Decorating
- Tour and float decorating at Artistic Entertainment Services
- Float Judging Viewing
- Walkabout in Old Town Pasadena
- VIP Seating, Light Breakfast and Free Program at the Rose Parade
- Local Transportation to All Events

### TOUR DOES NOT INCLUDE

- Air or other transportation to Southern California
- Meals, unless specified, other tours, gratuities and anything not mentioned in the "Tour Includes" section
- Tickets to the Rose Bowl Game.

## HOTEL ACCOMMODATIONS

### **Courtyard by Marriott**

North Atlantic Boulevard  
Monterey Park, CA 91754  
Phone: 626-656-4056

<b>Room rate:</b>	Starts at \$194.00 Single/Double Occupancy
<b>Reservation cutoff:</b>	December 7, 2023
<b>Rate valid:</b>	December 28 thru January 1

If flying, we recommend:

- Hollywood Burbank Airport (20 miles to hotel)
- Ontario International Airport (32 miles from hotel)
- Los Angeles International - LAX (26 miles to hotel)

## COST OF THIS EXPERIENCE

**\$650.00** - per person for CalFest members

**\$825.00** - per person non-members

Visit: [CalFest.org/Events](https://www.calfest.org/Events)

# Itinerary

(Subject to updates)

## **FRIDAY, DECEMBER 29**

### **WELCOME TOUR & VIP TOUR – FIESTA PARADE FLOATS**

Hotel check-in at Courtyard by Marriott. Dinner on your own then meet in the hotel lobby at 6:00 pm for introductions and an overview and instructions for upcoming events. Board the vans to travel to Irwindale to Fiesta Parade Floats, the winningest float builder in Rose Parade history, for a guided tour, giving you an overview of how it all works and seeing the floats being decorated. Dress is casually nice. Be prepared to take lots of pictures.

## **SATURDAY, DECEMBER 30**

### **BANDFEST & LUNCH AT PASADENA CITY COLLEGE; PHOENIX DECORATING TOUR; AES FLOAT TOUR AND DECORATING**

Meet in the hotel lobby at 8:30 am to begin the day's tour. Every year the Rose Parade invites 23 outstanding and award-winning bands to march in the Rose Parade. At BandFest, you'll have VIP seating to see a third of those bands entertain you with their fabulous field shows. Following the show, lunch – sponsored by In-N-Out Burgers – will be served in the Pasadena City College Student Union. Following lunch, you'll re-board the vans to be transported to Phoenix Decorating, another of the massive float barns, where you'll see more floats in the final stages of preparation for judging. From Phoenix Decorating we move on to AES (Artistic Entertainment Services) to view and work on floats. We will be at this location for a minimum of two hours to work on some floats.

## **SUNDAY, DECEMBER 31**

### **BRUNCH & TOUR AT TOURNAMENT HOUSE; PASADENA WALKABOUT; JUDGING**

You can skip breakfast at the hotel this morning. Boarding the vans will be at 9:00 am for travel to Tournament House in Pasadena for a VIP Brunch and Tour. Tournament House was owned by the Wrigley Family, at one time, and is now headquarters for the Pasadena Tournament of Roses. Not only will you learn some of the interesting history of the house, but you'll see it fully decorated for the holidays, could stroll through the Rose Gardens, and take lots of photos.

Upon leaving Tournament House, we'll take you to Old Town Pasadena where you can shop for souvenirs, wander through the shops, and see how the businesses prepare for the Rose Parade. When we leave Old Town, you'll be taken to Arroyo Seco, home of the famous Rose Bowl, to watch Float Judging. Dinner is on your own.

## **MONDAY, JANUARY 1**

### **ROSE PARADE!**

The vans depart at 5:30 am this morning for the Rose Parade, where you'll have the best VIP seats along the parade route, at the beginning of the parade, to see the Opening Show and where all the entertainment happens with the sun at your back. This is the perfect vantage point to view the breathtaking animated floats, elegant equestrian units, live performances on the floats and marching bands from across the United States and around the world. A light breakfast, of coffee, tea, hot chocolate, juice, and donuts, is served under the bleachers. The parade begins at 8:00 am and ends at 10:00 am. You will return to the hotel by 12:00 noon for those leaving that day.

# Frequently Asked Questions

## Are there restaurants and shopping nearby?

Yes, there are a couple of restaurants almost next door, and a shopping center nearby. Other restaurants are within driving distance.

## Where are the seats located?

Our VIP seats are located on TV Corner on Orange Grove Blvd; Aisle 1, Rows JJ-MM about a 1½ blocks from our VIP parking. The seats are bleacher style without backs. You may want to bring seat cushions or a blanket to sit on. Metal stadium chairs will not make it through security. The seats are at the top of the stands so you will have to climb approximately 20-40 steps.

## What should I wear and what can I bring?

Dress warmly in layers with hats and gloves. It's always colder on New Year's morning than it looks on TV. If showers are predicted, pack a poncho or rain gear. Security: No alcohol, drugs, weapons, cans, glass bottles, sports bottles, coolers, banners, flagpoles, signposts, placards, rigid signs, umbrellas, or metal stadium chairs are allowed. Ladies, we recommend you not take a large handbag but use your pockets or a fanny pack. Cameras are allowed and encouraged - this is a fantastic photo op!

A continental breakfast of coffee, tea or hot chocolate, juice and donuts are served under the stands---and there are plenty of port-a-potties there, too!

## Who can take the tour?

Teens through active seniors. Extensive walking and some standing is required on the tour. You must be able to keep up with the group. There are approximately 20-40 steps up to our seating on the parade route. There are no steps at either of the float barns we visit nor at float judging. If temperature is a concern, keep in mind temperatures can range from nicely warm to colder than you want.

## What should I wear and what can I bring?

Casual wear is acceptable at most of the tour. You might want to dress a little nicer for the event the first night at Fiesta Parade Floats and again for the brunch at Tournament House. Be sure to wear comfortable walking shoes for all sites and events, and we suggest you dress in layers as temperatures vary from year to year and rain is a possibility.